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Localization & SEO Marketing Proposal

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Bright Pink AGENCY

PuroClean®

You've been wanting to do this. You've been told you need to do it. Maybe you attended the seminars, watched the webinars, read the advice. **But you simply don't have the time**. And maybe website maintenance and internet marketing *just aren't your thing*.

From the team that brought you the PuroClean social media presence, Bright Reviews, and the new PuroClean websites, now comes a complete solution for your local internet marketing: **localization**, **content marketing** and **complete local SEO**.

There is an offer for every budget but remember – choose for the results you're targeting. The more (and longer) you invest in your marketing, the better the results. And unlike advertising and paid ads, investment in marketing is cumulative (the effect doesn't stop when you stop paying).

Offer 1: **The Setup – Localize Your PuroClean Website**
Offer 2: **Ongoing Localization and Content Creation – Build Up Your Local SEO Through Content**
Offer 3: **SEO Marketing – Let THEM Find YOU**
Offer 4: **Localization, Content Marketing, Social Media Marketing and Search Engine Optimization**

Important*: Because of the nature of this service, where you are competing for keywords raking with other providers of emergency disaster restoration services, we will only take on* ***one*** *PuroClean location per metro market (first come, first served).*

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Offer 1: The Setup

Localize Your PuroClean Website

Objective: Make the best of your PuroClean website by adding all missing information, customizing and localizing all information to serve your local business best. This sets the ground and is required before any internet marketing or SEO work can be done.

What's included?

- ✓ **phone / email interview** with owner or manager
- ✓ research **keywords** and **location specifics**
- ✓ **rewrite** headlines, text and meta information on all Service pages and About Us page to include targeted keywords
- ✓ collect **headshots**, edit and upload to website
- ✓ collect photos to create up to **6 galleries** with up to 10 photos each
- ✓ add **reviews** from either online sources or provided by owner/manager
- ✓ add the local **social media** channels
- ✓ add 1-2 **events** (CEs or other)
- ✓ **Google My Business**: add provided photos, events and any missing information or correct branding elements
- ✓ **Facebook**: add provided photos, events and any missing information or correct branding elements

Why do you need this?

- **Credibility**: your website is at the core of your marketing. Even if you get most of your business from networking or referrals, your prospects will check out your website. If the information on there is incomplete, your credibility will suffer.
- **Internet Marketing**: if your website doesn't meet these basic requirements for customization, all your other marketing efforts are sabotaged (that includes SEO, social media marketing, paid ads, etc.)

Cost
$600, one time fee.
Timeline for completion: 2 weeks.

Offer 2: Ongoing Localization & Content Creation

Build Up Your Local SEO Through Content

Objective: Constantly add localized content to your website and social channels, to increase your SEO and conversion rate.

Local blogging is a great opportunity to add new, localized content. You're not a writer though, so we'll do the writing for you – all you need to do is answer a few simple questions and we'll take it from there.

What's included?

- ✓ Twice per month **blog writing** based on specific jobs; optimized with keywords;
- ✓ Add photos to **galleries** (edited and organized by album, with tags and keywords);
- ✓ Add photos to your **Google My Business** and **Facebook** pages, with links to the job details blog article;
- ✓ Add **events** when available;
- ✓ Post **job openings** in the website's Careers page when available;
- ✓ Add Google My Business **posts** linking back to service pages or to blogs;
- ✓ Send reminders to ask for **reviews** from customers;
- ✓ Get $50 off the monthly social media package fee.

Why do you need this?

- **Ongoing SEO**: Google ranks websites that work on their SEO constantly. That includes new text content, new photos, new activity on Google My Business;
- **Credibility & Conversion**: photos and job-related blog articles are very persuasive to new prospects because it shows them who else in a similar situation you have helped.

Cost
$350, monthly fee.

Complimentary offer
$100/month to add complete social media management (M-F posting Facebook + Twitter)
Regular offer: https://brightpinkstudio.com/puroclean-social/

Offer 3: SEO Marketing

Let THEM Find YOU

Objective: Get found in local searches for targeted keywords.

Once your website is optimized (Offer 1) and you're constantly working on adding new content (Offer 2), the next level is building up your SEO thought both on-page and off-page SEO. This includes more content creation, more in-depth content, and local link-building.

What's included?

On Page:

✓ Create landing pages to rank locally.
✓ Optimize URL, title tags, headers, meta description.
✓ Optimize content for local ranking.

Off Page:

✓ Guest posting for link building
✓ Creating relevant articles for the community
(*A map of local service providers; a list of who to call in case of home emergency; first steps to take in case of an emergency; a calendar of relevant safety awareness city-wide events*)
✓ Infographics for fire, water etc. safety – ideal for link building
✓ Outreach to local businesses for link building: industry-specific links, former commercial customers etc.

✓ **Other types of backlink building and traffic generation solutions**
Create a Partners directory, including: the Chamber of Commerce, business improvement districts, licensing bureaus, trade associations, resellers, vendors, and/or manufacturers and other affiliates. Reach out to them for a link back.

What's Involved?

- A minimum of 4 pieces of content per month (at 4 hours each - 16 h/month)
- A minimum of 12h/week link for building (48 h/month)

Results don't typically start to show until after a minimum of 6 months of SEO. However, the effect of content building is cumulative, it doesn't "expire". It's also compounding (often times, the older the content, the better it performs).

Why you need SEO: if you want to expand beyond the word-of-mouth and one-on-one or even group networking, then you have an opportunity to tap into the market of people that will never run into you, but they will search online for your service when in need. SEO increases the odds that they will FIND YOU when they search. If your content is high quality

and geared towards conversion, then they will CHOOSE YOU from the list of similar providers that they find in Google.

Is it costly? Yes. **Is it expensive?** No. Good, honest, efficient SEO takes lots of time and effort. There's no shortcut to climbing the ranks in Google. Success is achievable through constant work and dedication, and through knowledge and experience. But if you get a single extra job each month from your SEO investment, then it pays for itself. The goal is to get many more jobs each month from your SEO efforts. They just won't happen right away, because it needs to build up.

Cost
$2,240 monthly fee.
Minimum 6 months contract.

Offer 4: Localization, Content Marketing, Social Media Marketing and Search Engine Optimization

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When you want it all…

Offer Name	One Time Fee	Monthly Fee
Offer 1: Initial Setup – one-time fee	$600	–
Offer 2: Monthly Content Marketing	–	$350
Monthly Social Media	–	$170
Bright Reviews	–	$15
Offer 3: SEO	–	$2,240
Total Value	~~$600~~	~~$2,775~~
Offer 4: Bundle Discount	$300	$2,690

Save $810 over 6 months!
6 months contract required

10 Reasons to Work with Us

1. We have been working with PuroClean since 2014 on a variety of projects, including social media, the Bright Reviews system, offering on-demand technical support for the PuroClean Academy website, and most recently – we have designed and developed the new PuroClean websites.

2. We are located in Coral Springs, FL - 15 minutes away from the PuroClean Home Office.

3. We are an award-winning marketing company - with awards for both business-to-business websites, business-to-consumer websites and responsive web design.
4. We have developed the Signal Restoration Services website and won two Addy Awards for it.

5. We have a deep knowledge and understanding of the PuroClean brand - in any form of design.

6. We have a good understanding of both the B2C and the B2B models.

7. We have worked with many individual PuroClean franchisees separately, so we understand their individual needs.

8. We are reliable and approachable.

9. We are not too big to keep you waiting in line, and not too small to be overwhelmed. We're just the right size! We are a team of 8 and all of us have worked on various PuroClean projects.

11. We are more than an SEO company: we are a marketing company with a holistic approach that encompasses branding, design, content, user experience, development and SEO.

Company Overview

Bright Pink Agency is a marketing agency founded in 2008, by Madalina Iordache. We offer a full range of marketing services, from strategy to implementation: branding, design, web development, writing and content creation, social media, search engine optimization, and more.

Our Headquarters is in **South Florida - Coral Springs**. Our other offices are in London, UK, and Iasi, Romania.

At the Bright Pink Agency, we proudly believe that our employees are our strongest assets. Talented and dedicated, with their varied skills and can-do attitude, our team handle each project with enthusiasm and creativity.

Madalina Iordache, our President & CEO, is above all an expert in communication. A graduate of Journalism and Communication, with a special interest in design and non-verbal communication. She leads our creative team and coordinates most projects. A native of Romania, Madalina moved to South Florida 12 years ago, where she founded Bright Pink Studio in 2008.

Jonie Iordache, Vice President of Technology, is Madalina's partner and leads the development work. A graduate of Computer Sciences, she is a skilled developer with a wide range of technical abilities. She has developed countless WordPress websites, as well as e-commerce solutions, custom CMS's, intranets and more. Jonie lives and works in London, UK.

Rachel Anghel, our Art Director, joined our team in 2015. Rachel's passion for all things beautiful lead her to pursuing graphic design in her career. Her expertise ranges from branding and product packaging to websites and apps. Most recently, she's been focusing on user experience, content strategy and SEO to bring a more holistic approach to design.

George Rotaru is our Senior Designer. He joined our team in 2011 and he has designed numerous projects, including logos, brand identities, stationary packages, websites, brochures, print materials, ads, applications and packaging. Though he loves a challenge and anything design-related, his favorite projects are logos and web design.

Octav Fedor is our content writer and social media manager. A graduate of Language Arts, Octav began his copywriting career at various web companies and joined our ranks in early 2015. With his natural curiosity and a passion for knowledge in general, Octav finds it easy to write on a variety of topics, with a range as wide as that from marketing to... plumbing.

Angi Gatica is our project manager. With a wealth of experience in keeping executives in check and creatives on task, she's like an air traffic controller – but for marketing projects. We rely on Angi to keep all our tangled task lists in order, helping our work run smoothly – all according to the plan.

We each have our strengths and unique experiences and training; therefore, we work together as a team to deliver multifaceted expertise to every project we take on.

Awards & Recognitions

Though our clients' appreciation and success are our biggest accolades, we're also happy to report we have won several industry awards.

In 2018, we won 2 Addy Awards for responsive web design and logo design.

In 2017, we won 3 Addy Awards for web design (B2B and B2C) and responsive web design.

BrightPink Studio (our former name) has been named **one of the top web design agencies in Fort Lauderdale** by Expertise, an online hub where experts can connect with people and share their knowledge, experience, and skills.

Expertise looked at 56 web design agencies in Fort Lauderdale metro area and picked the top 19 (listed alphabetically). They filtered out any company that failed to meet their definition of an expert based on 25 factors across five categories: reputation, credibility, experience, availability and professionalism.