



ACUMIUM™

Online Marketing Services – SEO PROPOSAL FOR HOTEL PROPERTIES

Prepared for Katie Marron – North Central Group

September 26, 2014

This document is strictly confidential. It contains confidential material proprietary to Acumium LLC. Disclosure of this document to parties who are not employees or directors of the above named client is strictly prohibited. All other rights to the contents of this document, including but not limited to methodologies, concepts, and credit lists, are assigned to Acumium LLC. ©2014 All right reserved.

Overview

Acumium proposes to provide SEO and online marketing services to the North Central Group and its properties as outlined in the scope of services.

We have extensive SEO experience for local and national companies on both the B2B and Ecommerce sides of business.

We have broken the project into two phases.

- **Initial Project:** In this phase we will go through a discovery and strategy planning process to provide a framework for our work as well as confirm the scope of services. We will provide initial recommendations, implementation and begin tracking. Your involvement and input is needed to maximize our engagement.
- **Ongoing Maintenance and Consulting:** Each month we will review the current ranking status, outline and execute on 30-day initiatives. Regular updates will be provided. Each quarter, we will meet with you to review past results and outline the next quarter's strategy. We look forward to helping you on this project.

We look forward to helping you achieve your objectives with this project and building a solid relationship going forward.

Chris Uschan

Prepared by:

Chris Uschan – VP of Marketing/Sales

Jay Disbrow – Online Marketing Specialist

Project Objectives

1. To increase relevant, organic search traffic to each hotel website page.
2. To establish a baseline and measurement process for tracking the result on the efforts.
3. To determine ongoing partnership opportunities to grow website traffic.

Scope of Services

The primary focus of this engagement will be to optimize the following hotels for organic placement in the search engines utilizing our AcumiumEngage™ marketing services and consulting. The detailed scope of this project is outlined with each initiative.

- Courtyard - Middleton, WI
<http://www.marriott.com/hotels/travel/msncw-courtyard-madison-west-middleton/>
- Residence Inn – Middleton, WI
<http://www.marriott.com/hotels/travel/msnwm-residence-inn-madison-west-middleton/>

** Assumes managing pages through corporate website.*

Summary of Services and Pricing

Initial Project	Rate	Qty	Price
Hotel SEO Kick Start <ul style="list-style-type: none"> • SEO discovery and strategy • Detailed keyword research, recommendations and planning for each hotel • Provide SEO recommendations to landing pages (meta and content) to improve findability • Implementation of initial recommendations • Define and implement measurements, KPIs and reporting • Identify opportunities and provide recommendations for off-page optimization to improve referral traffic • Identify technical recommendations (platform updates) that would improve SEO that you could share to corporate 	\$600 per hotel	2	\$1,200.00
TOTAL PROJECT PRICE			\$1,200.00
Ongoing	Timing	Price	
SEO Consulting and Maintenance <ul style="list-style-type: none"> • Identify opportunities for other SEO recommendations for more advanced tactics to increase website traffic after initial project work • Provide SEO recommendations to improve landing pages (meta and content) to refine and improve findability • Provide monthly reports and email updates • Meet quarterly to review reports and outline specific initiatives for each hotel • Includes up to 1 hour of marketing development per month 	Monthly <i>Begins in the second month of engagement.</i>	\$250.00/month per hotel property	

* Any additional project requests beyond this proposal will be negotiated on a case-by-case basis.

SEO Service Details

Website SEO Discovery and Strategy

We will take a thorough review of your website, your analytics (Google Analytics, Google Webmaster Tools, Keyword Rankings, etc.) and your competition to identify where the opportunities exist to improve rankings.

We will use our learnings combined with current best practices to define and outline a SEO strategy. We will review our findings with you and work together to define the next steps and finalize the plan to optimize your website for search engines.

Deliverables	<ul style="list-style-type: none"> • A list of SEO focused, high-level observations, recommendations and opportunities. Opportunities will be prioritized with time estimates, which will be used to dictate future action. • Listing of main keywords and phrases to target for each category/theme (identify what's in scope/out of scope for KW research) • Technical SEO – Backlink report, Crawl report, etc. • SEO strategy report • Outline of metrics and KPIs we will report on
Your Involvement	<ul style="list-style-type: none"> • Provide input on the CMS, target audience and past SEO tactics. • Provide key measurements and communication preferences

Keyword Research Evaluation and Recommendation

In this phase we will perform advanced research on both keyword opportunities and the competitive landscape to recommend primary, secondary and other keywords that should be the focus of SEO recommendations.

Deliverables	<ul style="list-style-type: none"> • Keyword focus area with corresponding level 1 and level 2 keyword phrases. • Detailed results of our recommendations.
Your Involvement	<ul style="list-style-type: none"> • Provide feedback as needed

Detailed SEO Recommendations

Once the keyword research is complete, we will have a detailed report that outlines the focus of our on-page optimization. In this SEO phase we will evaluate and recommend best practices for site and on-page SEO elements.

Deliverables	<ul style="list-style-type: none"> • On-page SEO recommendations – H1 Tags, H2 Tags, Image Alt Tags, Anchor text links (if applicable) – for “SEO pages/sections” • Meta SEO recommendations – Title tags, description tags • Editing and/or creation of body content • Template SEO recommendations • Outline of opportunities for SEO
Your Involvement	<ul style="list-style-type: none"> • Provide feedback as needed • Approval to implementation

Implementation

Based on your feedback, we can make edits to the website and other offline websites.

SEO Consulting and Maintenance

As part of our engagement, we will establish baseline metrics and key performance indicators (KPIs) then track the efforts on a regular basis to ensure these programs are operating effectively and to make adjustments as needed.

From this tracking, we will provide recommendations for changes as well as measure the impact of the work performed. New initiatives will also be outlined in our engagement.

Deliverables	<ul style="list-style-type: none"> • Monthly update of work performed and SEO/KPI Reports <ul style="list-style-type: none"> ○ General website traffic metrics (based on what we can access) ○ SEO keyword rankings (top keywords, changes, etc.) ○ SEO issues and recommendations • Quarterly meetings to review data, discuss status of past quarter’s initiatives, and outline next quarter’s initiatives. • 1 hour of work is include each month
---------------------	---

Out of Scope

- Any website development or CSS updating of templates – We will identify any website work as a result of our website review that would increase overall site SEO. A separate work order will be provided for Acumium to make updates to your website.
- Future updates, project work or detailed recommendations that occur after the initial project.
- Implementation of our recommendations. Based on our conversations, you have indicated you will perform updates to the website based on our recommendations as a means to lower cost. We can, at your request, perform updates to the website. A separate work order would be shared with cost estimates and your approval would be required.

Timing and Engagement Term

- We will schedule your project to begin within 15 days upon signed acceptance of this agreement and the first payment is received.
- The “Initial Project” phase will take approximately 1 to 3 weeks to complete.
- The “SEO Consulting and Maintenance phase” will begin upon the completion of the initial project and run for 12 months.
 - The first month will be considered the first full month following the implementation phase unless there are more than 15 days remaining in that first month of implementation.
 - This Agreement continues to renew every 3-months until terminated by either Party upon thirty with (30) days written notice to the other Party.
- Should the two party’s decide to adjust the scope of the services, a supplement agreement would be required.

Resources

Acumium will provide the following resources to ensure successful leadership, direction and execution for this engagement.

- A dedicated online marketing and SEO specialist who will perform the work and collaborate/lead internal Acumium team members as needed.

Requirements

To properly execute this agreement, the following will be needed:

- Provide timely responses and feedback on updates or recommendations shared with you.
- Administrative access to any necessary accounts or reporting information to gain information to properly track and measure this engagement.
- Time to meet with Acumium in person quarterly.
- Administrative access to your CMS.

Proposal Terms and Conditions

This document represents the agreement for the contracted services of Acumium, LLC herein referred to as “COMPANY” and North Central Group herein referred to as the “CLIENT” or “NCG” for the professional services outlined below. This contract represents the entirety of the service agreement and supersedes any other agreement whether written or verbal.

Any modification to this contract must be made in writing and as a revision to this contract by the COMPANY and be accepted by both the COMPANY and the CLIENT as indicated by signatures in the acceptance of terms.

Based on the proposal submitted by the COMPANY and agreed to by CLIENT, the COMPANY shall complete the work outlined in this agreement. In turn the CLIENT agrees to the terms and payment schedule outlined herein.

This proposal is valid for thirty (30) days from the date of the proposal.

Additional Terms and Conditions for this agreement are outlined in our standard Acumium Master Services Agreement which requires your sign off.

Payment Terms

Payments to be made by you as set in the schedule below and is subject to the following terms: Any additional work outside the scope of work as set forth in this contract, specifically defined as “deliverable” services or product, and must be performed under a different agreement. All additional work will be estimated and presented for approval to you before it is started.

- \$1,200 prior to beginning work
- \$250 per hotel to be invoiced at the beginning of each month.

Acceptance

The signature below signifies that the person signing, understands, and agrees to the terms of this proposal. Please sign and return this proposal so that we may finalize and schedule the project for completion.

Please sign and initial all pages.

NORTH CENTRAL GROUP

Signed: Katie Marron Date: 10/13/14

Name: KATIE MARRON Title: Director of Marketing & eCommerce

ACUMIUM LLC

Signed: [Signature] Date: 10/13/14

Name: CHRIS USCHAN Title: VP Sales & Marketing

This document is strictly confidential. It contains confidential material proprietary to Acumium LLC. Disclosure of this document to parties who are not employees or directors of the above named client is strictly prohibited. All other rights to the contents of this document, including but not limited to methodologies, concepts, and credit lists, are assigned to Acumium LLC. ©2013 All right reserved.

Please email this signed agreement to your Acumium representative or fax it to 608-310-9701