

EXECUTIVE SUMMARY

Selecting a Search Engine Optimization provider is an important decision with significant implications. You want to know your SEO provider will provide the best possible optimization and related services available.

SEO from BizAtomic can help you reach a highly motivated target audience (proactive audience) through natural search engine rankings. A proactive audience increases website conversion rate resulting in a positive ROI. Advantages of BizAtomic SEO include:

- Cheap source of regular, relevant traffic
- Results in a higher click through rate as compared to any other program
- No recurring pay per click costs
- Gives highest ROI in the long run as compared to any other online marketing vehicle
- Generates brand awareness and recognition
- Higher natural rankings builds trust among searchers

SEARCH ENGINE OPTIMIZATION (SEO)

The BizAtomic Website SEO Program is designed to address search engine algorithms of all main search engines. The scope of the SEO Program is customized according to the needs of the website, the target audience it addresses and the online competition associated with it.

The SEO process is divided into the following **3 Stages**:

1. Stage I → Evaluation & Planning
2. Stage II → Keyword Research
3. Stage III → Online Marketing Plan

STAGE I → Evaluation & Planning Phase: 15 Days

Process	Deliverables
Current site stats recording (Link Popularity, PR etc)	Report
Pre-optimization submissions to search engines	Report
Search Engine Friendliness Analysis	Report
Pre-optimization Search Engine rank recording	Report

Note:

- Search Engine submission will be carried out in major free search engines and directories.

STAGE II → Keyword Research: 15 Days

Process	Deliverables
Keyword Research (draft)	Report (for feedback)
Keyword selection (based on your feedback)	Report
Keyword finalization (based on your selection)	E-mail

Note:

- Keyword research will be carried out on the basis of data gathered from WordTracker

STAGE III → Online Marketing Plan: 15 Days

Process	Deliverables
Online Marketing Plan and SEO Recommendations	Report
Consultation to discuss implementation	Call

Project Duration

The total SEO process from initial “Evaluation & Planning” to the “SEO Execution” phase will roughly take around 6 to 8 weeks. However this duration is subject to change based on variables like the time taken to get a response from the client, discussions, whether any additional content needs to be created on the site etc.

Our Costing

S No.	Event	Payment	Remarks
1.	On Contract	\$995	Deposit on order to be received prior to the commencement of the project.

When can you see Rankings?

Organic or Natural Search Engine rankings are achieved due to a combination of both On-Page optimization (SEO) and Off-Page Optimization (Link Building). The length of time to needed to see results depends greatly upon which parts of the Online Marketing Plan you decide to implement. If you purchase a combination of On-Page and Off-Page optimizations, you can expect to see results for some keywords starting 4-6 weeks after the final submission.

Search Engines are giving increasingly more importance to the off-page factors (external links) in final organic rankings. You will need to invest in a suitable link building campaign for your website (depending on the kind of keywords you wish to rank for) before you can expect to see visible improvement in rankings.

Guarantees

- Website will be submitted to the major free search engines and directories, including a few industry-specific free directories.
- We will include all keywords give by the client in the analysis.
- Unethical SEO techniques will not be used in our SEO.
- None of the SEO techniques used by us will get our clients website banned.
- We will not carry out any changes on your website without prior approval.
- We do not give false ranking guarantees.

It is not possible for any one to guarantee you a particular ranking on any search engine. Google and most other search engines clearly state this on their website.

See - <http://www.google.com/webmasters/seo.html>.

Contact Information

Email: sales@bizatomic.com
Phone: 1-800-942-9475
Website: www.BizAtomic.com

Promissory Note and Credit Card Authorization Form BizAtomic Search Engine Optimization (SEO) Services

I,

Client Name

Agree to pay BizAtomic a one time consulting fee of \$995

Description of Services:

Website SEO (see attached proposal)

Sign Here

Client Signature

Date

/ /

BizAtomic's Mailing Address:

23 Sanchez Ave., St Augustine, FL 32084

BizAtomic's Fax Number:

Fax: 1-800-504-7133

Please send or fax the following to BizAtomic (address above):

1. A copy of this entire document, signed in all relevant places
2. A check for the amount listed above, or complete the "BizAtomic Visa / MasterCard Authorization Form and Promissory Note:" below or send a bank wire

Bank Wire Instructions:

ABA Routing #: 061000104 Account #: 1000011650107
Account information: Cyber Strategies, Inc. DBA, BizAtomic
Bank: SunTrust - 1850 US HWY US1 South, St. Augustine, FL 32084
PH: 904.842.3267

BizAtomic Visa / MasterCard Authorization Form and Promissory Note:

I hereby authorize BizAtomic to charge my credit card (information below) in the amount of \$995

<i>Cardholder Name</i>	<i>Cardholder Signature</i>	
<i>Credit Card Number</i> . . .	<i>Expiration Date</i> / /	<i>CVV2 Code*</i>
<i>Billing Address, City, State, ZIP</i>		
<input checked="" type="checkbox"/> I authorize BizAtomic to charge my credit card for the " Payment Amount" as outlined above.		

*The right-most 3-digit number (after your card number) on your signature strip (on the back side of the card).