

## YOU DESERVE MORE FROM THE INTERNET



Dear Future Client,

Thank you for downloading our service menu. We'd love the opportunity to discuss your project requirements and goals with you and your team. What we're looking for in our initial conversation is a natural 'fit' between what you need and what we do.

We feel it's important to consider our relationship a partnership. The reason we put so much effort into research and preparation is so our team can make the greatest possible impact on helping your organization achieve its goals. 'Partners' work together to win together, and it's precisely this attitude that has sustained Eversite's success since 2001.

I do hope you like the way we're presenting this information to you below. When you're ready we'd like to set up a time to discuss your project. You're welcome to book an intro call here: [www.eversite.com/intro/](http://www.eversite.com/intro/)

I look forward to our upcoming conversation. Thanks so much.

Rob Benson

Legnd | Eversite



Inc. 5000 Award Recipient | Top 1% Nationwide on UpCity | #1 Ranking on "10BestDesigns"



## SPECIFICATIONS

# EVERSITE™ - ALL-IN-ONE



## PROFESSIONAL WEBSITE DESIGN

Our team of professional graphic and website designers will design and build a branded, mobile-friendly, search-engine-friendly website.



## UNLIMITED CONTENT EDITS

No more quotes and extra charges at \$100+ an hour to keep your website pages up-to-date. You email us the content, and we update your website.



## FREE WEBSITE HOSTING

Legnd will cover all of your website hosting charges so you won't have to worry about missed reminder emails or if your credit card is up-to-date.



## BROKEN LINK DETECTION

A sure way to kill a user experience is a "Page not found" error. We'll monitor all of your site's links to make sure they're working as expected.



## DOWNTIME MONITORING

Your website is constantly under threat of attack by hackers or being overloaded. Our monitoring ensures we find out when there's an issue.



## FORM SUBMISSION BACKUPS

We'll setup your website's email forms to automatically backup entries to a cloud service so don't lose another message from your website.



## SECURE BROWSING

Legnd will automatically direct all visitors to browse your website with the security of an industry-leading, SSL encryption at no annual charge to you.



## SPECIFICATIONS

# EVERSITE™ - PLANS

		Most Popular	
	GOLD	SILVER	BRONZE
Custom-Designed Website	✓	✓	✓
Unlimited Revisions As-Needed	✓	✓	✓
Phone & Email Support	✓	✓	✓
Predictable Website Expense	✓	✓	✓
30-Day Cancellation	✓	✓	✓
Size of business best suited for (annual top-line revenue)	\$3m or greater	\$500k - \$3m	\$500k or less
Site Setup One-Time	\$ 399	\$ 399	\$ 399
Monthly Price Due on 1st of Month	\$ 599	\$ 399	\$ 199



## SPECIFICATIONS

# EVERSITE™ - PROJECT STRUCTURE

Scope	Schedule
Agreement Signed.	Today
Payment due: \$399 Setup fee.	
<b>ONBOARDING CALL</b>	
Research, Discovery, Collect Assets	1 - 2 weeks
<b>KICK-OFF CALL</b>	
Payment due: Monthly recurring starts (Pro-rated first month)	
Develop User-Flow & Sitemap (if applicable) Design Homepage & Website Styles Client Approval	3 - 4 weeks
<b>REVIEW CALL</b>	
Website Layout Customization Input Content on Internal Pages Client Approval	3 - 4 weeks
<b>LAUNCH CALL</b>	
Update DNS and Launch Website	1 - 2 weeks
Content Updates	Ongoing
<b>Total Estimated Timeframe</b>	<b>8 - 12 weeks</b>



WE'LL PUT YOU ON THE MAP

# COMPREHENSIVE SEO

*Eversite will find customers that don't know you exist but need what you do.*

Eversite will actively target customers searching for specific key phrases. We find customers ready to make a purchase, not the digital equivalent of window shoppers. The results we achieve are not simply more "hits" to your website, but measurable results as defined by you: Phone calls, leads, sales, email signups, downloads, etc.

✓ No Long-Term Contracts

✓ Expert SEO Team

✓ Pay-As-You-Go

✓ Collaborative Email Support System

✓ Full Transparency

✓ We Answer The Phone



ON & OFF-PAGE  
OPTIMIZATION



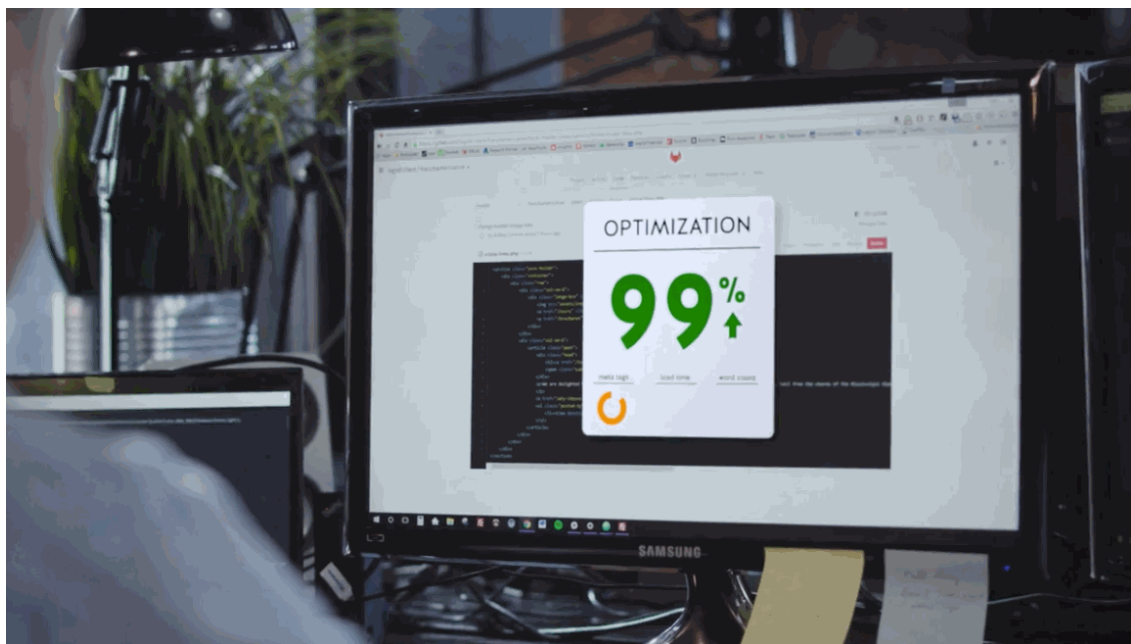
KEYWORD-RICH  
CONTENT CREATION



IMPROVE YOUR  
RANK ON MAPS



IMPROVES ORGANIC  
SEARCH RESULTS





## SPECIFICATIONS

# COMPREHENSIVE SEO

	GOLD	SILVER	BRONZE
<b>SEO LAUNCHPAD</b>			
Reporting dashboard setup	✓	✓	✓
Keyword research & selection	✓	✓	✓
Onboarding survey & call	✓	✓	✓
XML sitemap creation & submission	✓	✓	✓
Google Analytics w/ conversion tracking	✓	✓	✓
Google Search Console creation	✓	✓	✓
Content analysis	✓	✓	✓
Search intent analysis	✓	✓	✓
Semantic keyword discovery & integration	✓		
Online competitor analysis	✓		
In-depth site analysis	✓		
Position tracking (keywords)	Up to 500	Up to 250	Up to 100
User experience / CRO audit	Every 3 mo.	Every 6 mo.	Every 6 mo.
<b>LOCAL SEO</b>			
Management of local directory listings across hundreds of sites	✓	✓	✓
Google Business Profile optimization (if needed)	✓	✓	✓
Local search grid/zone tracking	✓	✓	✓
GBP keyword placement	✓	✓	✓
GBP geo-visibility improvements	✓	✓	

GBP addition of images



GBP products / services as needed



## REVIEW GENERATION

25 review request sequences monthly



Multi-platform (Google, Facebook, etc.)



Automatic CRM integration (if applicable)



## CONTENT & ON-PAGE SEO

Market/Specialty pages written/created



Internal linking restructuring & optimization



Header tags optimized (Ex. H1s)



Image optimization



Local business Schema markup



Adding "People Also Ask" markup



Search-optimized blog posts annually

24

14

6

Market or specialty pages annually

20

10

3

## LINK BUILDING

Citation link building



Mid-to-high-tier backlinks (niche links, blogger, etc.) annually

24

12

-

## TECHNICAL SEO

Custom 404 error page optimization



Redirect management



Site health monitoring



Google page indexing



Page speed optimization	✓	✓	✓
Robots.txt optimization	✓	✓	✓
Keyword cannibalization checks	✓	✓	
Duplicate content analysis	✓	✓	
URL structure analysis	✓	✓	
Backlink analysis	✓	✓	
Disavow of toxic backlinks as needed	✓	✓	
Canonicalization analysis	✓		
Keyword gap analysis	✓		
Text / HTML ratio optimization	✓		
Text readability analysis (readability grades)	✓		

## MONITORING & ANALYTICS

Monthly activity & conversion reporting	✓	✓	✓
Ongoing user experience reporting	✓	✓	✓
Google algorithm monitoring & strategy	✓	✓	✓
Dedicated Account Representative	✓	✓	✓
Access to client feedback portal	✓	✓	✓
Ongoing in-depth strategy & analysis	✓	✓	
Competitor monitoring	Up to 15	Up to 5	-

### Account Setup & Optimization

\$ 500

\$ 500

\$ 500

One-Time

### Comprehensive SEO (single market)

\$ 3200

\$ 1800

\$ 1000

Monthly





# ONLINE MARKETING TARGET WITH PAY-PER-CLICK

## *The sniper approach to online marketing*

Using Google's advertising platform allows us to attack the search engine's paid inclusion sections of its results pages. It offers the ability to selectively target likely customers, but is limited by your budget and dependent on competitor bidding. A major advantage is the ability to target key phrases capitalizing on your competitor's existing marketing efforts.

- ✓ No Long-Term Contracts
- ✓ In-house Ad Specialists
- ✓ Pay-As-You-Go
- ✓ Collaborative Email Support System
- ✓ Full Transparency
- ✓ We Answer The Phone





## SPECIFICATIONS

# PAY-PER-CLICK MARKETING

	GOLD	SILVER	BRONZE
Develop campaign strategy and text ads in consultation with Client	✓	✓	✓
Setup Google Ads campaign with targeted keywords and conditions	✓	✓	✓
Create negative keyword lists, conversion tracking & ad extensions	✓	✓	✓
Monitor activity and make adjustments to maximize CPA	✓	✓	✓
Deliver monthly reports to Client	✓	✓	✓
Google Display & Remarketing	✓	✓	
Campaigns	Up to 20	Up to 5	Up to 2
Ad Groups	Up to 200	Up to 35	Up to 15
Keywords	Up to 2500	Up to 350	Up to 150
Account Setup & Optimization One-Time	\$ 500	\$ 500	\$ 500
Ad Spend Monthly (Paid directly to Google)	\$ 4000 or more	\$ 2400 or more	\$ 1400 or more
Campaign Management Monthly	*15%	20%	25% \$350 min.

\* Management fee drops from 15% to 5% for any ad spend above \$10,000 in most cases



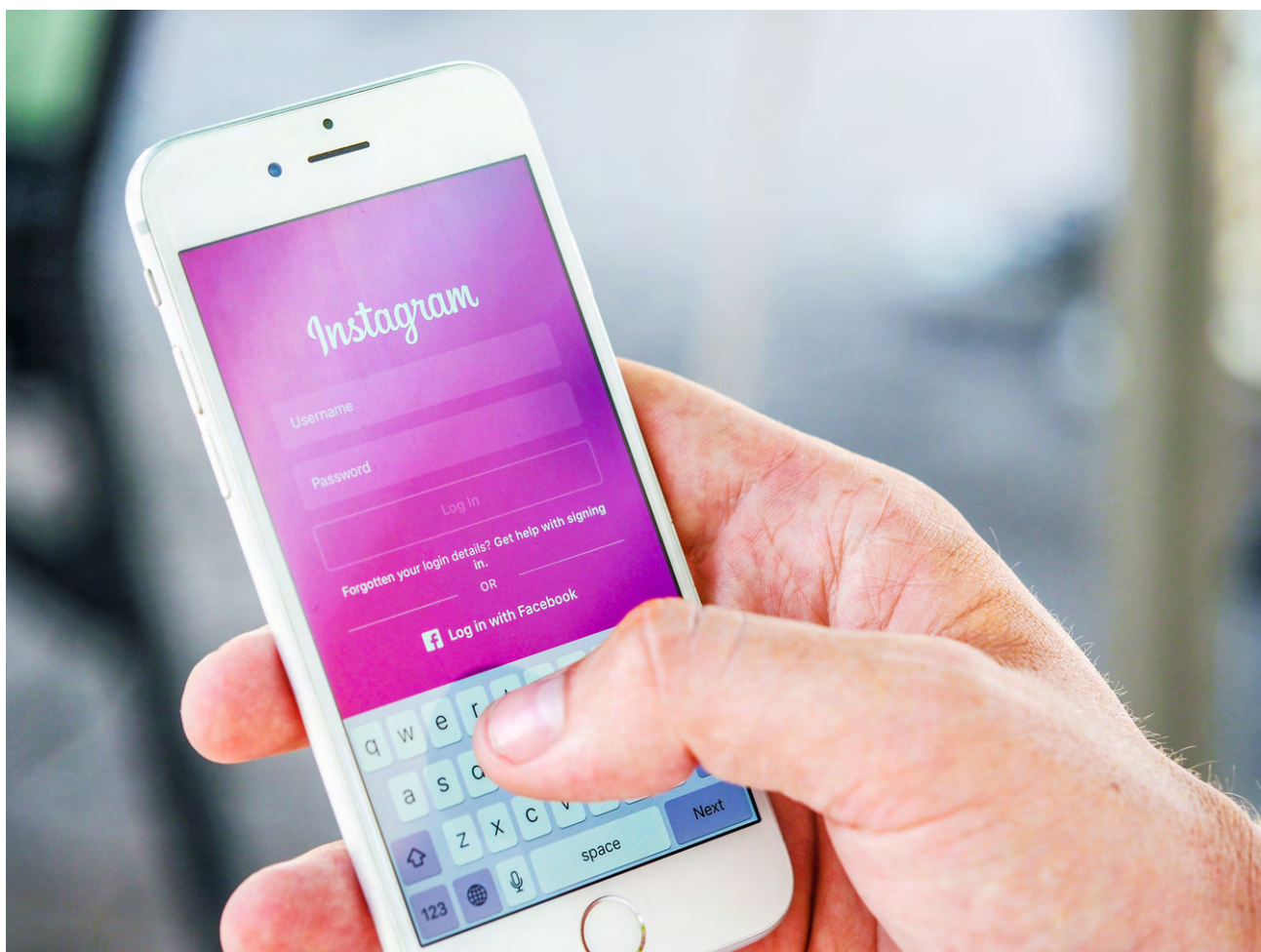
INTERNET MARKETING

# SOCIAL MEDIA SERVICES

## *Engage your ideal customer on social media*

Let's get social. Facebook continues to boast the largest reach of any social media platform, and we consider it to be the cornerstone of any social media marketing campaign in most circumstances. We will also extend your social reach to other relevant platforms. Legnd's expert designers and marketers will create and post relevant image and text elements to promote your brand and generate audience engagement. We persevere until your business is 'top-of-mind' with your target audience.

- ✓ No Long-Term Contracts
- ✓ In-house Paid Ad Specialists
- ✓ Pay-As-You-Go
- ✓ Collaborative Email Support System
- ✓ Full Transparency
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## SPECIFICATIONS

# SOCIAL MEDIA ADVERTISING

	GOLD	SILVER	BRONZE
Develop Social Media Ad Strategy	✓	✓	✓
Social Media Ad Design	✓	✓	✓
Create and Manage Campaigns	✓	✓	✓
Deliver monthly reports to Client	✓	✓	✓
Facebook and Instagram	✓	✓	✓
Monthly Promotional Updates	Up to 10	Up to 5	Up to 2
Campaigns	Up to 15	Up to 6	Up to 2
Setup Fee One-Time	\$ 500	\$ 500	\$ 500
Ad Creative Design One-Time	\$ 500	\$ 500	\$ 500
Ad Spend Monthly	\$ 4000 or more	\$ 2250 or more	\$ 1500 or more
Campaign Design & Management Monthly	20%	25%	30%





BRANDING + LOGO

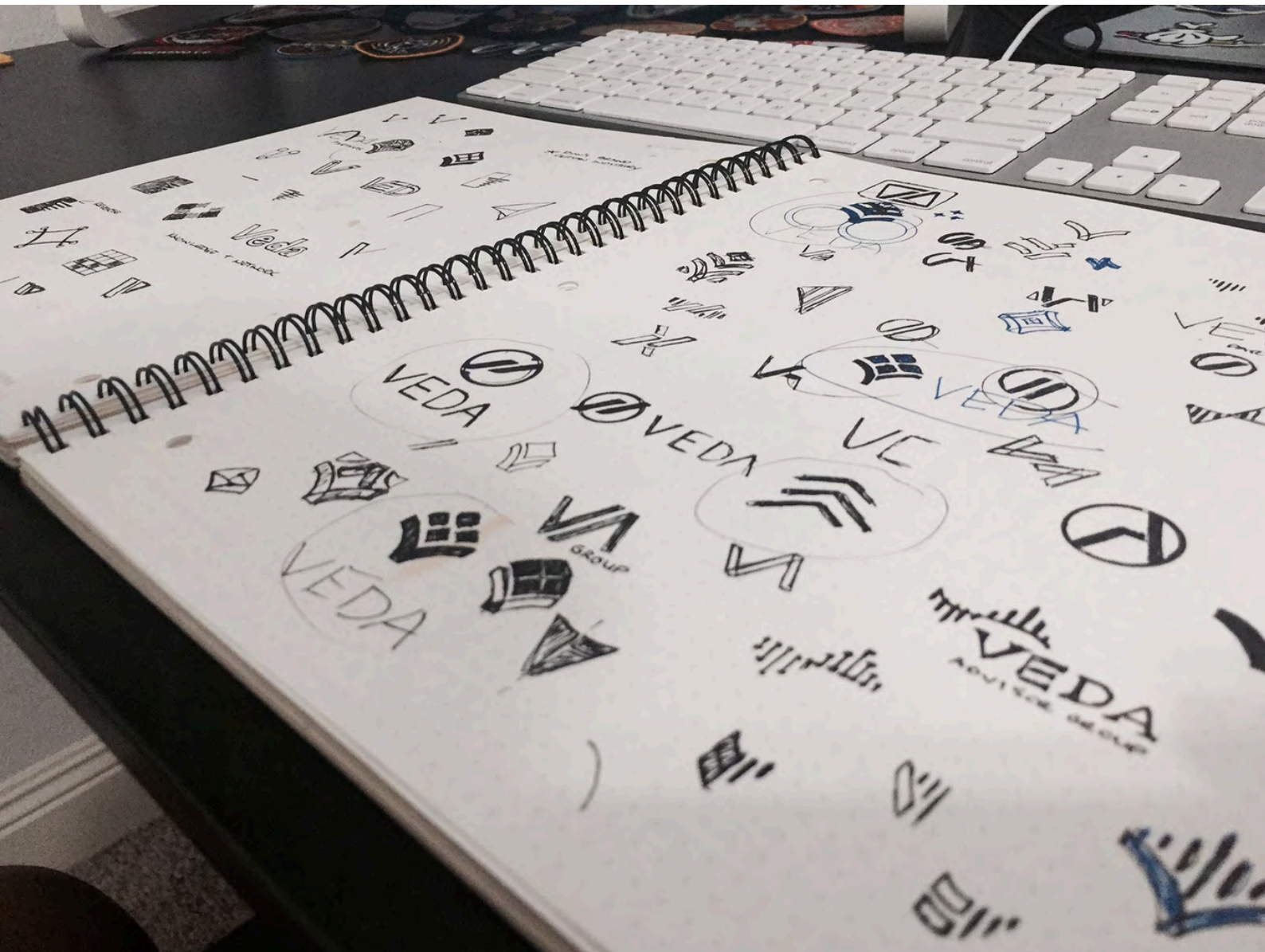
# IMPRESS WITH YOUR BRAND



[See Branding Files  
From Actual  
Client](#)

## *One shot to make a great impression*

Our team of brand experts and designers have all but perfected the branding and logo creation process. We take a scientific approach to the creative process and it produces a winning result every time. Key to this guarantee is (1) we define clear deliverables and hard breaks for each phase, (2) you communicate directly with the designer(s) doing the work, and (3) we only advance phases *if* and *when* we get your explicit approval.





## BRANDING

# MOOD BOARD DESIGN

Before we start designing your logo, we make sure to really get to know your business, customers, and brand. This process is essential for us to not only understand your goals, but to get a gauge on how you'd like your brand to be perceived by the public.

### Deliverables:

Mood board - We'll seek your approval on a collection of imagery, colors, typography, and descriptive words that depict the inspiration behind the brand based on your feedback and our discussions.



ANTIQUE  
BALANCED  
EXPERTISE  
ELEGANT  
SOUTHERN

CUSTOM  
REFINED  
RESIDENTIAL  
HIGH END  
VINTAGE

9

THE  
BEEHIVE  
CAFÉ

BEAN TO THE BEAN  
ELDORA  
CRAFT CHOCOLATE

12

ESTD 2017  
MADELINE  
FARMS

BEVOLO  
—established 1945—  
GAS & ELECTRIC LIGHTS





## BRANDING

# LOGO DESIGN

Once we have gathered all the necessary information about your business and brand, our designers start sketching and exploring concepts for the logo. Once our designers have a finalized logo ready, we will hold a presentation and explain the direction and decisions made.

### Deliverables:

Branding presentation including logo mockups

Custom logo & secondary mark

Color palette & specs

Typography styles

Logo file formats (.eps, .jpg)



See branding case studies at [legnd.com/branding](https://legnd.com/branding)

## TESTIMONIALS

# SOME OF OUR BIGGEST FANS!

100's of

?

?

?

Reviews!



*"Legnd absolutely **blew us away.**"*

*... I am so grateful that I found them for my business!"*



*"They made a HUGE improvement in all of our rankings **almost immediately.**"*

*... I have extremely high expectations, and they hit them all out of the park!"*



*"Since we hired the Legnd team our internet **leads and phone calls have tripled.**"*



*"A Perfect "10" !!!!!!!!!!!!!!! "*  
*" A++ in my Book!"*



*"**Bomb.com!** I have recommended you all to several people already. "*





## SPECIFICATIONS

# PROJECT SCHEDULE

The following table represents the ideal schedule for the implementation of digital marketing services along with a breakdown of costs based on Eversite's "**Local Leader**" marketing system. Ask about our digital marketing packages on an intro call here: [www.eversite.com/intro/](http://www.eversite.com/intro/)

PRE-LAUNCH	Month 1	2	3
Eversite	399	399	399
SEO Setup	500		
PPC Setup	500		
TOTAL	\$ 1399	\$ 399	\$ 399
POST-LAUNCH	Month 4	5	6+
Eversite	399	399	399
Comprehensive SEO	1000	1000	1000
PPC Management	350	350	350
PPC Ad Spend (Paid to Google)	1400	1400	1400
TOTAL	\$ 3150	\$ 3150	\$ 3150



## OUR TEAM

# PLAY HARD, WORK HARDER

One of Eversite's greatest strengths is our ability to assemble a truly dynamic team based on both character and talent. We compete against big-time players in the industry and repeatedly come out on top. Driven by passion and a little too much coffee, we have a long track record of winning.

Our team works hard together. We fight to meet aggressive deadlines to launch new websites and battle to achieve coveted search engine rankings. And we play hard. We join families for Sunday brunch and talk trash on the ping pong table.

We've also been known to do both at the same time, like working a late night to give our clients that extra edge while cheering for the USA in a World Cup match. We believe business is very personal and the lines between work, home, and play should be blurred sometimes.

## NEXT STEPS

# LET'S CHAT

### ***This is a Relationship, not a Transaction***

There is a lot to take in with such a comprehensive proposal. Our hope is we've given you enough information in each level of services to help you decide if an introductory call is in order.

Please call to get your questions answered and a custom quote for your project:  
**(985) 718-1900**

We look forward to speaking with you very soon.

Call (985) 718.1900

[Book An Intro Call](#)

[www.eversite.com/intro/](http://www.eversite.com/intro/)

