



2-15-2017

GCI Consultants SEO Project

Company Name – GCI Consultants Inc.

Contact & Personal Guarantor Name – Janice Hoffman

Contact Email Address – jhoffman@gciconsultants.com

Company Address – 2460 Metrocentre Blvd, West Palm Beach, FL 33407

Phone – 561-689-0055

Fax –

Company URLs

<http://www.gciconsultants.com> - <http://www.everythingbuildingenvelope.com>

Work Description and Fees

Social Media Marketing - Full Management

- Facebook - Daily Posting, Stats Update on Spreadsheet
- Twitter - Daily Posting, Stats Update on Spreadsheet
- LinkedIn - Daily Posting, Stats Update on Spreadsheet
- Instagram - Daily Posting, Stats Update on Spreadsheet

Paid Advertising Management

- Creation of Accounts
- Setup Multiple Custom Ad Campaigns
- Google Adwords - Text Ads, Image Ads and Video Ads
- Facebook Ads - Post Boosting, Custom Ads & Demographics, User Engagement, Brand Awareness, Traffic and Lead Generation
- Linked In Ads - Dynamic, Text and Display Ads
- Instagram Ads - Test for ROI to determine if worth it or not.

Reputation Management & Business Listings (\$300 Annually for Service)

- Create Business Citations (56 directories done last year)
- Review Monitoring & Reporting
- Positive Review Setups & Mirror to Testimonials Page

Newsletter Management

- List Growth - Data Purchases, Web Site Forms, FB/Linkedin Awareness
- Content Formatting - Janice emails it and I make it look professional.
- Bi-Weekly Approach to include GCI News and Podcast Reminder.

Spidey Designs, Inc. - Mike 949-337-6959

www.spideydesigns.com



Web Design - Ongoing

- Web site improvements and enhancements.
- Audio/Visual Appeal on most web pages.
- Animation of content to look great.
- Blogging, etc.

Organic SEO - Ongoing

- Search Engine Submission
- Keyword Development
- Content Modifications
- Meta Area Optimization
- Web Site Footer SEO Support
- Blog Setup with Content
- Inbound Linking Support, Backlinks

Maps SEO - Ongoing

- Business Listings on Search Engine Maps
- Virtual Tour (Photo Sphere Creation) & Uploads
- Office Photo Uploads
- Google Guide Review Submission
- *Google Places
- *Yahoo Places
- *Bing Places

Reports and Statistics

- Custom Master Spreadsheet - All Stats Listed - Simple/Easy Format
- Google Analytics
- Blubrry Podcast Stats
- Tweet Stats
- LinkedIn Stats
- Facebook Stats
- Web Site Stats - Slimstats

Consulting

- Paul & Janice can call or email me about anything I can advise GCI on.

Transparency

- All web accounts will be accessible by GCI.
- Paid Advertising Accounts will be with GCI direct and managed by me.



Email Signature Banner Updates

- Weekly Updates

Target Budget

- \$3000 per month with 40 hours of work.
- 2 hours a dedicated GCI work every day.
- Ad Spending \$300-500 to start and adjusted after ROI is determined.

Terms & Timeline

- Open ended with no locked in length of time.
- Stay as long as you are happy.

Marketing Objective

The objective is to create a standard operating procedure as far as marketing goes. Our goal is to steadily increase traffic, listeners, lead generation and a more profitable 2017 than last year. I am confident that I can tackle any task that Nicole or any other would be marketer could do since my digital talents are many and my experience is long term. My tasks will include checking in with Janice, putting together the daily offerings and posts. Then I will continue advancing the look and content of the Main GCI and Everything Building Envelope web sites. I will be adding further Search Engine Optimization techniques to all GCI intellectual properties as well. Statistics will be gathered while performing the daily activities on a master spreadsheet to ensure we know our traffic trends and how to make our next moves.