

WEB SITE CONSTRUCTION

We've all been there. A Web site that's packed with too much information. Links are scattered here. Pictures are thrown there. It's intimidating. It's confusing. And it makes you want to find the nearest escape route.

Now imagine going to a Web site that's organized. Like a model home. It gives you room to breathe. It's open. Inviting. Makes you want to stay a while. To get comfortable. Maybe take off your shoes. Put up your feet. Or explore the site's other "rooms," or pages. This could be your new home. Real World Web Marketing can build it for you.

We'll start by planning your Web site's construction. While you supervise. We'll look at your business. Your customers. Or the types of guests you'll be expecting. You'll decide the style. The colors. The contents. And the size of the site. Then we'll build a home that's right for you. Choose from any of the models below:

Basic Site

You'll get five Web pages with this blueprint. One custom homepage. And four additional pages. With the same layout.

One Time Setup Fee \$1250*

Intermediate Site

You'll get seven Web pages with this blueprint. One custom homepage. And six additional pages. With the same layout. We'll also throw in a form page for your guests to leave their names, numbers and notes. It'll make it easy for you to reach them.

One Time Setup Fee \$1800*

Advanced Site

You'll get ten Web pages with this blueprint. One custom homepage. And nine additional pages. With the same layout. We'll also throw in a form page for your guests to leave their names, numbers and notes. It'll make it easy for you to reach them. Plus, we'll build outlets into the frame of your new home. For your database. Just plug in your data and you're done. It's like a virtual vacuum. Keeps your site up-to-date and clean.

One Time Setup Fee \$3500*

Now we'll lay the foundation. Here are some of the tools we'll use:

- Strategy
- Search engines
- Contact and Information Request Forms

- Programs that capture your guests' contact information
- Devices that track and report how many guests visit your site
- Space and maps, so your guests can move around your site easily

We also offer some additions for your home:

- Flash Animation (20 second loop): \$600
- Flash Navigation: \$300 - \$600
- Additional form pages: \$500
- Research & Copywriting: \$95/hour
- Monthly Maintenance: Quoted By the Project

*All Web site pricing is based on content being provided by the client.

WME

Web Marketing Enhancements

Your home is almost built. Now it's time for you to choose some upgrades. There are a lot of choices. But they're all worth taking a look at.

Pay-Per-Click Marketing:

This will make your Web site shine. Every time a potential visitor searches for a topic that's related to your field, your site will be staring back at them. And it only costs you when they click on it. It's known as a soft lead. And independent research firms confirm it's the best type of online advertising.

Setup includes:

- Getting to know your competitors.
- Finding the right words to use to reach your target audience (they're called keywords).
- Designing a monthly campaign that fits you budget.
- Reviewing your Web site and making recommendations.
- Establishing the campaign, including account registration, keyword listings and bids, writing the ad, tracking the Web address, and setting up the conversion counter.
- Determining return on investment (ROI).
- Reviewing the listing, along with updates.
- Tracking and reporting the campaign's progress.
- Designing three ads per campaign.

Prices start at: \$1295

E-mail Marketing:

Don't make the mistake of giving away spam when you move into your new home. Your potential guests are unlikely to put it in their cabinets. Let alone store it for you. But done the right way, your guests will appreciate your gesture. Like a new neighbor dropping by a plate of fresh baked cookies. It will help you break the ice. To say hello. Let our team introduce you to this powerful feature. Which can help you reach your marketing goals.

Setup Includes:

- Configuring e-mail management software.
- Using auto responders that are HTML and plain text supported.
- Allowing the target audience to subscribe or unsubscribe to correspondence.
- Designing and delivering three e-mail campaigns.
- Tracking campaigns.

Price: \$1595 per campaign

Online Surveys:

What does your target audience think about your new home? Or about your product and/or service? This will help you keep track of your guests' opinions. You'll be ready next time they stop by.

Price: \$195 per survey

Content/Copywriting Services:

Need help deciding what to put in your new home? Let us fill your space with tailor-made writing. The search engines will love you for it.

Price: \$95/hour

SEO

Search Engine Optimization

Now that your home is built. You're ready to move in. But it's important to choose your content wisely. Since you want to impress your guests. To get them to notice you. The best way to do that is by first becoming friends with the big four search engines. They're Google, Yahoo, MSN/Live and Ask. And they own the rights to the four main roads out of your neighborhood. If you're not speaking their language, your guests will pass you by. We'll make sure that doesn't happen. With proven techniques.

Our SEO services include:

- Determining your business goals.
- Finding the right words to use to reach your target audience, and using them.
- Submitting your site to the search engines.
- Using search engine optimization and marketing techniques.
- Submitting blogs.
- Searching for ways to link your Web site with other sites.

Types of SEO packages:

RWM Silver SEO Package:

Setup includes:

- Searching, reviewing and optimizing keywords on four Web pages, with up to twenty keywords.
- Creating META tags, including keywords and descriptions.

Monthly support includes:

- Tracking the performance of the keywords.
- Changing the META tag coding on your site.
- Creating a monthly report that shows your site's ranking on search engines, the amount of people that have visited it, the referring Web sites, and the bounce rate.

One Time Setup Fee: \$795
Monthly Maintenance Fee: \$795

RWM Gold SEO Package:

Includes the RWM Silver SEO Package, plus the following:

- *Building Links* – Web sites need links because they help the search engines determine the kind of site you have. It brings more people to your home. It shows you have a lot to show guests.
- *Reviewing Web site Images* - Do you have images on your site? The major search engines smile for pictures. They also like audio and video. This will open doors, and even a few windows, at your new home.
- *Optimizing Keywords* – Eight pages, with up to forty-five keywords.

One Time Setup Fee: \$1195*
Monthly Maintenance Fee: \$995

RWM Platinum SEO Package:

Includes the RWM Gold SEO Package, plus the following:

- *Reviewing Web site Performance* – It's been thirty days. How has your site performed? Are more people walking through your front door? Are you getting your money's worth?
- *Building Links* – Web sites need links because they help the search engines determine the kind of site you have. It brings more people to your home. It shows you have a lot to show guests.
- *Implementing Google Text/E-mail Marketing* – We'll get the word out about your site. Carefully. With impact. And you'll see the results.
- *Optimizing Keywords* – Eight pages, with up to forty-five keywords.

One Time Setup Fee: \$1795*
Monthly Maintenance Fee: \$1295

*Includes first month SEO maintenance.

SMBS

Strategic Marketing Business Suite

It's now time to show off your new home. Your site is up and running. And you want to tell the world about it. But how do you go about it? You could send out invitations and hope that people show up. But would that be enough to keep them coming back? If you're like most site owners, you'd prefer to have a revolving front door. With guests coming and going. Twenty four seven. Three hundred and sixty five days a year. The more people the better. If that's the case, Real World Web Marketing can help you get there. To become the most popular site on the block.

Our Web team will help you plan a full Internet marketing campaign. From start to finish. One that will give you the most bang for your buck. While maximizing profits. How do we do that? By asking questions. We'll ask you how you allocate your budget. How you reach your target audience. And what methods are most effective. To name just a few. Once we have a bird's eye view of your market. And your place in that marketplace. We'll look for opportunities to promote your business online. And set your plan into motion. One that will help you meet your goals. And one that will give your competitors a run for their money.

Our Complete Strategic Marketing Services Include:

Setup:

- *Competitor and Industry Analysis* - We'll put a magnifying glass over your industry, and find out what your competitors are up.
- *Web Enhancements* - You'll be front and center on popular sites. People will see your name and come running.
- *PPC Marketing Campaign* - We'll design three pay-per-click marketing campaigns. Guests won't have any trouble finding you.
- *Email Marketing Campaign* – Read me! We'll get your target audience to open your emails, and like it.
- *Online Client Surveys* – What are they thinking? This will help you get the answers.
- *Key Phrase Based Landing Site Development* – Your visitors need directions to your home. This ensures search engines show them the way.
- *Affiliated Marketing Campaign* - Have a company you're affiliated with? We'll make sure your partners are recognized.
- *SEO Platinum Package* – The name says it all. We're giving your site the royal treatment.
- *Unlimited Linkage* – We'll get other sites to put you up, rent-free. Think of it as your homes away from home.

- *Current Web site Analysis & Recommendations* – If you're rebuilding your site, we'll give you some pointers. All you have to do is check off on it. After all, you're still the supervisor.
- *Web site Design & Development (Advanced Web site Package)* – This is the biggest house on the block. The mansion of Web sites. Your site.

Monthly Maintenance:

- *Competitor and Industry Analysis* - We'll put a magnifying glass over your industry every month, and find out what your competitors are up.
- *Web Enhancements Maintenance* – We'll make sure you're still front and center on popular sites.
- *PPC Marketing Campaign Analysis* – Are your guests finding you?
- *Weekly Email Marketing Campaigns* – Your guests are reading your e-mails. Every week.
- *Monthly Survey Analysis and Reporting* – You'll know exactly what's working with your site. And we'll show you how to make it better.
- *Linkage Maintenance* – We'll make sure your friends didn't change the locks at their sites.
- *Key Phrase Based Landing Site Development* – We'll make sure your visitors are getting the directions to your site from the search engines.
- *Affiliated Marketing Campaign* - Have a company you're affiliated with? We'll make sure your partners are recognized.
- *SEO Platinum Package Maintenance* – You're still receiving the royal treatment. Would you like some grapes?
- *Continuous Web site Analysis* – Your site is under our care all month long.
- *Web site Maintenance (Five Hours)* – We'll clean your house. So you can do more important things.

SMBS Setup cost: \$7000

SMBS Monthly Maintenance: \$3000

*If you were to purchase the setup and monthly maintenance components individually, the setup would cost you over \$9000, while the monthly maintenance would be over \$5000.