

YOU DESERVE MORE FROM THE INTERNET



Dear Future Client,

Thank you for downloading our service menu. We'd love the opportunity to discuss your project requirements and goals with you and your team. What we're looking for in our initial conversation is a natural 'fit' between what you need and what we do.

We feel it's important to consider our relationship a partnership. The reason we put so much effort into research and preparation is so our team can make the greatest possible impact on helping your organization achieve its goals. 'Partners' work together to win together, and it's precisely this attitude that has sustained Eversite's success since 2001.

I do hope you like the way we're presenting this information to you below. When you're ready we'd like to set up a time to discuss your project. You're welcome to book an intro call here: www.eversite.com/intro/

I look forward to our upcoming conversation. Thanks so much.

Rob Benson

Legnd | Eversite



Inc. 5000 Award Recipient | Top 1% Nationwide on UpCity | #1 Ranking on "10BestDesigns"



SPECIFICATIONS

EVERSITE™ - ALL-IN-ONE



PROFESSIONAL WEBSITE DESIGN

Our team of professional graphic and website designers will design and build a branded, mobile-friendly, search-engine-friendly website.



UNLIMITED CONTENT EDITS

No more quotes and extra charges at \$100+ an hour to keep your website pages up-to-date. You email us the content, and we update your website.



FREE WEBSITE HOSTING

Legnd will cover all of your website hosting charges so you won't have to worry about missed reminder emails or if your credit card is up-to-date.



BROKEN LINK DETECTION

A sure way to kill a user experience is a "Page not found" error. We'll monitor all of your site's links to make sure they're working as expected.



DOWNTIME MONITORING

Your website is constantly under threat of attack by hackers or being overloaded. Our monitoring ensures we find out when there's an issue.



FORM SUBMISSION BACKUPS

We'll setup your website's email forms to automatically backup entries to a cloud service so don't lose another message from your website.



SECURE BROWSING

Legnd will automatically direct all visitors to browse your website with the security of an industry-leading, SSL encryption at no annual charge to you.



SPECIFICATIONS

EVERSITE™ - PLANS

	GOLD	Most Popular SILVER	BRONZE
Custom-Designed Website	✓	✓	✓
Unlimited Revisions As-Needed	✓	✓	✓
Phone & Email Support	✓	✓	✓
Predictable Website Expense	✓	✓	✓
30-Day Cancellation	✓	✓	✓
Size of business best suited for (annual top-line revenue)	\$3m or greater	\$500k - \$3m	\$500k or less
Site Setup One-Time	\$ 399	\$ 399	\$ 399
Monthly Price Due on 1st of Month	\$ 599	\$ 399	\$ 199



SPECIFICATIONS

EVERSITE™ - PROJECT STRUCTURE

Scope	Schedule
Agreement Signed.	Today
Payment due: \$399 Setup fee.	
ONBOARDING CALL	
Research, Discovery, Collect Assets	1 - 2 weeks
KICK-OFF CALL	
Payment due: Monthly recurring starts (Pro-rated first month)	
Develop User-Flow & Sitemap (if applicable) Design Homepage & Website Styles Client Approval	3 - 4 weeks
REVIEW CALL	
Website Layout Customization Input Content on Internal Pages Client Approval	3 - 4 weeks
LAUNCH CALL	
Update DNS and Launch Website	1 - 2 weeks
Content Updates	Ongoing
Total Estimated Timeframe	8 - 12 weeks



WE'LL PUT YOU ON THE MAP

COMPREHENSIVE SEO

Eversite will find customers that don't know you exist but need what you do.

Eversite will actively target customers searching for specific key phrases. We find customers ready to make a purchase, not the digital equivalent of window shoppers. The results we achieve are not simply more "hits" to your website, but measurable results as defined by you: Phone calls, leads, sales, email signups, downloads, etc.

✓ No Long-Term Contracts

✓ Expert SEO Team

✓ Pay-As-You-Go

✓ Collaborative Email Support System

✓ Full Transparency

✓ We Answer The Phone



ON & OFF-PAGE
OPTIMIZATION



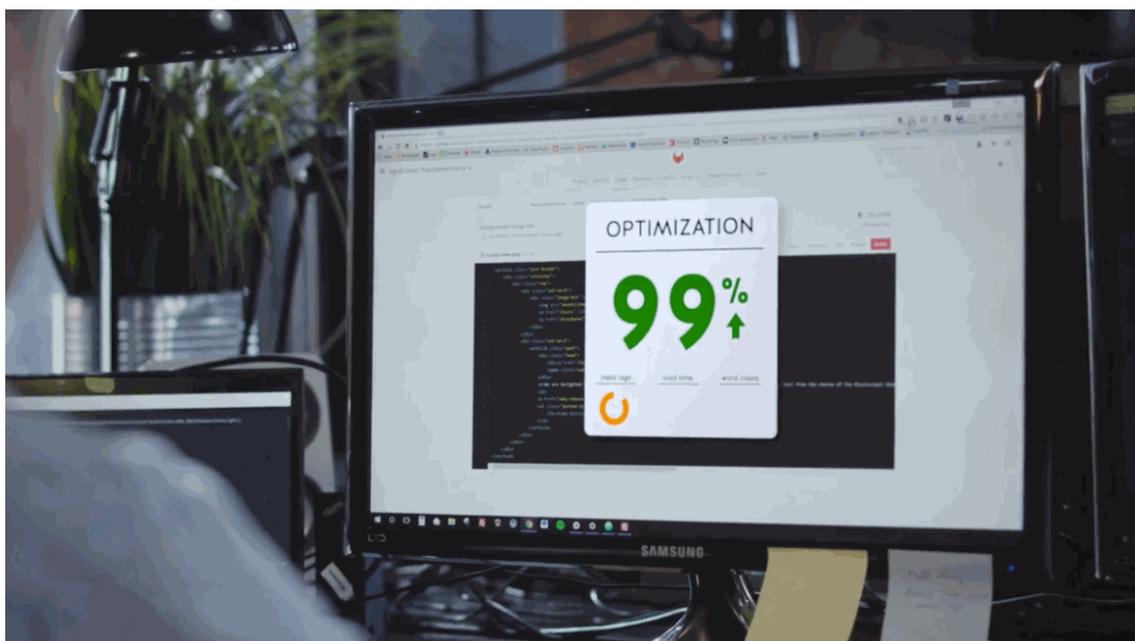
KEYWORD-RICH
CONTENT CREATION



IMPROVE YOUR
RANK ON MAPS



IMPROVES ORGANIC
SEARCH RESULTS





SPECIFICATIONS

COMPREHENSIVE SEO

	GOLD	SILVER	BRONZE
SEO LAUNCHPAD			
Reporting dashboard setup	✓	✓	✓
Keyword research & selection	✓	✓	✓
Onboarding survey & call	✓	✓	✓
XML sitemap creation & submission	✓	✓	✓
Google Analytics w/ conversion tracking	✓	✓	✓
Google Search Console creation	✓	✓	✓
Content analysis	✓	✓	✓
Search intent analysis	✓	✓	✓
Semantic keyword discovery & integration	✓		
Online competitor analysis	✓		
In-depth site analysis	✓		
Position tracking (keywords)	Up to 500	Up to 250	Up to 100
User experience / CRO audit	Every 3 mo.	Every 6 mo.	Every 6 mo.
LOCAL SEO			
Management of local directory listings across hundreds of sites	✓	✓	✓
Google Business Profile optimization (if needed)	✓	✓	✓
Local search grid/zone tracking	✓	✓	✓
GBP keyword placement	✓	✓	✓
GBP geo-visibility improvements	✓	✓	

GBP addition of images	✓	✓	
GBP products / services as needed	✓	✓	
REVIEW GENERATION			
25 review request sequences monthly	✓	✓	✓
Multi-platform (Google, Facebook, etc.)	✓	✓	✓
Automatic CRM integration (if applicable)	✓	✓	✓
CONTENT & ON-PAGE SEO			
Market/Specialty pages written/created	✓	✓	✓
Internal linking restructuring & optimization	✓	✓	✓
Header tags optimized (Ex. H1s)	✓	✓	✓
Image optimization	✓	✓	✓
Local business Schema markup	✓	✓	✓
Adding "People Also Ask" markup	✓	✓	✓
Search-optimized blog posts annually	24	14	6
Market or specialty pages annually	20	10	3
LINK BUILDING			
Citation link building	✓	✓	✓
Mid-to-high-tier backlinks (niche links, blogger, etc.) annually	24	12	-
TECHNICAL SEO			
Custom 404 error page optimization	✓	✓	✓
Redirect management	✓	✓	✓
Site health monitoring	✓	✓	✓
Google page indexing	✓	✓	✓

Page speed optimization	✓	✓	✓
Robots.txt optimization	✓	✓	✓
Keyword cannibalization checks	✓	✓	
Duplicate content analysis	✓	✓	
URL structure analysis	✓	✓	
Backlink analysis	✓	✓	
Disavow of toxic backlinks as needed	✓	✓	
Canonicalization analysis	✓		
Keyword gap analysis	✓		
Text / HTML ratio optimization	✓		
Text readability analysis (readability grades)	✓		

MONITORING & ANALYTICS

Monthly activity & conversion reporting	✓	✓	✓
Ongoing user experience reporting	✓	✓	✓
Google algorithm monitoring & strategy	✓	✓	✓
Dedicated Account Representative	✓	✓	✓
Access to client feedback portal	✓	✓	✓
Ongoing in-depth strategy & analysis	✓	✓	
Competitor monitoring	Up to 15	Up to 5	-

Account Setup & Optimization

\$ 500

\$ 500

\$ 500

One-Time

Comprehensive SEO (single market)

\$ 3200

\$ 1800

\$ 1000

Monthly



ONLINE MARKETING
**TARGET WITH
PAY-PER-CLICK**

The sniper approach to online marketing

Using Google's advertising platform allows us to attack the search engine's paid inclusion sections of its results pages. It offers the ability to selectively target likely customers, but is limited by your budget and dependent on competitor bidding. A major advantage is the ability to target key phrases capitalizing on your competitor's existing marketing efforts.

- ✓ No Long-Term Contracts
- ✓ In-house Ad Specialists
- ✓ Pay-As-You-Go
- ✓ Collaborative Email Support System
- ✓ Full Transparency
- ✓ We Answer The Phone





SPECIFICATIONS

PAY-PER-CLICK MARKETING

	GOLD	SILVER	BRONZE
Develop campaign strategy and text ads in consultation with Client	✓	✓	✓
Setup Google Ads campaign with targeted keywords and conditions	✓	✓	✓
Create negative keyword lists, conversion tracking & ad extensions	✓	✓	✓
Monitor activity and make adjustments to maximize CPA	✓	✓	✓
Deliver monthly reports to Client	✓	✓	✓
Google Display & Remarketing	✓	✓	
Campaigns	Up to 20	Up to 5	Up to 2
Ad Groups	Up to 200	Up to 35	Up to 15
Keywords	Up to 2500	Up to 350	Up to 150
Account Setup & Optimization <i>One-Time</i>	\$ 500	\$ 500	\$ 500
Ad Spend <i>Monthly (Paid directly to Google)</i>	\$ 4000 or more	\$ 2400 or more	\$ 1400 or more
Campaign Management <i>Monthly</i>	*15%	20%	25% \$350 min.

* Management fee drops from 15% to 5% for any ad spend above \$10,000 in most cases



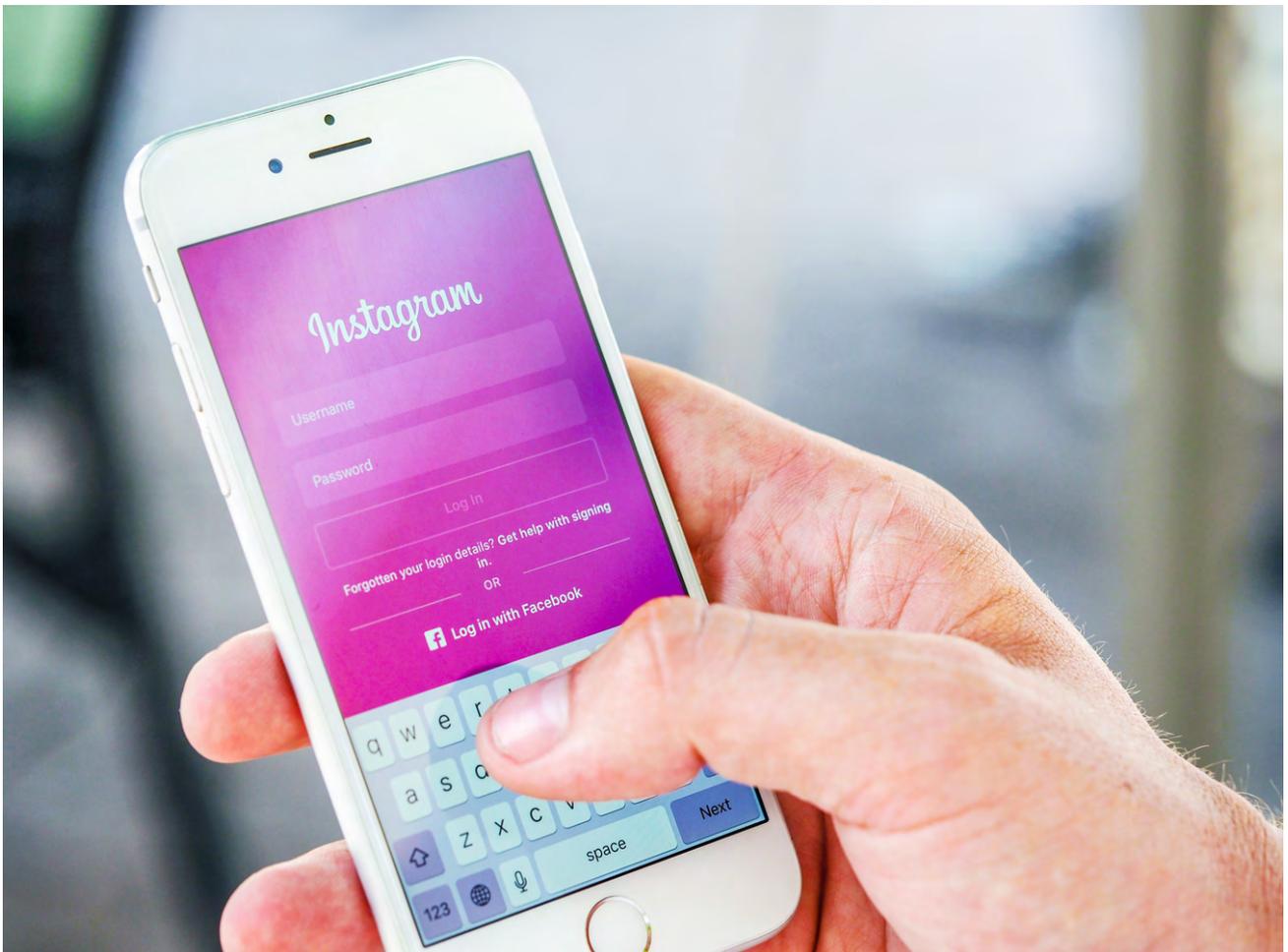
INTERNET MARKETING

SOCIAL MEDIA SERVICES

Engage your ideal customer on social media

Let's get social. Facebook continues to boast the largest reach of any social media platform, and we consider it to be the cornerstone of any social media marketing campaign in most circumstances. We will also extend your social reach to other relevant platforms. Legnd's expert designers and marketers will create and post relevant image and text elements to promote your brand and generate audience engagement. We persevere until your business is 'top-of-mind' with your target audience.

- ✓ No Long-Term Contracts
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- ✓ In-house Paid Ad Specialists
- ✓ Collaborative Email Support System
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SPECIFICATIONS

SOCIAL MEDIA ADVERTISING

	GOLD	SILVER	BRONZE
Develop Social Media Ad Strategy	✓	✓	✓
Social Media Ad Design	✓	✓	✓
Create and Manage Campaigns	✓	✓	✓
Deliver monthly reports to Client	✓	✓	✓
Facebook and Instagram	✓	✓	✓
Monthly Promotional Updates	Up to 10	Up to 5	Up to 2
Campaigns	Up to 15	Up to 6	Up to 2
Setup Fee One-Time	\$ 500	\$ 500	\$ 500
Ad Creative Design One-Time	\$ 500	\$ 500	\$ 500
Ad Spend Monthly	\$ 4000 or more	\$ 2250 or more	\$ 1500 or more
Campaign Design & Management Monthly	20%	25%	30%

BRANDING + LOGO



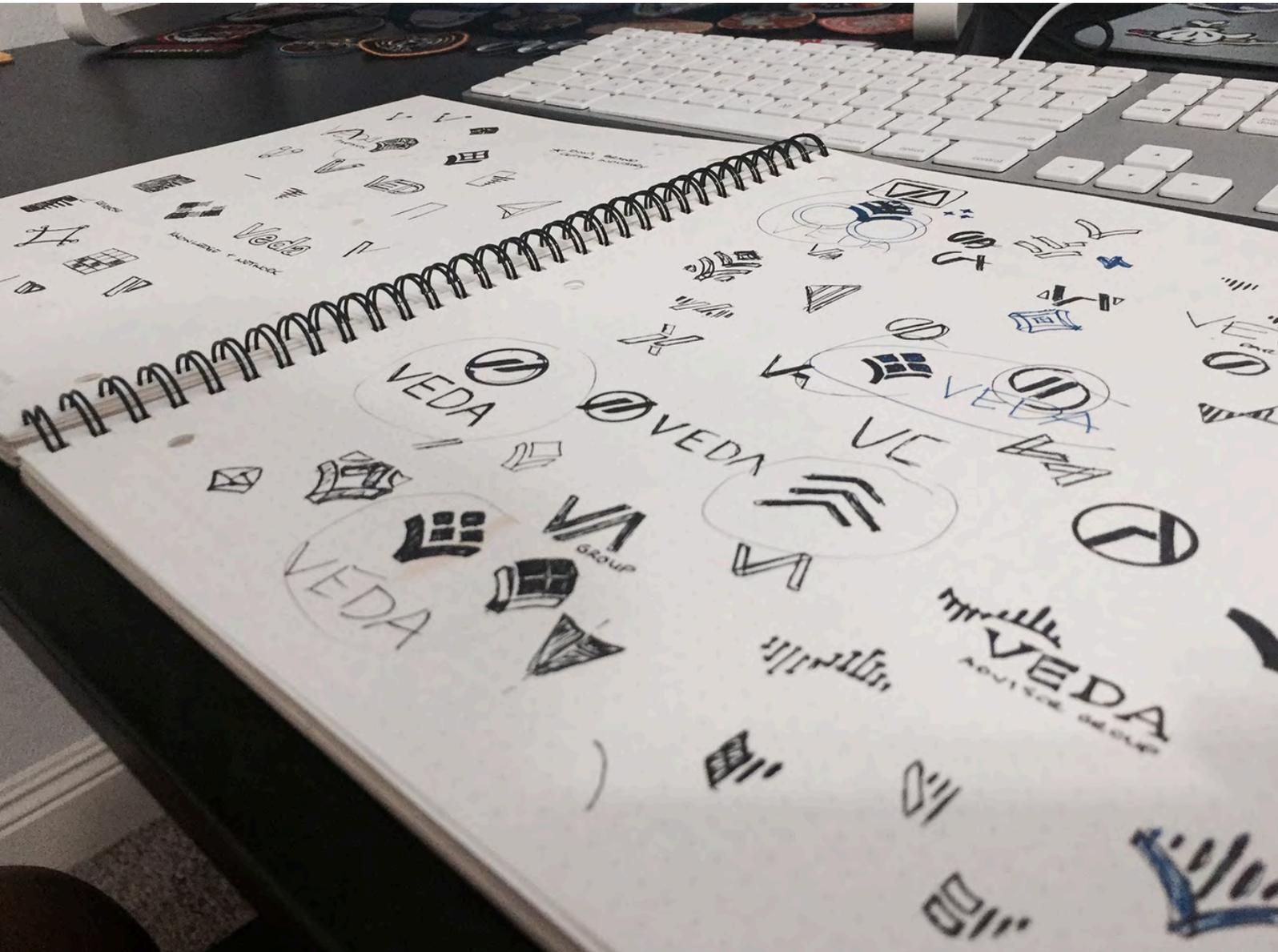
IMPRESS WITH YOUR BRAND



[See Branding Files From Actual Client](#)

One shot to make a great impression

Our team of brand experts and designers have all but perfected the branding and logo creation process. We take a scientific approach to the creative process and it produces a winning result every time. Key to this guarantee is (1) we define clear deliverables and hard breaks for each phase, (2) you communicate directly with the designer(s) doing the work, and (3) we only advance phases *if* and *when* we get your explicit approval.





BRANDING

MOOD BOARD DESIGN

Before we start designing your logo, we make sure to really get to know your business, customers, and brand. This process is essential for us to not only understand your goals, but to get a gauge on how you'd like your brand to be perceived by the public.

Deliverables:

Mood board - We'll seek your approval on a collection of imagery, colors, typography, and descriptive words that depict the inspiration behind the brand based on your feedback and our discussions.



ANTIQUE
BALANCED
EXPERTISE
ELEGANT
SOUTHERN

CUSTOM
REFINED
RESIDENTIAL
HIGH END
VINTAGE





BRANDING

LOGO DESIGN

Once we have gathered all the necessary information about your business and brand, our designers start sketching and exploring concepts for the logo. Once our designers have a finalized logo ready, we will hold a presentation and explain the direction and decisions made.

Deliverables:

Branding presentation including logo mockups

Custom logo & secondary mark

Color palette & specs

Typography styles

Logo file formats (.eps, .jpg)



See branding case studies at legnd.com/branding

TESTIMONIALS

SOME OF OUR BIGGEST FANS!



*"Legnd absolutely **blew us away.**"*

... I am so grateful that I found them for my business!"



*"They made a **HUGE** improvement in all of our rankings **almost immediately.**"*

... I have extremely high expectations, and they hit them all out of the park!"



*"Since we hired the Legnd team our internet **leads and phone calls have tripled.**"*



*"A Perfect **"10"** !!!!!!!!!!!!!!! "*
"A++ in my Book!"



*"**Bomb.com!** I have recommended you all to several people already. "*



SPECIFICATIONS

PROJECT SCHEDULE

The following table represents the ideal schedule for the implementation of digital marketing services along with a breakdown of costs based on Eversite's "**Local Leader**" marketing system. Ask about our digital marketing packages on an intro call here: www.eversite.com/intro/

PRE-LAUNCH	Month 1	2	3
Eversite	399	399	399
SEO Setup	500		
PPC Setup	500		
TOTAL	\$ 1399	\$ 399	\$ 399
POST-LAUNCH	Month 4	5	6+
Eversite	399	399	399
Comprehensive SEO	1000	1000	1000
PPC Management	350	350	350
PPC Ad Spend (Paid to Google)	1400	1400	1400
TOTAL	\$ 3150	\$ 3150	\$ 3150



OUR TEAM

PLAY HARD, WORK HARDER

One of Eversite's greatest strengths is our ability to assemble a truly dynamic team based on both character and talent. We compete against big-time players in the industry and repeatedly come out on top. Driven by passion and a little too much coffee, we have a long track record of winning.

Our team works hard together. We fight to meet aggressive deadlines to launch new websites and battle to achieve coveted search engine rankings. And we play hard. We join families for Sunday brunch and talk trash on the ping pong table.

We've also been known to do both at the same time, like working a late night to give our clients that extra edge while cheering for the USA in a World Cup match. We believe business is very personal and the lines between work, home, and play should be blurred sometimes.

