

## **Web Site Visibility**

Putting together a top notch web site and expecting the world to find it without promoting it is like creating an expensive ad campaign and shouting it to cars as they drive by on the freeway.

Web site promotion is critical to the success of any web site. Search engine submissions are the number one method used to generate traffic to start up web sites. In order to optimize search engine rankings, a combination of proper home page design, along with consistent and refined search engine submissions, are critical.

iSolutions offers comprehensive search engine submission services and site evaluation techniques that will improve your search engine rankings as well as increase traffic to your site.

### **Search Engine Submission**

Most Web searches by users in the United States (research suggests up to 99%) are done on the "big seven" search engines. Currently, the "big seven" include:

**AltaVista Excite HotBot Infoseek Lycos Webcrawler Northern Light**

The criteria for listing sites on each of these search engines or directories are unique and can change often. Submitting your site to search engines once can give you a good chance for a high ranking, but in order to stay on top of the ever changing criteria for search engines, resubmitting monthly is critical.

Keeping on top of the changing search engine criteria is a difficult task, but iSolutions has made it a priority. We study how each search engine indexes web sites and we submit sites one search engine at a time based on our findings. We submit each site manually, paying special attention to how each search engine accepts requests.

Most search engines index pages based on the text content or "META tags" found within the HTML coding of each web site. META tags consist of a combination of the title of your site home page, the keywords, site description, and the first 100 or so characters in your text content.

Creating the most effective META tags is science. To insure the most effective keywords are being used, iSolutions analyzes the META tags on each site before we submit to search engines. We then supply your webmaster with our findings so that your site has the best chance of a high ranking when submitted. Each month we will re-analyze your META tags and compare them to the tags on the sites with the highest rankings in your category.

---

## Web Promotion Packages

iSolutions offers a monthly Basic search engine submission package as well as a monthly Deluxe package. Each package price is per one home page or single URL and are based on a **three-month minimum contract**.

### **Basic Package**

**\$199.00 / month US**

Includes:

- **Initial META Analysis** emailed to webmaster
- **Initial Search Engine Report** of all search engines the site was submitted to
- **Monthly submission** to top 7 search engines

### **Yahoo Package**

**\$250.00 / one time US**

Includes:

- **Submission** to Yahoo. ( Yahoo has started to charge a \$199 processing fee for each web site submission)

### **AltaVista Package**

**\$250.00 / one time US**

Includes:

**Submission** to AltaVista. (AltaVista has started to charge a \$199 processing fee for each web site submission)

### **Deluxe Package**

**\$499.00 / month US**

Includes:

- **All Basic Package Features Plus**
- **META Analysis** emailed to webmaster each month
- **Monthly Ranking Report** emailed to webmaster detailing your position in the top 10 search engines and directories (including AltaVista, InfoSeek, MSN, Webcrawler, Excite, Lycos, Magellan and Northern Light)
- **Monthly Keyword Review** (analyze the sites that are getting high rankings, and supply you with the keywords that are most effective for them)

*See page 3 for description of "Sub Headings"*

### **“Sub Headings”**

We recommend that you submit the home page of your site to search engines once a month. If you wish to submit more often, we recommend that you submit a “sub-heading” page in addition to the home page. This technique is very popular and can greatly increase your sites ranking.

The critical pages to submit are your major topic pages, pages with unique content, or pages that describe a specific product or service. For example, a sports store will have separate pages on basketball, baseball and football which should all be submitted. Another benefit to submitting multiple pages in this example is that the basketball page will appear higher in a search for "basketball" than the sports site home page. These pages should also include descriptive title tags and META tags.

Each additional “sub heading” for your site can be submitted as its own site. We recommend that you add as many URL’s to the search engine submission cycle as possible.

For 5 or less, see our Supreme Package, for more than five, please call 414-291-2556 for a quote.

### **Conclusion**

Because there are no guarantees on the Internet, iSolutions’ can not guarantee that your site will achieve or maintain a top ten ranking with search engines. iSolutions’ will make a best effort in supplying search engines with the information important and necessary to receive a high ranking on their associated sites. Our techniques have proven to be successful for many of our clients, however, this does not guarantee a high ranking. You have the right to not renew our marketing contract after the term of the contract has expired if you feel our services have not been satisfactory.

Due to the nature of the 90-day cycle that search engines operate, this contact is set for a minimum of 3 months. Most search engine take 6-12 weeks to process your initial submission and your ranking will improve each month that it is submitted. Patience with this process can be very rewarding as a site that has been in a submission cycle for 1 year will have more than ten times the chance of a top ten ranking as one that has just been submitted. Please keep in mind that this is an on going process and that we are committed to due diligence on your behalf.

By hiring iSolutions you are optimizing your ability to be found on the World Wide Web, thus increasing traffic to your site. This in turn will provide more sales to you and provide larger profits.

## **TERMS AND CONDITIONS**

**Introduction:** This is a work for hire agreement in which iSolutions, Inc. (Contractor) located at 1601 Cloverfield Blvd., 2<sup>nd</sup> Floor, South Tower, Santa Monica, CA 90404 agrees to provide submission services to Client

**Services:** Contractor will provide services stated which may include, but are not limited to, business process analysis, gathering of requirements, project definition and scope, database application design and development, testing, training, documentation, and technical support for services provided. iSolutions will proceed on a best effort basis and will comply with any budget requirements as specified by the client. Budget specifications put forth by the client, however, are not linked to or dependent on any criteria involving the completion stage or implementation value of the file(s). Invoice and payment conditions are based strictly on hourly charges for services rendered. The client retains the right to terminate the project at any time on a week to week basis, at which time all outstanding charges are due and payable. Contractor agrees to comply with all applicable federal, state and local laws and regulations and with all applicable rules and regulations of Client, including security requirements. Contractor reserves the right to subcontract or assign any portion of the work to be performed, with the quality and timeliness of the finished product remaining the responsibility of Contractor. Services will begin upon receipt of an original signed copy of this agreement, accompanied by one of the following:

**Independent Contractor:** Contractor and Contractor's employees and agents are not employees of Client, and as such are not entitled to any Client's benefit plans or policies. Client shall not be liable for any federal, state, or local withholding, or other payroll taxes relating to services provided by the Contractor under this agreement. Client agrees not to solicit employees, representatives, or agents of Contractor for employment or other contract labor.

**Trade Secrets and Confidentiality:** As used herein, "Trade Secret" means information that Contractor or Client considers confidential and desires to protect from unrestricted disclosures or use, including but not limited to formulas, algorithms, designs, processes, methods, techniques, know-how, inventions and improvements, computer programs, drawings, technical documentation and other works of authorship, products and product development plans, strategies and marketing plans, and information furnished to Contractor or Client by third parties that Contractor or Client is obligated to maintain in confidence. Contractor shall keep all trade secrets of Client confidential during and after the terms of this agreement. Client hereby expressly agrees to keep all trade secrets of Contractor confidential during and after the terms of this Contract, and execution of this agreement by Client shall be considered an agreement of non-disclosure of Contractor's trade secrets contained in any work provided hereunder.

**Estimate:** This is offered as an estimate only for the services specified in the sections above, and is based on information received from Client to date. This estimate is not a quote or an invoice. Services performed for this project will be billed on an hourly basis, therefore the total amount for this project may be more or less than the estimate amount. Client's approval shall be obtained for any increase in fees and/or expenses that exceed this estimate, and any work in

progress may be put on hold until such approval is granted. Changes or additions requested by Client which exceed the scope of work on this estimate will be billed as additional work and may require an additional purchase order or advance payment based on Client's payment history for this project. Because it is not possible to accurately estimate costs without a full project specification, Contractor reserves the right to update and/or revise this estimate as necessary based on further information, input or requirements received from Client. Any such revisions shall be completed with Client's consent.

**Terms:** Contactor will invoice client for 20% of maximum estimated range upon project signoff. Once 20% payment is received, Contractor will begin development and will accrue hours against said payment. From then on, Contractor will invoice Client on a weekly basis for services performed and/or project related expenses incurred on behalf of Client. Time is billed in increments of 15 minutes. Invoiced amounts are due, in full, within 20 days of receipt of invoice. A 2% discount may be taken for any invoice paid in full within 10 days of its due date. Contractor shall invoice Client only for expenses and time devoted directly to the actual performance of services. A 15% G&A fee will be added to any authorized purchases made on behalf of Client. Contractor shall be under no obligation to continue work when Client's account is overdue. 90-day e-mail support is included at no extra charge. Priority support can be purchased in two hour blocks, at \$100.00 per hour with an hour turn around time from 9 AM to 5 PM pacific time.

**Liability:** Contractor assumes no liability for damages or loss of data sustained by Client, its employees or customers, arising from the use of any software developed in part or in full by Contractor. Client warrants that it will make reasonable efforts to back up the data stored in such database files on a regular basis.

**Termination:** Either party shall have the right, at any time and for any reason whatsoever, to terminate this agreement. In the event of termination, Contractor shall be entitled to compensation for services performed under this agreement. Upon receipt of payment, Contractor shall release all work in progress to Client. Contractor will not be held responsible for any work left incomplete, nor will Contractor be responsible for any work performed which is related to these services after the termination of this agreement.

**Complete Agreement:** This agreement constitutes the complete and exclusive statement of the understanding between the parties regarding the subject matter herein and supersedes any prior written or oral proposals and agreements, representations or courses of dealing. Any modifications to this agreement must be in writing and signed by both the Client and Contractor. If any terms of this agreement are deemed unenforceable by a court of competent jurisdiction, then such term shall be deemed deleted. The remaining terms shall be construed so as to give maximum lawful effect.

**Third Party Vendors:** Contractor does not support the services and/or products of any third party vendors, such as plug-ins or other software or hardware that may be needed in the implementation and installation of final product. The manufacturers of these products will provide full support as part of their purchase agreements and service contracts.

---

**ACCEPTANCE OF AGREEMENT**

**Contract:** By signing below you are agreeing to a minimum three-month contract with iSolutions.

I am hiring iSolutions for a minimum of three months for the package checked below:

- Basic package - \$199.00/month (minimum \$597.00 for 3 months)
  - 6 months = \$1,135.00
  - 9 months = \$1,701.00
  - 12 months = \$2,268.00
  
- Yahoo package (Yahoo charges \$199 for each web site submission)
  - \$225.00/month (minimum \$675.00 for 3 months)
  
- Deluxe package - \$499.00/month (minimum \$1,497.00 for 3 months)
  - 6 months = \$2,844.00
  - 9 months = \$4,266.00
  - 12 months = \$5,688.00

**Total Monthly Charge:**



**Internet Services**

**888-212-4620**

**Project: Search Engine Submission**

---

Client Name

(Date)

Cris Ippolite – iSolutions, Inc.

PJ Birkel – iSolutions, Inc.

Please contact Cris Ippolite or PJ Birkel at iSolutions, Inc. for more information regarding this agreement and future services. Cris or PJ can be reached at **888-212-4620**.

**Please sign and fax back this sheet to 310-460-3425.**