



Proposal Date

October 2, 2022

Proposal Number

123456

Prepared for

Craig Smith
Company
Address
Phone
Email

Pricing

Description	Rate	Qty	Line Total
PPC Ads Setup: Exclusive Leads	\$2,000.00	1	\$2,000.00
Subscription Ads Campaign Management Monthly - Professional Ads Management and Ad Optimization with Reporting. We would deliver Exclusive Leads by Text Msg and Email as they arrive.	\$600.00	1	\$600.00
	Subtotal		2600

Proposal Total (USD)

\$2600

Craig,

As I mentioned: We get exclusive Dominate the Web through Google Ads. It's the exact process we used when you found us...



LEADS:

The leads are **not** shared.

They are for you only. - Not like, for example, Home Advisor does. (5x+ shared leads).

How we do it:

1. After connecting to your Google Ads Account or creating one for you: We do professional Keyword research. Then build an Ads campaign with 500-1000 ads targeting your service areas. We build this campaign in a SKAG (Single Keyword Ad Group) format so we can track which leads cause a conversion. Most other "EXPERTS" Never bother to do this because it is very resource intensive and complex. They simply make a few groups clump a bunch of keywords together and guess on which keywords and ads caused the conversion. Actually, they never know...
2. We also build a targeted landing page for your ads with a form to capture Your Prospect's Name, Email, and Phone number.

(Similar to the one you filled out when you found us.)
3. Your prospects are targeted based on the geographic service area you tell us, and we block ads from being seen by all others not in your service areas.



NOTE: A Huge Gotchya that most people miss is:

By default, Google Ads sets the Location Option to "Anyone in OR INTERESTED in your target area." The actual wording is. "People in, regularly in, or who've shown interest in your targeted locations (recommended)."



This is Misleading and False!

It should always be set to "People in or regularly in your targeted locations."

Otherwise, someone in Dubai or UK could see and click on your ads. wasting \$\$\$ Also, It's hidden. So, if you don't know where to click to change it, you end up spending a lot of money...

Thanks, Google! We'll Take It from Here.

4. We track all conversions (Form fill outs - aka leads)

Automatically sending them to you "in real time" via Email and text Msg. So, you never miss a lead.

In the beginning (before everything is dialed in - Every 1 or 2 days)

We review the Ad reports to find the best converting ads. Modify keyword bid prices, and the ads schedule show times as needed.

Further lowering CPC. (Cost per Click)

We track all keywords that have led to a Conversion, and once we have at least "3," We move those to a "**Winning Campaign**" These are all the keywords and ads that we know have given us (you) a Lead.

Then we stop those keyword phrases in the original Discovery campaign, further reducing costs.

It is NOT a Guessing Game.

Three primary Campaigns in order of build:

1. **Discovery Campaign:** this is the most crucial phase because we want to find the best ads that lead to a conversion, and we also want to remove the ones that underperform. This dramatically reduces the cost per click CPC! and it's a primary reason we can get clicks 50-70% lower than others.

As you may already know, Ad cost per click in the solar industry can be expensive if done incorrectly. However, Because of our Ad optimization and knowledge, we generally get clicks upwards of 70% less than our competitors.

2. **Branding Campaign:** we build out a separate Campaign. That lets us target all your competitors: Simply put, we place Your Google ad right with them in a Google Search. So when someone searches their name, YOU SHOW UP! (Effectively but ethically stealing their traffic)

3. **Winning Campaign** as mentioned above: this becomes the primary after we know what Ads perform the best.

Generally, getting things dialed in after the ads are live takes a month or so. That's Google's timing, not us~ I always tell people to expect: Month 1 - Loss. Month 2 or 3 - Break even—month 4 In Profit.

Many are in profit by month two, though...

PRICING:

You are responsible for your monthly Google Ad Spend. (we don't ever have access to your card in Google.) As an Ads Manager, it's hidden from us.

Our Price is \$2000 Set Up - And a \$600 per month Subscription fee.

As long as you are a customer, we will not target any other similar companies in your Service Areas.

Craig,

If you allow me to roll up my sleeves and go to work for you, I promise I won't let you down!

I have other people recently interested. Please Let me know if you have questions or would like to move forward. Just email me, and I will turn this into an invoice you can pay online easily.

-Matt

Notes: I know it's an investment... But I don't lock you into a long-term contract.

My Services are month to month, after month 3.

I have clients who have been with me over 6 years. I make them money month after month and continue to do so. The way I look at it is, I have to deliver EVERY Month or I'm fired!

But if it isn't working, I don't want you to suffer... I'm not going to hold you hostage... All I need is a written 30-day notice. and we part as friends.

Terms

Terms and Conditions: Legal Stuff, my Lawyer, said I should add for handling any of your (Social Media, Ads/ SEO/ Email Marketing/ Web Design/ stuff, etc.

Dominate the Web (aka provider) agrees to keep all information obtained during the term of this agreement confidential. And will not disclose any confidential information without prior written consent from Solar Energy Specialist Corp Owners/ Representatives. (client). Furthermore, Dominate the Web agrees to uphold the highest level of respect and integrity for all individuals employed by the provider during and at any time following agreement terms.

Provider represents and warrants that no interest or obligations exist which would prevent, limit, or impair the performance of any part of this agreement.

Termination

Payment is due within five days of the invoice date on each billing cycle. (NOTE: THIS Document IS NOT AN INVOICE)

This contract is agreed to be a minimum of a four-month contract whereby it will convert automatically to a Month-to-Month Contract after the first four months.

A 30-day written notice is required for termination at that point.

This agreement may also end if any of the following occur.

- All deliverables completed Either party enters bankruptcy.
- Any obligations of the agreement become impossible to achieve due to artificial calamities (War, Terrorism, Riots, etc.) or any natural disasters (flood, hurricane, volcano).

- Both parties approve written terms of termination.

Furthermore, the Provider makes no guarantee/warranty of project timeline or need for additional expenses if any of the following occur without prior notification.

1. Any file additions or changes to folder, web document, widget, or any functionality.
2. Location of file changes (either to a different domain or folder)
3. Any modifications to text on a web document or in the title tag occur, or any removal of specific HTML tags is required for site authentication.
4. Removing analytics code from the web page, which is used to track website traffic.
5. Renaming URLs of existing web documents.
6. Taking down the website or any portion of the website which interrupts the agreed upon service offered.
7. Renaming, re-locating, adding, or removing any file, folder, or subdomain on a web server, including web documents, robots.txt, htaccess file, sitemap.xml, rss.xml, etc.
8. Changes in the site architecture.

Governing Law & Jurisdiction:

The laws of the state of Texas shall govern this Agreement, and the parties submit to the exclusive jurisdiction of the courts of Texas in respect of any dispute or difference between the client and developer. Both parties agree to use all means of mediation to solve disputes before filing legal documents with said courts.

Acceptance:

Please sign at the bottom or reply with "SIGNED" so I know you read this.

Both signing parties agree to be legally able to represent and sign this document as responsible parties. Work initiates upon receipt of payment.

I work from Respect, Integrity, and Honor. I trust you do as well. I look forward to a prosperous relationship.

Lastly, Thanks for considering me.

Again: "If you allow me to Roll up my sleeves and go to work for you, I promise I won't let you down."

IF YOU WANT TO MOVE FORWARD, JUST LET ME KNOW, AND I'LL SEND AN INVOICE FOR YOU TO PAY ONLINE.

Jim Martzall

jim@dominatetheweb.com

my cell: 210-389-5200