



MM/DD/YYYY,

Digital Marketing Proposal For DOL-OWCP Marketing in {Your Area}

Please find below our recommended digital marketing strategy for targeting injured federal workers in your target market and the surrounding area.

For quick reference, here is a summarized view of the recommended strategy. A fuller explanation is offered below.

- 1) Optimize a suite of web properties that target new DOL patients and are further optimized for conversion.
- 2) Promote these web properties in organic search with expert SEO that targets your market and the surrounding area.
- 3) Further promote web properties with skilled/experienced PPC/ad management.

Proposed Costs

PPC Google Ads Only		\$1000/month
Targeted SEO/PPC/Listing (Best Yield)		\$2000/month

*Prices listed include Google Ad costs, so there are no additional fees

Search Engine Optimization

Our SEO campaign will be utilized to boost the authority and ranking of your website in an effort to rank at or near the very top of the search engine results pages in Google and Bing for the following keywords (and similar variations) in the targeted area:

- **DOL Doctors**
- **Doctors that take DOL**
- **OWCP Doctors**
- **Federal Workers Compensation Doctors**
- **OWCP Claims**
- **Injured Federal Workers**

In order to accomplish our objectives we will perform expert on-page and off-page optimization for the website. This optimization will include, but will not be limited to:

- Optimized page titles and meta data
- Keyword-rich content
- Proper use of headers and paragraphs
- Interlinking
- Rich snippets (schema markup)
- Canonical tags
- Optimized tags
- Proper redirects
- Ongoing link building campaign
- Press release(s)
- Ongoing citation building campaign
- Content promotion
- Additional proven, proprietary SEO strategies

Pay-Per-Click Advertising

In order to aggressively target your market we will utilize Google Ads and/or other PPC platforms in such a way that will drive highly qualified traffic to your site, videos, and landing pages at a minimal cost. Our experience and expertise in maximizing PPC budgets will help reduce your ad costs while increasing your return on investment (ROI).

We will use a combination of search network text ads and display network banner ads to get the attention of potential patients within the scope of

our geo-targeting and encourage them to visit your site, view your video, complete a form, and/or call your hotline.

We will also actively manage the campaign to make crucial keyword adjustments, bid adjustments, and copy revisions so that the PPC campaigns remain effective, efficient, and highly targeted.

What we will need to get started:

- Signed agreement (this document) scanned and emailed to andy@practicemarketing.guru
- Payment for the first month. We prefer payment by credit card but can also receive payment by check.
- Administrative access to the website and social media pages

Terms:

- Though we have a strong track record of achieving excellent rankings with SEO we can never guarantee certain rankings due to the ever-changing nature of the search algorithms used by Google and Bing.
- All payments are final. If you need to cancel after the initial six months, be sure to tell us before we process your payment.
- The contract is good for six months. After six months we will continue month-to-month into perpetuity until one or both parties involved desires to terminate the engagement.
- Recurring payment is due every month after the initial payment.
- All disputes arising from this agreement that can't be resolved through a friendly consultation between both parties will be submitted for arbitration and be settled under the Rules of Arbitration of the International Chamber of Commerce. The arbitration authority will be a court of competent jurisdiction in the state of Texas.

Thank you for your business!

Client Name Printed: _____

Client Signature: _____

Date Signed: _____