



**INTERNET MARKETING SERVICES
& COST PROJECTIONS**

SEO FROM \$1/DAY
(per keyword)

Get a high profile presence on the Net with Xtreme Flavor

CORE COMPETENCIES

XFLAVOR is a leader in Internet Marketing, Search Engine Marketing and Video Production with a workforce of over 10 trained specialists. We specialize in Search Engine Optimization (SEO), Internet Marketing, Social Media Promotion and Video Marketing services.

Search Engine Optimization	Internet Marketing
<ul style="list-style-type: none">✓ Thorough Keyword Research✓ Competition Analysis✓ Website Analysis and Site Architecture✓ Full On-Page Site Optimization✓ Search Engine and Directory Submissions✓ Full Off-Page SEO✓ Structured Link Building (Link Wheels, Link Pyramids)✓ Ranking Reports	<ul style="list-style-type: none">✓ Niche Research✓ Product Research✓ Competition Research✓ Offline and Online Strategy Development✓ Goal Setting✓ End-to-end Project Execution✓ Statistics Tracking✓ Niche Dominance
Social Media Promotion	Video Production & Marketing
<ul style="list-style-type: none">✓ Facebook Marketing✓ Twitter Marketing✓ Google+ Marketing✓ Social Bookmarking✓ Web 2.0 Integration✓ Social Citations✓ Community / Fan Following✓ Viral Social Media Marketing	<ul style="list-style-type: none">✓ Video Production✓ Video Distribution✓ Video Editing / Enhancement✓ Script Generation✓ HD Quality Shooting✓ YouTube Marketing✓ Video Sales Letter Creation✓ Viral Video Marketing



THE XFLAVOR METHODOLOGY

We have a mechanism to conceptualize, plan, execute, and measure success.

Our approach helps achieve your SEO goals seamlessly in the competitive arena of the Internet, reflecting visibly in your bottomline.

- 1 PRIVACY AND EXCLUSIVITY**
We sign your NDA/Non Compete. You sign our terms of services.
- 2 CONCEPTUALIZATION**
We discuss your project in extreme detail and build an actionable plan.
- 3 PROJECT KICK-OFF**
We start with the first phase of your project. A deposit is retained at this point.
- 4 COMPLETION & ONGOING**
Upon completion of the final milestone, the first payment is made & on-going maintenance begins..



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SEO Summary

Keyword Research	Delivery
Keyword Discovery (100+)	Immediate
Keyword Competition Analysis (100+)	Immediate

On-Page Site Optimization (when needed)	Delivery
Website Analysis and Site Architecture	1 Week
URL Optimization	1 Week
Robots.txt Optimization	1 Week
Title Tag Optimization	1 Week
Meta Tag Optimization	1 Week
Meta Description Optimization	1 Week
Headlines Optimization	1 Week
Image Alt Tag Optimization	1 Week
Body Content Optimization	1 Week
Link-Text Optimization	1 Week
Server Response Analysis	1 Week
All-in-Anchor Ranking Analysis	1 Week
Link Analysis	1 Week
Coverage Analysis	1 Week

Off-Page SEO	Delivery
Search Engine Submissions	In Phases
Directory Submissions	In Phases
Manual Social Bookmarks	In Phases
Approved Blog Comments	In Phases
Approved Article Submissions	In Phases
Do-Follow Forum Links	In Phases
Approved Press Release Submissions	In Phases
Squidoo Lenses (1 per Keyword)	In Phases
Hub Pages (1 per Keyword)	In Phases



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SEO Summary Continued

Link Building	Delivery
6-Page Fully Blown Link Wheel	In Phases
Link Pyramid Around The Wheel	In Phases
High PR Contextual Oneway Backlinks	In Phases
.EDU and .GOV Backlinks	In Phases
Contextual Wiki Backlinks	In Phases

Social Media Marketing (optional Add-On)	Delivery
Facebook Likes	In Phases
Twitter Marketing / Followers	In Phases
Google+ Marketing	In Phases
Social Citations	In Phases

Video Production & Marketing (optional Add-On)	Delivery
Video Production	Three Weeks
YouTube Marketing (Backlinks + Views + Subscribers + Votes)	In Phases
Video Submission to other Sites (100+ sites total)	In Phases

Total SEO Monthly Rate: TO BE DETERMINED

Please reference our per-keyword pricing below. We bill per keyword, not per campaign, please prepare your list of keywords you'd like us to include in your campaign, as well as any or all additional services you require and we'll put together a custom quote within 24 hours.

Video Production Starts at \$5,000

Can work out a savings on multiple video production projects.



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WHAT YOU CAN EXPECT

Quality Meets Quantity

We only work with quality authority links that add real benefit to your main money site. Through our immediate network of 100+ sites and our extended networks (paid access) of 5,000+ sites, allows us to get quality relative links for any industry, but our approach is what matters most. We deliver results, that's the bottom line.

From 1 to 1000 Keywords At Once

The amount of keywords we decide to focus on at any given time (per month) greatly depends on the clients budget restrictions and overall project goals. To end all confusion,

Keyword Pricing & Guarantee

While we try to be as transparent as possible about the amount of work involved and the various methods we use to sustain your ranks. We take a unique approach at pricing. We price our campaigns per keyword, per year (365 days), and price each keyword based on the amount of time it will take us to successfully achieve your ranking goals. Due to the nature of this pricing model, **we are able to guarantee top 10 ranking** while preventing profit loss or over charging for our quality services. Each keyword is to be paid up front for 12 months (one year). In the event we cannot accomplish top 10 results within 6 months, we will refund the cost of that specific keyword. This is our iron clad, rock-solid no questions asked guarantee.

Per Keyword Pricing Detail:

Amazing - Light Competition - \$1.00 per day, per keyword

Medium - Strong Competition - \$1.25 per day, per keyword

Bad Competition - \$1.50 per day, per keyword

Extreme Competition - \$1.75+ per day per keyword (depends on total competition)

How We Determine Total Campaign Cost

- 1) Complete keyword analysis to determine the competition for each of your desired keywords.
- 2) Multiply Keyword Cost Per Day * 365 (days in a year) = Total Cost of Keyword
- 3) Total the cost of all your keywords to get the final campaign cost.

How We Manage Our Billing - You Get To Choose What Works Best For You!

Option 1: Bill up front for all work based on the amount of keywords ordered.

Option 2: Limit ourselves to a certain amount of keywords each month based on clients monthly budget. For example if you have a \$610 monthly budget, we can focus on up to 20 keywords a month, if you have a \$1220 monthly budget we can focus on 40 per month.

Option 3: Total/12 (Divide by 12) for equal monthly installments over a 1 year contract.



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Example Client Billing Figures *this is just an example*

20 minimal to light competition keywords @ \$1.00 = \$7300 / year
10 Medium - Strong competition keywords @ \$1.25 = \$4562.50 / year
5 Bad competition keywords @ \$1.50 = \$2737.50 / year
5 Extreme Competition @ \$1.75 = \$3193.75 / year
Total Annual SEO Campaign Cost: \$17,793.75
Client Elects Billing Option 3 so \$17,793.75/12 comes to \$1482.81 / month for 1 year.

This Campaign Is All-inclusive, Everything You Need From A To Z

You give us your list of desired keywords (or have us do the keyword research) and define your budget, then we do all the work necessary to get your keywords ranking in the top of all the major search engines. If on-page or meta optimization is required we can send the optimization report to you, or you can provide us with temporary FTP / CMS credentials and we'll carry out the revisions on your behalf.

How We Take A Unique Approach At Link Building

We stay on top of the latest algorithm changes and make adjustments to our link building as needed to make sure our clients are always getting the most benefit from each marketing dollar spent. We use a combination of Directory Submissions, Article Submissions, Social Bookmarks, Blog Comments, Private Network Anchor Links, Video Links, Forum Links as well as .GOV and .EDU Authority Links & Citations. But, we only send the top quality (Highest PR) links to your main money site/landing page, and direct all the other links to individual Web 2.0 properties, articles and components within our link wheels.

What Is A Link Wheel?

Proven organic ranking techniques such as Link Wheels and Link Pyramids are the only 100% sure fire way to sustain rankings long term. Any other efforts will get you up there for a while but sooner than later you'll notice your ranking slowly decline. Link wheels are a very important element to any SEO campaign. A link wheel is a group of websites (preferably relevant, high ranking websites) that are interlinked to one another and then linked back to your website. It has proven to be one of the safest SEO methods of improving rankings organically. It is by far one of the best ways to generate a lot of targeted traffic to your website(s). The only disadvantage to link wheels is – they take time to set up properly... but despite the amount of time they take to complete accurately, the benefit gained is unmatched.

What Is A Link Pyramid?

A link pyramid is often setup to add an extra outside layer feeding inwards to our link wheels. This helps build a supporting foundational level of links that ensures longevity in our SEO efforts.



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What Are Doorway Sites And How Are They Used?

A doorway site is created in instances where you can't optimize your primary money site for a certain keyword due to the improper phrasing or formatting. This is an effective measure to tap into extremely relative traffic that isn't 100% in alignment with your main money site's product or service offering. For maximum usability it often puts you at a huge advantage to create a new Word Press driven "doorway site" on an exact-match (thetargetkeyphrase.info) domain. So for example. These "doorway sites" end up double-benefiting you by not only generating additional traffic to your main website, but also becoming a part of your permanent link wheel strategies. We create these sites anytime a client points out keywords they want to target, but not from their main domain. There is no additional cost to the client for this service.

Do I Need To Renew Annually For Each Keyword?

Most of the time the keywords will stick for years to come, but in Fair to Extreme situations, sometimes new and existing competitors will step up their game, in turn kicking you off the top 10 search results. When this happens, it's necessary to do some additional link building to get you back where you need to be, but in most situations you can get by with not doing any additional link building for the search term.

What Else Could I Possibly Need? Is There Anything That's Not Included?

As we bill per keyword, there is absolutely nothing you need to worry about outside the scope of our agreement. Once we begin on a campaign, we don't stop until your keywords achieve optimal ranking (top 10, often times top 3). We do offer addon services such as social media fan building (\$40 per 1000 Facebook Fans or twitter followers), YouTube video optimization as well as individual link building packages to give you an extra boost after the initial contract has expired. We deliver exactly the amount of link juice that's needed to sustain long term rankings for each of your keywords... nothing less and nothing more.

If you have good idea of which addon services you need on a monthly basis, we can factor this into your annual campaign by taking your total campaign cost (total of all keywords) and then adding the cost of the individual services to the plan. For example: The example keyword promotion campaign figures from above is \$1,482.81 / month. Let's say the client also elects to receive the following services:

Content Writing (500-600 Word Articles or Press Releases) (x4) = \$100 (monthly) * 12 = \$1200

Article or Press Release Submission (x4) = \$100 (monthly) * 12 = \$1200

Video Submission (x4 videos) = \$200 (one time fee)

Basic Video Optimization (x4 videos) = \$100 (monthly) * 12 = \$1200

1 Client Testimonial Per Month = \$25 (monthly) * 12 = \$300

Local Business Submission = \$150 (one time fee)

Google Places Basic Optimization = \$25 (monthly) * 12 = \$300

Formula: KEYWORDTOTAL + ADDITIONALSERVICESTOTAL = CAMPAIGNTOTAL / 12(months) = MONTHLYTOTAL

This example client's total: \$17,793.75 + \$4,850.00 = \$22,643.75 / 12 = **\$1,886.97 (monthly)**



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FOR KEYWORDS WITH ESTABLISHED RANKS

Already have ranking established for certain keywords but want to continue to sustain or improve their SERP?

Ongoing Maintenance – **Amazing - Light Competition** - \$0.25 per day, per keyword

Ongoing Maintenance - **Medium - Strong Competition** - \$0.50 per day, per keyword

Ongoing Maintenance - **Bad Competition** - \$0.75 per day, per keyword

Ongoing Maintenance - **Extreme Competition** - \$1.00+ per day per keyword (depends on total competition)

LOCAL MARKETING THAT WORKS

Submission To 100+ Local Business Directories - \$150 (one time fee)

We manually submit your business to over 100 Local Business Directories.

Google Places Optimization - \$25 - \$50 / month

We start by making suggestions to change within your local listing such as the listing title, adding deals to the page, adding video, etc. We then leave unique reviews, comments, and ratings, as well as create citations and map citations by searching for your business through Google Places. We also add a couple user video reviews or testimonials to your places page. This will over time drastically increase your rank in gPlaces.

2 Unique User Reviews, 2 Perfect Ratings, 2 Social Citations & Map Creations - \$25 / month

4 Unique User Reviews, 5 Perfect Ratings, 5 Social Citations & Map Creations - \$40 / month

5 Unique User Reviews, 10 Perfect Ratings, 10 Social Citations & Map creations - \$50 / month

VIDEO MARKETING

Submission Of Single Video To 100+ Video Sites - \$50 (one time fee)

We manually submit your videos to over 100+ video syndication sites.

YouTube Optimization - \$25 - \$125 / month

We deliver unique (real human) views, a couple hundred positive ratings and comments, as well as channel subscribers. We also send authority backlinks to the video page over the duration of the campaign to help increase it's rank in YouTube and Google search results.

1,000 Views/Plays, 25 Positive Ratings, 10 Channel Subscribers, 10 Comments, 50 Authority Links - \$25 / month

5,000 Views /Plays, 100 Positive Ratings, 25 Channel Subscribers, 20 Comments, 100 Authority Links - \$50 / month

10,000 Views/Plays, 200 Positive Ratings, 50 Channel Subscribers, 50 Comments, 150 Authority Links - \$75 / month

20,000 Views/Plays, 400 Positive Ratings, 100 Channel Subscribers, 100 Comments, 250 Authority Links - \$100 / month

50,000 Views/Plays, 500 Positive Ratings, 250 Channel Subscribers, 200 Comments, 350 Authority Links - \$125 / month

Video Testimonials - \$25 Per

We will create a 1080p review or testimonial for your product, brand or service.



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CONTENT WRITING

500-600 Word Article - \$25

We write your 500-600 word article and send in .doc format.

750-1000 Word Article - \$40

We write your 750-1000 word article and send in .doc format.

Article & Press Release Submission Service - \$25-\$200

Submit to top 100 sites - \$25

Submit to top 500 sites - \$50

Submit to top 1000 sites - \$90

Submit to top 2500 sites - \$150

Submit to top 3500 sites - \$200

SOCIAL MEDIA PROMOTION

FACEBOOK FANS & LIKES - \$30 - \$1000 / monthly

We take an interesting approach at social media, by going a step beyond what our competitors have to offer. We deliver USA targeted real human fans to your pages, get them to share one of your posts on their wall or recommend your page to their friends – which has an immediate impact on your social media performance.

500 Facebook Fans + 10 Wall Shares - \$30

1000 Facebook Fans + 20 Wall Shares - \$60

2000 Facebook Fans + 50 Wall Shares - \$120

5000 Facebook Fans + 100 Wall Shares - \$250

10000 Facebook Fans + 250 Wall Shares - \$500

20000 Facebook Fans + 500 Wall Shares - \$1000

TARGETED TWITTER FOLLOWERS - \$25 - \$800 / monthly

While Twitter technically gets a lower response rate than Facebook (less active user base), it's often on-par with Facebook promotion efforts because we are able to laser target twitter followers by industry, location, niche, etc. Facebook is very difficult to target fans to a specific industry so Twitter is often times key to getting results from social media marketing. We take it a step further by sending messages to a certain percentage of all new followers, this will help drive traffic as well as build brand recognition beyond the scope of just keeping them updated via Tweets.

500 Twitter Followers + 10 Direct Messages - \$25

1000 Twitter Followers + 20 Direct Messages - \$50

2000 Twitter Followers + 50 Direct Messages - \$100

5000 Twitter Followers + 100 Direct Messages - \$210

10000 Twitter Followers + 250 Direct messages - \$410

20000 Twitter Followers + 500 Direct Messages - \$800



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Contact

Please direct all inquiries to the following XFLAVOR professionals.

COMPANY

XFLAVOR INC.

Justin Smith

President & CEO

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justin@xflavor.com



HD VIDEO PRODUCTION

A few of our satisfied clients



Our core video team



John



Matt



Jeremy



Justin

THE ESSENTIALS

Starting at \$5,000

- 1 Director / Still Photographer
- 2 HD Camera Operators
- 1 Lighting & Audio Tech
- Up to 10 minutes of edited footage

ADVANTAGE

Starting at \$10,000

- 1 Director / Still Photographer
- 3 HD Camera Operators
- 1 Lighting & Audio Tech
- Up to 20 minutes of edited footage

MAX ADVANTAGE

Starting at \$15,000

- 1 Director
- 1 Still Photographer
- 3-4 HD Camera Operators
- 1 Lighting & Audio Tech
- Up to 45 minutes of edited footage

CUSTOM

\$5,000 +

- We can provide the following services:
- Film Crewing / Staffing
 - Photography
 - Set Design, General Contracting
 - Talent Management