

# Online Marketing Order Form

Anderson Gray Worldwide Pty Ltd in its capacity as the Trustee for the Adam & Laura Wydeman Family Trust ("AGW")  
ACN: 133 166 382 | ABN: 30 203 844 905



Client Information	Name of Legal Entity		Date							
	ACN		ABN							
	Current Address		Landline Phone Number							
	Individual		Mobile Phone Number							
	Website Address		Email Address							
	Industry Type(s)									
	Who introduced you to AGW?									
	Web Brief Number:									
	Agreement: By signing this agreement, I give AGW permission to charge my credit card for payments as noted below. Payments made by credit card attract an additional 2.5% fee. I also confirm that I have read and understood and accept the Terms and Conditions as noted overleaf. This agreement is made in the state of NSW, Australia and is governed by the laws of this state.									
	Date:	D	D	/	M	M	/	Y	Y	Signed:

Payment Information	Package Selection	Type of Payment	Payment Authorisation															
	<input type="checkbox"/> SILVER PACKAGE <sup>^</sup> <input type="checkbox"/> \$850 (plus \$199 per month, prices exclude GST)	<input type="checkbox"/> VISA (2.5% Fee) <input type="checkbox"/> M/CARD (2.5% Fee)	Full Name on Card				Expiry Date											
			C	A	R	D	N	U	M	B	E	R	H	E	R	E	M	M
	<input type="checkbox"/> GOLD PACKAGE <sup>^</sup> <input type="checkbox"/> \$1,700 (plus \$399 per month, prices exclude GST)	<input type="checkbox"/> T/T (Fee Free) <input type="checkbox"/> CHQ (Fee Free)	Three digit security Code (rear of card)															
			C	I	V													
	<input type="checkbox"/> PLATINUM PACKAGE <sup>^</sup> <input type="checkbox"/> \$2,250 (plus \$999 per month, prices exclude GST)	A credit card <b>MUST</b> also be provided irrespective of first payment option. Monthly payments are taken from a credit card only.	Signature	X														
			Bank Name	BENDIGO BANK														
			Account Name	ANDERSON GRAY WORLDWIDE PTY LTD														
			BSB	633 000														
			Account Number	1349 635 45														
Package Inclusions	<b>SILVER PACKAGE</b> See overleaf for details:		<b>GOLD PACKAGE</b> See overleaf for details:				<b>PLATINUM PACKAGE</b> See overleaf for details:											
	<ul style="list-style-type: none"> <li>Phase 2</li> <li>Phase 3</li> <li>Phase 4</li> <li>Phase 6</li> <li>Customer Pool of 40 clients</li> <li>Minimum 6 month programme</li> <li>Approximately 11 hours work to setup and minimum 4 hours per month</li> <li><b>SEO Performance Tracking™ "40"</b></li> <li>Monthly reporting</li> <li>Forum access</li> </ul>		<ul style="list-style-type: none"> <li>Phase 1</li> <li>Phase 2</li> <li>Phase 3</li> <li>Phase 4</li> <li>Phase 6</li> <li>Customer Pool of 20 clients</li> <li>Minimum 6 month programme</li> <li>Approximately 25 hours work to setup and minimum 8 hours per month</li> <li><b>SEO Performance Tracking™ "20"</b></li> <li>Monthly reporting</li> <li>Email consultant</li> </ul>				<ul style="list-style-type: none"> <li>Phase 1</li> <li>Phase 2</li> <li>Phase 3</li> <li>Phase 4</li> <li>Phase 5</li> <li>Phase 6</li> <li>Customer Pool of 5 clients</li> <li>Minimum 6 month programme</li> <li>Approximately 35 hours work to setup and minimum 20 hours per month</li> <li><b>SEO Performance Tracking™ "5"</b></li> <li>Monthly reporting</li> <li>Telephone &amp; Email consultant</li> </ul>											

**SEO Performance Tracking™:** Our sophisticated monitoring systems allow us to track and benchmark websites by industry. We monitor the following:

1. Bounce Rate
2. Pages / Visit
3. Avg. Time on site
4. Site Conversions (Goal or Sale)

If a client site falls below industry benchmark, we spend more hours than the minimum until it performs. Usually this is an increase in hours of between 50% and 100% depending on the package purchased.

<b>Terms</b>	<ol style="list-style-type: none"> <li>1. THIS CONTRACTUAL ARRANGEMENT IS BETWEEN THE CLIENT ("THE CLIENT") AND ANDERSON GRAY WORLDWIDE PTY LTD (ACN: 133 166 382) IN ITS CAPACITY AS TRUSTEE FOR THE ADAM AND LAURA WYDEMAN FAMILY TRUST (ABN: 30 203 844 905) ("AGW")</li> <li>2. THE CLIENT means the Legal Entity as noted above, any Directors / Owners of the Legal Entity and any Officers or authorised signatories.</li> <li>3. This is an ongoing ORGANIC SEO project. Results may not be seen for an extended period of time dependant on several factors. Two of which are competitiveness of your industry and hours spent on your project per month.</li> <li>4. THE CLIENT agrees to supply to AGW, a website of a high quality standard. The required level of which is to be determined by AGW.</li> <li>5. Any fees paid by THE CLIENT to AGW are non-refundable.</li> <li>6. Initial term is 6 months. This is automatically renewed into a new term of 6 months, unless written notification is received from the client prior to the renewal date (being 6 months from the date of commencement of work).</li> <li>7. Termination fee payable by THE CLIENT is 50% of total remaining months of the current term as defined at item 6.</li> <li>8. Silver package clients must supply own Keywords and Competitor Research (Phase 1 not supplied)</li> <li>9. SEO Performance Tracking at the discretion of management</li> <li>10. <u>Valid credit card</u> must be provided for all SEO Projects.</li> <li>11. Monthly payments are only taken from a credit card, other payment options are not accepted.</li> <li>12. THE CLIENT understands that AGW performs services of such a nature that information identified under the Privacy Act 1999 may be viewed by staff of AGW in the performance of its duties. THE CLIENT is responsible for informing the customer via its privacy statement, either in hard copy or its website of such.</li> <li>13. THE CLIENT agrees and gives AGW permission to create groups, blogs, online press releases and disseminate publically available information via the internet. THE CLIENT also gives Anderson Gray license to use this information and to act as an Agent in respect to Internet marketing and promotions. Any advertising charges in addition to agreed monthly payment, not covered by AGW, will be approved by THE CLIENT in writing prior to any advertising commencing.</li> <li>14. THE CLIENT understands that AGW may contact potential linking partners</li> <li>15. A footer link is affixed to each site on which AGW performs Search Engine Optimisation. This footer link may be removed on the payment of a fee.</li> <li>16. THE CLIENT agrees to abide by AGW Acceptable Use Policy (AUP) as written.</li> <li>17. THE CLIENT agrees to pay all fees associated with this project including any GST and credit fees charged</li> <li>18. Support Fees may be incurred, for additional work or support, in addition to any charges on this Agreement, without further notice to the client.</li> <li>19. Any website on a monthly payment agreement must have Domain Registry Key(s) supplied to AGW and management of any associated domain names will be transferred to an AGW controlled domain management system with a lock applied.</li> <li>20. Fees are outlined on <a href="http://www.anderson-gray.com">http://www.anderson-gray.com</a> under "Fee Schedule"</li> <li>21. Acceptable Use Policy is provided online at <a href="http://www.anderson-gray.com">http://www.anderson-gray.com</a></li> <li>22. THE CLIENT understands that a lower priced package means a lower number of hours worked on the website Promotions per month.</li> <li>23. THE CLIENT agrees that if the Search Engine Optimisation "monthly services" are not started for any reason within 6 months of the date of this contract, AGW reserves the right to terminate this contract and request a termination payment as defined in item 7.</li> </ol>
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<b>Authorisation</b>		Signed by THE CLIENT entering into this agreement	Signed for an on behalf of AGW
	Full Name of Signing Party		Adam Wydeman
	Date of Signing		
	Capacity		Director
	Signature		

<b>Package Specifics and Extras</b>	<b>Phase 1: Research</b> <ul style="list-style-type: none"> <li>• Competitor Identification</li> <li>• Competitor Analysis</li> <li>• Keyword Identification</li> <li>• Exploitable References</li> <li>• Top 10 Optimisation Report</li> </ul> <b>Phase 2: Website Readiness</b> <ul style="list-style-type: none"> <li>• Search Engine Friendly Links</li> <li>• <i>On Page Optimisation:</i> <ul style="list-style-type: none"> <li>◦ Page Titles</li> <li>◦ Meta Description</li> <li>◦ keyword density</li> <li>◦ Content</li> <li>◦ URLs</li> <li>◦ ALT Tags</li> <li>◦ Create Invite friends link</li> </ul> </li> </ul> <b>Phase 3: Google, Yahoo &amp; Bing</b> <ul style="list-style-type: none"> <li>• Add site URL to Google, Yahoo and Bing</li> <li>• Add site to Google Analytics</li> <li>• Add Google and Yahoo Approved sitemaps</li> <li>• Install Google Maps listing – 10 categories</li> </ul>	<b>Phase 4: Website Promotions (off page)</b> <ul style="list-style-type: none"> <li>• <i>Create Account &amp; Groups:</i> <ul style="list-style-type: none"> <li>◦ Facebook.com</li> <li>◦ Twitter.com</li> <li>◦ Digg.com</li> <li>◦ Deli.c.i.ous</li> <li>◦ Stumble Upon</li> <li>◦ Press Releases</li> <li>◦ Kwippy</li> <li>◦ LinkedIn.com</li> <li>◦ XING.com</li> <li>◦ Livejournal.com</li> <li>◦ MySpace.com.au</li> <li>◦ Disqus.com</li> <li>◦ Gumtree.com.au</li> <li>◦ TrueLocal.com.au</li> <li>◦ Hotfrog.com.au</li> <li>◦ dLook.com</li> <li>◦ ClickFind.com.au</li> <li>◦ Zpages.com.au</li> </ul> </li> </ul> <b>Phase 5: Physical Website Promotions</b> <ul style="list-style-type: none"> <li>• Link pages creation</li> <li>• At least 20 fresh RECIPROCAL links created into your link page per month</li> </ul>	<b>Phase 6: Minimum Monthly Services</b>			<input type="checkbox"/> Add Competitor Research to Silver Package (+ \$100 Setup) <input type="checkbox"/> Add Keyword Research to Silver Package (+ \$100 Setup) <input type="checkbox"/> Add Top 10 Optimisation to Silver Package (+ \$400 Setup) <input type="checkbox"/> Add Phase 5 to Silver or Gold Package (+ \$100 per month) <input type="checkbox"/> Add an Extra Hour per month to any package (+\$50 per month) <input type="checkbox"/> Add an Extra Hour per fortnight to any package (+\$100 per month) <input type="checkbox"/> Add an Extra Hour per week to any package (+\$200 per month) <input type="checkbox"/> Add a dedicated SEO Technician to the Platinum package (40 hours per week) (+\$6,250 per month)	
				Silver	Gold		Platinum
			Press Releases	2	4		6
			Blogs	2	4		6
			Social Network	4	6		8
			Social Bookmark	6	8		10
			Live Articles	2	4		6
			Classified Ads	5	10		15
			Links Created	0	0		20
			Twitter Tweets	4	8		12
Facebook Group Posts	4	8	12				
Directory Submit	5	10	15				
Reports	1	2	4				
Search Engine Submit	10	20	40				