

# SEO CONSULTING CONTRACT

## WELCOME!

Thank you for choosing me as your web coach.

By working with me, you're taking charge of your e-business skills, and acknowledging all the possibilities that commitment to growth can bring. Congratulations!

This welcome packet contains the following items:

**“What I Offer”** – a general overview and philosophy

**“Complimentary Consultation”** – an explanation of the coaching process

**“Bio”** – information on my background and experience

**“Fee Schedule”** – a listing of my package prices, including discounted rates

**“Coaching Agreement”** – a document that spells out terms and conditions of our arrangement

**“Credit Card Authorization Form”** – to be completed if you wish to make payment by credit card

**Time:** Each coaching session is one hour long. We will spend part of that time reviewing what challenges and successes you've had since our last meeting as well as reviewing what you will work on for our next meeting.

### Requests:

- Please look over the forms and let me know if you have any questions; e-mail and phone contact is included in your package, so feel free to contact me by either method (you're more likely to reach me by phone if we've made an appointment).
  - o Cell phone: 805.453.9674
  - o Email: [taylor@theseenginepros.com](mailto:taylor@theseenginepros.com)
- Please bring your calendar to our meeting, so that we may schedule future sessions.
- Please bring payment to our first meeting, or completed credit card authorization form so that I may process your payment. I can also bill you through an online payment system.

### Expectations:

- You can expect me to maintain confidentiality of all conversations in person, by phone or by e-mail during our work together, unless you consent to my disclosure.
- You can expect me to be available to you outside our scheduled sessions by phone or e-mail. If you have questions, concerns, or brilliant ideas, don't hesitate to contact me. Please contact me by phone during regular working hours, unless we have made a previous arrangement.

- You can expect me to challenge you to move beyond your comfort zone, stay committed to your goals, and follow through on assignments. I'm here to motivate you, among other things, and I will do my best!
- I will expect you to be on time for our sessions. If you must cancel an appointment, please give me 24 hours notice (unless it's an emergency), and I will do the same for you. If you are running late, please call to let me know. Clients will be charged a full session fee for missed appointments unless 24 hours notice has been given.
- I will expect you to follow through on work assigned between sessions. You are responsible for your own learning, and you will get out of coaching what you put into it!
- I will expect you to let me know if something isn't working for you. There are many different paths to reach the same goal or solution; if path A isn't working, let's try path B.
- Coaching fees that we have agreed upon are due at the beginning of each session package.

The most cost effective approach is to learn SEO, hence my coaching packages.

Looking forward to working with you! I'm looking forward to our first session, and working together to meet your goals and achieve the results you are looking for!

Best wishes,



*Taylor Reagans*

## WHAT I OFFER

I offer one-on-one, personalized coaching, addressing all of your e-business concerns. Some common issues that may be addressed are:

- |  |  |
|--|--|
| • Google Analytics and Webmaster Tools | • What is Web 2.0?                     |
| • FLASH vs. HTML Web Design            | • Where to find free graphics          |
| • Best Open Source CMS                 | • Where to find low cost templates     |
| • Why Open Source Solutions            | • Where to find free Stock Logos       |
| • How to get low cost SEO work         | • Article Writing and Submissions      |
| • Automatic e-newsletters              | • Best live chat solution              |
| • How to Outsource and Save            | • Social Media Marketing               |
| • Contracts with Web Designers         | • Link Building and Social Bookmarking |

By asking me these questions, and learning about how they help you succeed, I guarantee you will save thousands of dollars. Knowledge is power and time is money!

My purpose as an e-business consultant is to help you make the best decisions when it comes to your web design and online marketing needs.

As your coach, I will partner with you in identifying and assessing your needs, working toward your goals, and moving forward with the positive results you are looking for.

I will not give you all the answers you are seeking; we will seek answers together. I will challenge you to really get centered on your goals and what it is you are trying to accomplish. Web Design Projects succeed and fail largely based on how well you can explain your needs.

Together, we'll figure out your web site budget, and what will be the most powerful area to focus on. We'll also work to develop a deep understanding of what it takes to succeed with both web marketing projects and web design projects.

More than just an opportunity to make a living from your web site, becoming an e-business professional will enable you to save thousands of dollars and countless headaches.

In the many years I've been helping individuals tackle e-business challenges, the biggest lesson I've learned is that there is no single, universal solution. Even though people share some of the most unusual - and some of the most commonplace - issues, there really is no "right" solution that works for everyone.

That's why I work closely with each of my clients to uncover their unique strengths and challenges. Then we develop a customized plan together. While my degree in Economics and Bachelor's degree in Marketing certainly inform my approach, I think that what makes me a different kind of e-business coach is the fact that I'm not looking to push a product on you; I'm looking to understand your goals and develop an affordable strategy that will both save you money and accomplish your objectives.

## COMPLIMENTARY CONSULTATION

I offer a 30-minute consultation at no charge, where we will meet to determine what your needs are and how I might be able to help. There is no commitment required at this point.

I ask all new clients to [Take Our SEO Quiz?](#) and [Schedule a consultation](#) This will enable me to come prepared to make specific high impact recommendations during our initial consultation.

As your SEO Advisor I will share my expertise and passion to assist your company in achieving the success you deserve! SEO work will give you a long term competitive advantage in the market place.

### Through SEO you will achieve:

- More visitors to your website
- More phone calls
- More leads

More business which helps me learn more about you, your strengths, your challenges, your expectations for the relationship, and the results you are seeking. We'll get to know each other a little bit in this first meeting. If it looks like we're a good fit, then the next step is to begin the coaching process. Contact me to schedule your free consultation! Cell: 805-453-9674

## THE PROCESS

If we agree to move forward, we will decide on a plan based on our discussion, the questionnaire, your time frame, and the specific issues you want to work on.

- I ask clients for a minimum three-session commitment. Similar to any self-improvement effort, such as starting a new exercise program, you won't see results in only one session. I want our time together to be productive and results-oriented.
- During our 3 hour session, you will gain a list of resources which will save you thousands of dollars, years of time, and dozens of headaches. I have spent 10 years doing trial and error testing with online marketing, web design, software, and hardware. You will instantly acquire this information from me during our 3 hour session.
- After the three hour-session "Introductory Package" has been completed, you are welcome to schedule single sessions, or to purchase further packages at a discounted rate.
- We'll meet as needed, according to your timeline, for an hour each session.
- Please be assured that everything discussed in our meetings will be held confidential.
- I offer several packages, starting at three sessions for \$300.
- Payment is due at the first session. I accept personal checks, credit cards and electronic payments for your convenience. Personal checks can be mailed at Taylor Reaume 6 Harbor Way #209 Santa Barbara, CA 93101. Paypal payments can be sent to [sales@theseenginepros.com](mailto:sales@theseenginepros.com)

The relationships I have with my clients are relaxed, informal and fun; my coaching style is very much the same! However, I do have expectations of my clients: I do expect that you are ready for change and willing to do the necessary work in order to become an e-business pro.

# BIOGRAPHY

## Education

- Bachelor's degree in Economics, Humboldt State University, CA 2002
- Bachelor's degree in Marketing, Humboldt State University, CA 2003
- Member of Fortune 500 SEO Round Tables

## Profile

- Over 11 years of SEO experience
- Sold web sites for as high as six figures to Jupiter Media/Getty Images
- Advanced Search Engine Optimization Strategist
- Expertise in Email Marketing and Auto-Drip Campaigns
- Expertise in Web 2.0 Graphics and Sales Copy
- 2008 Addy Award Winner

Taylor Reaume is the Founder of Loopwise.com – now eStockMusic.com - and the creator Link Manager Plus, a comprehensive link-building system. Reaume is also the author of a series of widely-acclaimed "best of the Net" Search Engine Optimization and Marketing e- books and courses. Due to his efforts, brands, such as eStockMusic, and others are highly-respected by top influential Internet business personalities around the world.

A successful entrepreneur and winner of several web site design awards, Reaume has invented dozens of e-business products in the web design and search marketing fields, including the popular Link Manager Plus, a unique link building software platform. He also developed and sold one of the largest musician communities 'Loopwise.com' to a fortune 500 firm Jupitermedia in 2007.

## **BIOGRAPHY-continued**

Reaume brands his business philosophy as "Stylized Simplicity". He holds a high level understanding of multiple aspects of a web project. Reaume's keen understanding of sales copy, sales graphics, SEO, and web 2.0 user friendly web site design, have made him a sought after consultant fortune 500 companies building community based web sites. He feels strongly that every small business can be empowered to use the Internet to leverage their income-building potential -- whether it is to build an e-business, grow an existing offline business, or create secondary income streams. Reaume coaches his clients on how to avoid paralysis by analysis, staying focused on what matters most, and finding the balance between user friendliness and functionality. He delivers the proven process, tools and guidance to build thriving online businesses.

Reaume is a seasoned e-business consultant with outsource contacts with over 50 professionals worldwide, from the United States, Canada, Australia, Europe and South Africa. Reaume was born in San Diego, Ca and holds degrees in marketing and Economics from Humboldt State University, CA. In his free time he is an active humanitarian in Santa Barbara, CA

## **FEE SCHEDULE**

**HALF-HOUR CONSULTATION:**            **No charge**

**INTRODUCTORY PACKAGE:**            **[\\$300. PAY WITH PAYPAL BY CLICKING HERE](#)**

Includes **three** hour-long sessions.



## WEB COACHING AGREEMENT

Thank you for selecting me as your coach – I'm looking forward to working with you! The following agreement spells out the terms and conditions of this coaching arrangement. Please keep a copy for your records and return a signed copy to me.

**SERVICES** to be provided include:

- One-on-one web coaching
- Supporting documents, handouts and stock email templates.
- Reviewing of any resources you are considering

**PACKAGE PURCHASED:**

Introductory Package – Three one-hour sessions for \$300

Single one-hour session – \$100

Package 1 – Three one-hour sessions for \$300

Package 2 – Six one-hour sessions for \$500

Package 3 – Nine one-hour sessions for \$800

Upon completion of the Introductory Package, single sessions or new packages may be purchased without amending this agreement. Upon completion of any package, this agreement will be open for renegotiation.

**FEE FOR SERVICES** described above is \$

**TRAVEL EXPENSES** outside of the Santa Barbara area will be invoiced separately at \$.50/mile.

**PAYMENT** for multi-session packages is due at or before the first session. Personal checks, credit cards and electronic payments are accepted. Clients will be charged a half session fee for missed appointments, unless 24 hours notice has been given or there is an emergency.

This agreement may only be amended in writing.

*Print Name* \_\_\_\_\_

*Authorized Signature* \_\_\_\_\_

*Date* \_\_\_\_\_

**Please bring this agreement to our first meeting, or fax or mail to:**  
800.605.4988 or 6 Harbor Way #209, Santa Barbara, CA 93101

## CREDIT CARD AUTHORIZATION FORM

Taylor Reaume is hereby authorized to charge one time, monthly, and/or weekly to the following credit card in the amount shown for public speaking coaching services, until final session has been concluded. Upon completion, please fax, mail, or hand deliver (do not send by e-mail).

**Mailing address:**

**Fax:** 800.605.4988 (please contact me before faxing, as the fax is not always turned on.)

### Credit Card Information

Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

3 Digit Security Code (back of card): \_\_\_\_\_

Circle One (MasterCard, Visa, Amex, Discover): \_\_\_\_\_

*Authorized Signature* \_\_\_\_\_

*Date* \_\_\_\_\_

Refund policy: **All transactions final**

My clients find that working with me is both time saving and cost saving.

My commitment to you is to solve your problems quickly, efficiently, and provide you with written documentation on how to continue saving money into the future, even without my help.

## **Some concepts you will learn:**

- Hundreds of coveted free resources online
- where to find free graphics online
- where to find cheap, stock vector graphics
- where to find cheap, stock video clips
- where to find cheap, stock audio
- where to find quality, cheap content writers for your website content
- where to find free article submission sites
- the best places to buy domain names
- the best way to select a domain name, and a free online domain naming utility
- the importance of ‘branding’ online
- how to save money on web hosting, email marketing, web site design, flash web site design,
- dozens of email templates for negotiating in e-business
- 10 golden rules of internet marketing ebook
- What is social bookmarking, and social networking, and where can I get it done super cheap?
- The most affordable press release service, and why you need it
- The power of .edu and .org links, and how it impacts your Google ranks
- The power of shifting articles on your homepage for the Google spider
- What is a CMS?
- What does web 2.0 mean?
- What is Open Source, and why you MUST use it
- Where to find the most affordable sales writers online, who can write your sales copy
- Where to find the best Pay Per Click Management tools for your PPC Campaigns on google
- The difference between “site builders” and Content Management Systems
- The concept of ‘interlinking’ articles at your site, and why you need to do for Google Ranks
- What is Google Web Master Tools, and why you need to use it for your website
- What is RSS, and why you need it on your site
- The best way to setup a monthly newsletter at your site, and automate 12 months of holiday emails
- The best open source live chat and support desk solution for your customers
- How to build a community website the right way and profit from Google AdSense
- Competitor research grid to glean the best features from your competition (template provided)
- How to uncover and target niche keywords that will drive huge traffic to your website
- Email Etiquette: 97 ways to improve response rates from your emails
- The ten best and worst email subject lines, and much more!