

## Expanding Your Web Presence

### Overview

Position Research offers consulting services for those clients who may have adequate in-house resources but need the guidance of a professional. Position Research offers expertise in:

- Keyword Discovery
  - Marketing Component
  - Competitive Component (SE ANALYST)
- Keyword Strategy
  - Single website
  - Multiple website
- Tactical Implantation
  - Page Optimization
  - Link Optimization
  - PageRank Optimization
- Web-Centric Public Relations
- Website Technology
- Website Development
- Website Hosting
- Website Application Development
- Analytics Review
- Other marketing services

### Other Services

Companion services that may be required to support consulting efforts include:

- SE ANALYST reports and interpretation (approximately \$21.00 per keyword)
- Comprehensive Technical Website Review (\$750.00).

### Consulting Terms

- \$150/hr
- 4-hour minimum. 1st 4 hours paid in advance (\$600.00); and used within 6 months of agreement.
- Subsequent invoicing at balances of \$1000 or month end, which ever occurs first.
- Invoices payable net 15 days.
- 25% of consulting time credited to travel time otherwise travel time is \$75/hr. (e.g. if 4 hours of consulting time, then 1 hour of travel time is absorbed by Position Research).
- For one-way travel distances greater than 120-miles, travel expenses paid by client.

### Consulting Services Order Form

Please complete the following information. Payment for consulting services may be processed by either credit card or company check. Then either fax or mail a copy of this form to Position Research. Upon receipt, Position Research shall call the phone number listed to make more specific arrangements for consulting services.

Company:	<input type="text"/>
Address:	Contact:
City, State, zip:	Phone Number:
	Email Address:

If payment is by company check, please sign in the space provided below and include a copy of this document with your payment. Make check payable to Position Research.

Acceptance Signature: \_\_\_\_\_

If payment by credit card, please sign in the space provided above, fill in the appropriate credit card information, and FAX a copy of this proposal (pages up to an including this page) as instructed below.

Visa,  MC,  Discover,  AMX

Name on card: \_\_\_\_\_

CC number: \_\_\_\_\_

Expiration date: \_\_\_\_\_

Authorization Signature: \_\_\_\_\_

Note: Your credit card will be charged in accordance with the payment terms stated above. Please FAX a copy of this invoice with the above credit card information filled in to (760) 480-8271