



Sample Rates

## About TheDigitalGirl<sup>SM</sup>

**TheDigitalGirl<sup>SM</sup>** is a strategic communications agency specializing in interactive, digital, public relations, and marketing specialties communication. We are creative thinkers who help some of the world's leading brands engage with their audience, using high-quality print, packaging, Web and multimedia solutions.

## Executive Summary

Daitona Carter is a pioneering polymath with a talent for PR and marketing ideas, brand building and sales strategy. With more than 10 years in the mass communications marketplace, and studies at some of the world's top schools such as Harvard, Tuck, and Northeastern University, she has gained a wealth of experience in strategic action planning and galvanizing communication.

Still under 30, Daitona has already created and implemented marketing and public relations campaigns for Burger King, Rihanna, Armand De Brignac, the Metropolitan Museum of Art, and City of New York, numerous recording artists, Atlantic Records, Warner Music Group, and others. She has generated positive, high-impact publicity in the leading global publications and TV outlets, including USA TODAY, New York Post, Ryan Seacrest, Ace Showbiz News, Univision, and many metropolitan dailies, trade magazines, blogs and radio shows all with one "click."

Daitona's solid understanding of the Social Media Universe ( Youtube, StumbleUpon, twitter, Delicious, blogs, etc.) allows her to work with each client and account team to develop social media strategies that engage consumers during and after campaign launch.

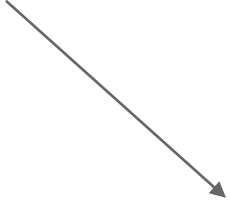
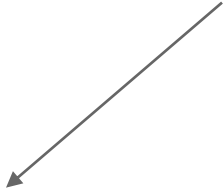
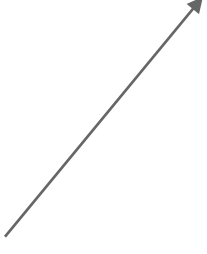
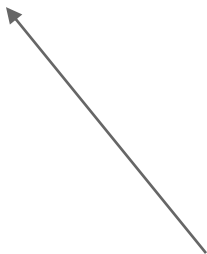
Search Engine Optimization (SEO)

Social Media Optimization (SMO)

Your-BRAND

Pay Per Click (PPC)

Link Building (LKB)



## ❖ **30 Day SEM Campaign**

**\$3,000/ one time**

**Duration: (30 Days)**

During the 30 Day SEM Campaign, we will work together to develop a strategy and implement key changes that will deliver immediate results. The 30 SEM Campaign quickly addresses critical search engine optimization enhancements to your web site, quickly increases ranking, traffic and Google AdWords conversion efficiency. **The 30 Day SEM Campaign** covers optimization of up to **10 page's** (static or dynamic) in a website, on-page optimization and strategic selection of **100 key phrases** that will drive targeted traffic to your site.

### **Recommendations 30 Day SEM Campaign include:**

**1. SEO Planning, and Strategy (1 Week)** - To really make your web marketing campaign a huge success, I would develop a deep understanding of your business; what you are trying to accomplish and what your goals are. This discovery interview provides critical business intelligence aimed around what's happening in your industry. During the interview process an intelligence gathering survey form will guide us through an inquiry into the nature of your business needs, competition, and desired outcome. In addition you can ask any questions that may be concerning you in regards to the types of changes that will be made to your web site, when to expect results, and lays the strategic foundation for your ongoing Social Media Marketing Campaign.

**1. Goal Setting**

**2. Competitor Benchmarking**

**3. Keyphrase Research**

- Discover keywords which will produce the highest volume of traffic
- Keywords that the competition are using to find success
- Significant high traffic keywords your rival does not know about
- Newly rising keywords primarily based on new trends & services and products related to your industry
- Keywords with high conversion rates to raise your ROI
- Gap Analysis
- Keyphrase Selection
- Tracking and improvement process

**2. Index inclusion and coverage (1 Week)** - The Google & Yahoo! XML Sitemaps tell the search engines which pages are most vital to your search engine marketing campaign. I will create and adjust the required areas inside the sitemaps to make sure that your most important pages are given the correct prominence. In addition, I will take active steps in troubleshooting and monitoring your website with Google Webmaster Tools Console. This permits me to accurately identify and track your back-links, link recognition, damaged links and indexing speeds; as reported by Google.

- Site submission – including search engines and directory inclusion
- Dynamic XML Site Map Generation and Submission
- Evaluating robot indexing activity - use of Robots.txt
- Domain strategy – approaches to distribute content including domain variants, sub-domains, geo-location, and canonicalization
- Google sandbox effect, content freshness, content duplication and link velocity
- Indexing of dynamic content including problems with URL rewriting and Session ids

3. **On-page optimization (2 Weeks)** – I will make the required changes to your site by incorporating your selected keywords into existing internet pages, or new pages and changing the keyword saturation and density (2-3%) needed to achieve top 10 rankings, modifying and optimizing the most vital areas in your site's source code, making and implementing server level adjustments to guarantee your site is search engine friendly.

- Keyphrase factors include keyword density, relevancy, synonyms and position
- Page markup keyphrase factors including syntactical accuracy, page code structure, <title> tags, <meta> tags, <a href=> hyperlink tags and <img> alt tags
- H1/H2/H3 HTML Tags
- Canonical home page issues

❖ **All Inclusive SEM Campaign** **\$999/ \$1999/ \$3,999/ per month**  
**Based on Monthly Maintenance Agreement /6 month Contract Required**

**Approach** – All monthly plans include an in-depth **30 Day SEM Campaign** analysis. The results from your **30 Day SEM Campaign**, will reveal how your target audience and competitors interacts online, who the key influencers are, and ways to connect with your audience in a transparent non-obtrusive fashion.

4. **Link-building (internal and external)** - One of the hardest parts of web marketing is building link recognition. Obtaining massive numbers of relevant "referral links" has become one of the central focuses of today's web marketing strategy. The ideal mixture of link building options will be selected to craft a customized link plan made for long run ROI and high ranking results. Some tactical methods include

- Directory Submission
- Article Submission
- Social Bookmarking
- Blog and Forum Review
- Partner Links
- Forums

5. **Social Media Marketing** - Social Media Marketing is designed to help companies create a brand, drive targeted traffic, market their products and services and manage their online reputation through other means than search engines. Some tactical methods include

- **Corporate Blog management**, (Blogger, Wordpress, Movable Type, Typepad)
- **Micro-blogging**, (Twitter, Plurk)
- **Social Bookmarking**, (StumbleUpon, DIIGO, Delicious)
- **Social News**, (Digg, Mixx, Reddit, NowPublic)
- **Video**, (Youtube, Revver, VodPod, MetaCafe, Viddler, Blip.tv)
- **Photo Sharing**, (Flickr, PhotoBucket, Picassa)
- **Online Press Release**, (PR Web, PR Newswire, Pitchengine)
- **Wikis**, (Wetpaint, MediaWiki, PbWiki)
- **Document Sharing**, (Slide Share, Scribd, Google Docs)
- **User Generation Content**, (Disqus)
- **Social Networking**, (LinkedIn, Facebook Profiles, Facebook Pages, Ning)
- **Aggregators**, (SocialThing, FriendFeed, Profilactic)
- **Events**, (Facebook Events, EventBright, Upcoming.org, Meetup.com)
- **Widgets**, (Clearspring, WidgetBox, Gigya)
- **Livecasting**, (Ustream.tv, Justin.tv, Stickam)
- **Community Q&A**, (Yahoo! Answers, WikiAnswers, LinkedIn, Askville, Google Answers, Yedda)

## Social Media Marketing Campaign Monthly Maintenance Agreement:

**\$999/ \$1999/ \$3,999/ per month**

It is highly recommend that you maintain a 12 month commitment, however TheDigitalGirl<sup>SM</sup> services **only requires a contract for six months**. All plans include elements of Search Engine Optimization, Link Building and Social Media Marketing. The matrix below serves as a general framework to illustrate the various deliverables involved with Social Media Marketing. In practice, this matrix becomes a living document, reflecting a customized set of tactical social media strategies to engage and convert your audience. Search engine ranking is an ever-changing, dynamic environment and long term consideration should be given to maximize your online success.

Select Plan	All Inclusive Bronze Plan \$999/month	All Inclusive Silver Plan \$1999/month	All Inclusive Gold Plan \$3,999/month
Month One	<b>30 Day SEM Campaign (Included)</b> Competitor Research Site Analysis & Suggestions Initial Rank Report Initial Website Position Report	<b>30 Day SEO Campaign (Included)</b> Competitor Research Site Analysis & Suggestions Keyword Analysis (deep) Initial Rank Report	<b>30 Day SEO Campaign (Included)</b> Competitor Research Site Analysis & Suggestions Keyword Analysis (deep) Initial Rank Report
Month Two	<b>(Target 5 Niche Keywords)</b> Keyword Analysis Setup Google Web Master Tools Setup Google Analytics Examine No Follow Links Forward Looking Comments Ensure White Hat Compliance Monthly Rank Report Monthly Website Position Report	<b>(Target 10 Niche Keywords)</b> Keyword Analysis Setup Google Web Master Tools Setup Google Analytics Examine No Follow Links Forward Looking Comments Ensure White Hat Compliance Monthly Rank Report Monthly Website Position Report	<b>(Target 50 Niche Keywords)</b> Keyword Analysis Setup Google Web Master Tools Setup Google Analytics Examine No Follow Links Forward Looking Comments Ensure White Hat Compliance Monthly Rank Report Monthly Website Position Report
Month Three	<b>Fix Meta Tags (5 pages)</b> Source Code Optimization Continued Site Optimization <b>100 Directory Submissions</b> <b>100 Social Bookmarks</b> Forward Looking Comments Ensure White Hat Compliance <b>1 Social Media Press Release</b> Monthly Rank Report Monthly Website Position Report	<b>Fix Meta Tags (10 pages)</b> Source Code Optimization Continued Site Optimization <b>200 Directory Submissions</b> <b>200 Social Bookmarks</b> Forward Looking Comments Ensure White Hat Compliance <b>1 Social Media Press Release</b> Monthly Rank Report Monthly Website Position Report	<b>Fix Meta Tags (50 pages)</b> Source Code Optimization Continued Site Optimization <b>300 Directory Submissions</b> <b>300 Social Bookmarks</b> Forward Looking Comments Ensure White Hat Compliance <b>1 Social Media Press Release</b> Monthly Rank Report Monthly Website Position Report
Month Four	Continued Site Optimization Source Code Optimization Continued Keyword Optimization <b>100 Directory Submissions</b> <b>100 Social Bookmarks</b>  I will optimize and distribute (20) articles for you and submit it to the top Article Marketing Web Sites  Forward Looking Comments Ensure White Hat Compliance 1 Social Media Press Release Monthly Rank Report Monthly Website Position Report	Continued Site Optimization Source Code Optimization Continued Keyword Optimization <b>200 Directory Submissions</b> <b>200 Social Bookmarks</b>  I will optimize and distribute (10) articles for you and submit it to the top Article Marketing Web Sites  Forward Looking Comments Ensure White Hat Compliance 1 Social Media Press Release Monthly Rank Report	Continued Site Optimization Source Code Optimization Continued Keyword Optimization <b>300 Directory Submissions</b> <b>300 Social Bookmarks</b>  I will optimize and distribute (50) articles for you and submit it to the top Article Marketing Web Sites  Forward Looking Comments Ensure White Hat Compliance 1 Social Media Press Release Monthly Rank Report

		Monthly Website Position Report	Monthly Website Position Report
<b>Month 5</b>	<p>Continued Site Optimization Source Code Optimization Continued Keyword Optimization</p> <p><b>100 Directory Submissions</b> <b>100 Social Bookmarks</b></p> <p>We will install (10) SEO Articles on your web site and update your site maps (XML + site map)</p> <p>We will create 500 word Squidoo lense and 500 word Hubpages with 2 modules on your topic and up to 3 links of your choosing. We will also promote them via social bookmarking.</p> <p>Forward Looking Comments Ensure White Hat Compliance 1 Social Media Press Release Monthly Rank Report Monthly Website Position Report</p>	<p>Continued Site Optimization Source Code Optimization Continued Keyword Optimization</p> <p><b>200 Directory Submissions</b> <b>200 Social Bookmarks</b></p> <p>We will install (10) SEO Articles on your web site and update your site maps (XML + site map)</p> <p>We will create 500 word Squidoo lense, Hubpages, 1 Word Press Blog, 1 Blogger Blog, 1 Facebook, 1 MySpace, 1 LinkedIn, 1 Twitter, Each social site will have 2 modules on your topic and up to 3 links of your choosing. We will also promote them via social bookmarking.</p> <p>Forward Looking Comments Ensure White Hat Compliance <b>1 Social Media Press Release</b> Monthly Rank Report Monthly Website Position Report</p>	<p>Continued Site Optimization Source Code Optimization Continued Keyword Optimization</p> <p><b>300 Directory Submissions</b> <b>300 Social Bookmarks</b></p> <p>We will install (25) SEO Articles on your web site and update your site maps (XML + site map)</p> <p>I will create 500 word Squidoo lense, Hubpages, 1 Word Press Blog, 1 Facebook, 1 MySpace, 1 LinkedIn, 1 Twitter, Each social site will have 2 modules on your topic and up to 3 links of your choosing. We will also promote them via social bookmarking.</p> <p>Forward Looking Comments Ensure White Hat Compliance <b>1 Social Media Press Release</b> Monthly Rank Report Monthly Website Position Report</p>
<b>Month 6</b>	<p>Continued Site Optimization Source Code Optimization Continued Keyword Optimization 100 Directory Submissions 100 Social Bookmarks</p> <p>I will optimize and distribute (20) articles for you and submit it to the top Article Marketing Web Sites</p> <p>We will create a 500 word Squidoo lense and a 500 word Hubpages with about 2 modules on your topic and up to 3 links of your choosing. We will also promote them via social bookmarking.</p> <p>Forward Looking Comments Ensure White Hat Compliance <b>1 Social Media Press Release</b> Monthly Rank Report Monthly Website Position Report</p>	<p>Continued Site Optimization Source Code Optimization Continued Keyword Optimization 200 Directory Submissions 200 Social Bookmarks</p> <p>We will submit (10) variations of your targeted SEO Articles to the top Article Marketing Web Sites</p> <p>We will create a 500 word Squidoo lense and a 500 word Hubpages with about 2 modules on your topic and up to 3 links of your choosing. We will also promote them via social bookmarking.</p> <p>Forward Looking Comments Ensure White Hat Compliance <b>1 Social Media Press Release</b> Monthly Rank Report Monthly Website Position Report</p>	<p>Continued Site Optimization Source Code Optimization Continued Keyword Optimization <b>300 Directory Submissions</b> <b>300 Social Bookmarks</b></p> <p>I will submit (50) variations of your targeted SEO Articles to the top Article Marketing Web Sites</p> <p>We will create a 500 word Squidoo lense and a 500 word Hubpages with about 2 modules on your topic and up to 3 links of your choosing. We will also promote them via social bookmarking.</p> <p>Forward Looking Comments Ensure White Hat Compliance <b>1 Social Media Press Release</b> Monthly Rank Report Monthly Website Position Report</p>

## Benchmarking and Reporting Key Performance Indicators (KPI)

- **Monthly Benchmarking Reports:** We will run a benchmark ranking report showing all your existing listings, in the major search engines before we start. This concise report will be sent monthly to help document our progress.
- **Monthly Website Position Report:** Every month, we will run a ranking report to document the progress and send it to you via email. The rank reports include rank reporting on Yahoo, Google, and Bing, and indicates which keyword your web site currently ranks for on the search engines.

### When can you see results:

Since search engines index/re-index the optimized site in 4-12 weeks. Some search engines like Google crawl your site more frequently if your Page Rank is higher. You can expect to see results starting 4-6 weeks after submission. Indexing, re-indexing shuffle also takes some time to settle down. Rankings usually stabilize after about two months. However, your traffic rises continuously since more and more search engines index more and more optimized pages of your website. Some search engines index your site quickly if you are willing to pay their 'Express Inclusion' or 'Pay for Inclusion' fee.

## Service Agreement

30 DAY SEARCH ENGINE OPTIMIZATION (SEM) CAMPAIGN		Pricing
<input type="checkbox"/>	The <b>30 Day SEM Campaign</b> quickly addresses critical search engine optimization enhancements to your web site, quickly increases ranking, traffic and Google AdWords conversion efficiency.	<b>\$3,000/one time</b>
SOCIAL MEDIA MARKETING CAMPAIGN		Pricing
<input type="checkbox"/>	<b>Bronze plan</b>	<b>\$999/month</b>
<input type="checkbox"/>	<b>Silver plan</b>	<b>\$1999/month</b>
<input type="checkbox"/>	<b>Gold plan</b>	<b>\$3,999/month</b>

## Terms and Conditions

This agreement is between **Company**, and **TheDigitalGirl<sup>SM</sup>** (Caelum Inc.) **Company** hereby employs **TheDigitalGirl<sup>SM</sup>** (Caelum Inc) to optimize the yourdomain.com web page(s) as follows:

- 1. White Hat SEO Services:** TheDigitalGirl<sup>SM</sup> will only implement SEO practices that are within the Webmaster guidelines recommended by each search engine (also known as White Hat SEO)
- 2. Payment:** Company shall pay all fees as described above, attached hereto and a part hereof. Payment shall be made through Check or Credit Card. If any payment is not be made as agreed, Consultant has the right to cease further work. Any fees for completed work will then be invoiced. All payments are non-refundable unless stated otherwise.
- 3. Requirements:** FTP access will be required.
- 4. Directory Submissions:** For future orders: Consultant will submit website to free directories. Some directories require a fee which would be the responsibility of the Company.
- 5. Monthly Reports:** For Future Orders: Deliverables include monthly search engine ranking reports.
- 6. Consultant:** TheDigitalGirl<sup>SM</sup>, for a period of 1 year following the term of this Agreement, will not solicit or employ, directly or indirectly, any person who has been an employee of Company.
- 7. Length of Maintenance Agreement:** Service can be canceled at any time after the sixth month.
- 8. Venue, etc.:** This agreement constitutes the entire agreement between the parties and supersedes any and all prior agreements and understandings. This agreement may not be altered or amended except in writing signed by all parties.
- 9. Applicable Laws:** The laws of New York will govern this Agreement.

Full Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

### Acceptance of Agreement

I, \_\_\_\_\_ of Company accept the terms and conditions of this agreement.

**Authorized Signature:** → \_\_\_\_\_ **Date:** \_\_\_\_\_

**Please fax the agreement back to (347) 436-9055**