

2019

PROJECT NO.
846

SEO MARKETING PROPOSAL

POWERED BY: NORAIR VERTANUS / CEO & MARKETING SPECIALIST,
EMMANUEL VERTANUS / PROGRAMMER & WEB DESIGNER
ANDREW AVAKIAN / CONTENT WRITER

PROPOSED TO:

ORGANISED BY:
BEEZ Marketing Agency

WWW.BEEZAGENCY.COM
BURBANK, CA



BEEZ MARKETING AGENCY

It took us years to become master and unveil digital marketing power. Now, this empowers us to serve entrepreneurs like you with full range of internet marketing services, and reduce the pain of acquiring clients

PROJECT BACKGROUND

There is an offer for every budget but remember - choose for the results you're targeting. The more (and longer) you invest in your marketing, the better the results. And unlike advertising and paid ads, investment in marketing is cumulative (the effect doesn't stop when you stop paying).

SEO MARKETING OPTIONS

- 01** Offer 1: The Setup-Setting up Your Powerhouse Optimization
- 02** Continues Optimization & Content Creation-Building Your Local SEO Through Content
- 03** SEO Marketing - Improve Visibility
- 04** Optimization, Content Marketing, Social Media Marketing, and Search Engine Optimization

IMPORTANT:

Because of the nature of our service, while you will compete for keywords to rank higher than your competitors on search engines, we will only take on one Powerhouse business type per "location market." (First come, first served)

OFFER 1: THE SETUP OPTIMIZE YOUR POWER HOUSE WEBSITE



OBJECTIVE:

Make the best of your Power House website by adding all missing information, customizing and localizing all information to serve your local business best. This sets the ground and is required before any internet marketing or SEO work can be done

WHAT'S INCLUDED?

- 01 Phone/Email Interview with owner or manager
- 02 Research Keywords and Location Specifics
- 03 Rewrite headlines, text and meta information on all Service pages and About Us page to include targeted keywords
- 04 Collect headshots, edit and upload to website
- 05 Collect photos to create up to 6 galleries with up to 10 photos each
- 06 Add reviews from either online sources or provided by owner/manager
- 07 Add the local social media channels
- 08 Add 1-2 Events (CEs or other)
- 09 Google My Business: add provided photos, events and any missing information or correct branding elements
- 10 Facebook: add provided photos, events and any missing information or correct branding elements

WHY DO YOU NEED THIS?

Credibility: your website is at the core of your marketing. Even if you get most of your business from networking or referrals, your prospects will check out your website. If the information on there is incomplete, your credibility will suffer.

Internet Marketing: if your website doesn't meet these basic requirements for customization, all your other marketing efforts are sabotaged (that includes SEO, social media marketing, paid ads, etc.)

COST

\$600, one time fee.

Timeline for completion: 2 weeks.

OFFER 2: ONGOING LOCALLY OPTIMIZATION & CONTENT CREATION BUILDING LOCAL SEO THROUGH CONTENT



OBJECTIVE:

Constantly add localized content to your website and social channels, to increase your SEO and conversion rate. Local blogging is a great opportunity to add new, localized content. You're not a writer though, so we'll do the writing for you - all you need to do is answer a few simple questions and we'll take it from there.

WHAT'S INCLUDED?

- 01 Twice per month blog writing based on specific jobs; optimized with keywords;
- 02 Add photos to galleries (edited and organized by album, with tags and keywords);
- 03 Add photos to your Google My Business and Facebook pages, with links to the job details blog article;
- 04 Add events when available;
- 05 Post job openings in the website's Careers page when available;
- 06 Add Google My Business posts linking back to service pages or to blogs;
- 07 Send reminders to ask for reviews from customers;
- 08 Get \$50 off the monthly social media package fee.

WHY DO YOU NEED THIS?

Ongoing SEO: Google ranks websites that work on their SEO constantly. That includes new text content, new photos, new activity on Google My Business;
Credibility & Conversion: photos and job-related blog articles are very persuasive to new prospects because it shows them who else in a similar situation you have helped.

COST

\$350, monthly fee.

COMPLIMENTARY OFFER

\$100/month to add complete social media management (M-F posting Facebook + Twitter)
Regular offer: http

OFFER 3: SEO MARKETING

LET THEM FIND YOU



OBJECTIVE:

Get found in local searches for targeted keywords. Once your website is optimized (Offer 1) and you're constantly working on adding new content (Offer 2), the next level is building up your SEO thought both on-page and off-page SEO. This includes more content creation, more in-depth content, and local link-building.

WHAT'S INCLUDED?

- 01 On Page: Create landing pages to rank locally
- 02 On page: Optimize URL, title tags, headers, meta description.
- 03 On Page: Optimize content for local ranking.
- 04 Off page: Guest posting for link building
- 05 Off page: Creating relevant articles for the community (A map of local service providers; a list of who to call in case of home emergency; first steps to take in case of an emergency; a calendar of relevant safety awareness citywide events)
- 06 Off page: Infographics for fire, water etc. safety - ideal for link building
- 07 Off page: Outreach to local businesses for link building: industry-specific links, former commercial customers etc
- 08 **Other types of backlink building and traffic generation solutions Create a Partners directory, including:** the Chamber of Commerce, business improvement districts, licensing bureaus, trade associations, resellers, vendors, and/or manufacturers and other affiliates. Reach out to them for a link back.

WHY DO YOU NEED THIS?

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Credibility & Conversion: photos and job-related blog articles are very persuasive to new prospects because it shows them who else in a similar situation you have helped.

WHAT'S INVOLVED?

A minimum of 4 pieces of content per month (at 4 hours each - 16 h/month)

A minimum of 12h/week link for building (48 h/month)

Results don't typically start to show until after a minimum of 6 months of SEO. However, the effect of content building is cumulative, it doesn't "expire". It's also compounding (often times, the older the content, the better it performs).

Why you need SEO: if you want to expand beyond the word-of-mouth and one-on-one or even group networking, then you have an opportunity to tap into the market of people that will never run into you, but they will search online for your service when in need. SEO increases the odds that they will FIND YOU when they search. If your content is high quality and geared towards conversion, then they will CHOOSE YOU from the list of similar providers that they find in Google.

Is it costly? Yes. **Is it expensive?** No. Good, honest, efficient SEO takes lots of time and effort. There's no shortcut to climbing the ranks in Google. Success is achievable through constant work and dedication, and through knowledge and experience. But if you get a single extra job each month from your SEO investment, then it pays for itself. The goal is to get many more jobs each month from your SEO efforts. They just won't happen right away, because it needs to build up.



COST

\$2,240 monthly fee.
Minimum 6 months contract.

OFFER 4: OPTIMIZATION, CONTENT MARKETING, SOCIAL MEDIA MARKETING AND SEARCH ENGINE OPTIMIZATION

WHEN YOU WANT IT ALL...

Offer Name	One Time Fee	Monthly Fee
Offer 1: Initial Setup - one-time fee	\$600	-
Offer 2: Monthly Content Marketing	-	\$350
Monthly Social Media	-	\$170
Bright Reviews	-	\$15
Offer 3: SEO	-	\$2,240
Total Value	\$600	\$2,775
Offer 4: Bundle Discount	\$300	\$2,690

SAVE \$810 OVER 6 MONTHS

6 months contract required

10 REASONS TO WORK WITH YOU

01

We have been working with PuroClean since 2014 on a variety of projects, including social media, the Bright Reviews system, offering on-demand technical support for the PuroClean Academy website, and most recently - we have designed and developed the new PuroClean websites.

02

We are located in Coral Springs, FL - 15 minutes away from the PuroClean Home Office.

03

We are an award-winning marketing company - with awards for both business-to-business websites, business-to-consumer websites and responsive web design.

04

We have developed the Signal Restoration Services website and won two Addy Awards for it.

05

We have a deep knowledge and understanding of the PowerHouse brand - in any form of design

06

We have a good understanding of both the B2C and the B2B models.

07

We have worked with many individual PowerHouse franchisees separately, so we understand their individual needs.

08

We are reliable and approachable

09

We are not too big to keep you waiting in line, and not too small to be overwhelmed. We're just the right size! We are a team of 8 and all of us have worked on various PuroClean projects

10

We are more than an SEO company: we are a marketing company with a holistic approach that encompasses branding, design, content, user experience, development and SEO.



COMPANY OVERVIEW

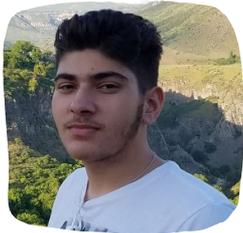
BEEZ Marketing Agency is a marketing agency founded in 2017, by Norair Vertanus. We offer a full range of marketing services, from strategy to implementation: branding, design, web development, writing and content creation, social media, search engine optimization, and more.

Our Headquarters is in Los Angeles County - Burbank. Our other offices are in Glendale CA, and Armenia, Yerevan.

BEEZ MARKETING AGENCY



Our agency is a well oiled machine with people working on every aspect of a project. We have 5 main people who run their section of the whole show. With many years of marketing and helping the community, our speciality is helping companies gain visibility to the community and helping them expand from that exposure. Cultivating communications processes and getting your brand message to your intended audience using unique methods and means is the key to success. People need to see the value of associating with your brand, and we work with you to strategize the best way to accomplish this goal.



EMMANUEL VERTANUS

Emmanuel is the person behind the coding and the design of everything the agency does. He is an expert in adobe illustrator and adobe photoshop and is one of the most creative people you will ever meet. He goes through multiple drafts of a design before he finally finds one that he is not only very happy with using but also one that the customer likes the most.



ANDREW A.

Andrew is a highly skilled writer who spends a lot of his time creating content. His love for writing is unparalleled and can not be beaten. He is our main content and copy writer. He will get the job done with ease and will do it excellently. Not only is he dedicated to his job, he is devoted to his craft. All of our content is written by him and is always spot on flawless.



JINA M.

Jina is our great team player, and project manager. She enjoys networking, connecting, and helping individuals achieve their goal. That's why she is a great fit in our team. Within the last two years, she has been involved with the local community and has helped organize Earth Day Fest. She believes in helping one another to create a better community and tries to push herself past her limits to achieve her goals.



ELIN A.

Elin is one of the most dedicated people we have had the pleasure of working with. She is our SEO specialist. She goes through all the different pages and posts that we create and makes sure that they are all fully optimized in order to help boost the page. She is focused and always gets the job done exactly how it should be.



3 THINGS OUR TEAM HAS IN COMMONS

- Their love for their work
- Their dedication to satisfying the client
- Their love for helping others



NORAIR VERTANUS

Norair is the director and the mastermind behind this whole agency. He is very good at what he does and doesn't give up on any project. Some of the many things he does is he teaches all the employees what they need to do and how they need to do it. Along with that he is always in the office optimizing every page in the website, coming up with all the ideas for various projects the employees should do, and he shows everyone how a true leader should be.

AWARDS & RECOGNITION

Though our clients' appreciation and success are our biggest accolades, we're also happy to report we have won several industry awards.

In 2018, we won multiple Awards for SEO, Web Design, Content Marketing, and more

