

Website Promotions Form & Tax Invoice

Owned and Operated by Anderson Gray Worldwide Pty Ltd
 ACN: 133 166 382
 ABN: 30 203 844 905



MELBOURNE
WEBSITE DESIGN
 & SEARCH ENGINE OPTIMISATION

New Member Information	Business Name		Date							
	Current Address		Landline Phone Number							
	Individual		Mobile Phone Number							
	Website Address		Email Address							
	Industry Type(s)									
	Who introduced you to MWD?									
	Requested site completion date:									
	Web Brief Number:									
	Agreement: By signing this agreement, I give Anderson Gray Worldwide Pty Ltd permission to charge my credit card for payments as noted below. I also confirm that I have read and understood the Terms and Conditions as noted overleaf and agree to conform to the requirements as written. This agreement is set in the state of Victoria, Australia and is applicable to the laws of this state.									
	Date:	D	D	/	M	M	/	Y	Y	Signed:

Payment Information	Package Selection	Type of Payment	Payment Authorisation																	
	BASIC PACKAGE	<input type="checkbox"/> VISA (2.5% Fee) <input type="checkbox"/> M/CARD (2.5% Fee) <input type="checkbox"/> T/T (Fee Free) <input type="checkbox"/> CHQ (Fee Free) A credit card MUST also be provided irrespective of first payment option. Monthly payments are taken from a credit card only.	Full Name on Card				Expiry Date													
	<input type="checkbox"/> \$500 (excludes GST, no monthly fees)		C	A	R	D	N	U	M	B	E	R	H	E	R	E	M	M	Y	Y
	SILVER PACKAGE^		Three digit security Code (rear of card)																	
	<input type="checkbox"/> \$850 (plus \$199 per month, prices exclude GST)		C	I	V															
	GOLD PACKAGE^		Signature		X															
	<input type="checkbox"/> \$1,700 (plus \$399 per month, prices exclude GST)		Bank Name		BENDIGO BANK															
	PLATINUM PACKAGE^		Account Name		ANDERSON GRAY WORLDWIDE PTY LTD															
	<input type="checkbox"/> \$2,250 (plus \$999 per month, prices exclude GST)		BSB		633 000															
			Account Number		1349 635 45															
			Bank Details																	

Package Inclusions	BASIC PACKAGE	SILVER PACKAGE	GOLD PACKAGE	PLATINUM PACKAGE
	<ul style="list-style-type: none"> Keyword Identification SEF Links Liaise with the Web Project team Plus 1 month of the Silver Package overleaf Customer Pool of 40 clients 	<ul style="list-style-type: none"> Phase 2: Website Readiness Phase 3: Google & other Search Engine Setup Phase 4: Website Promotions (off page) Customer Pool of 40 clients Minimum 6 months Full Details overleaf 	<ul style="list-style-type: none"> Phase 1: Research Phase 2: Website Readiness Phase 3: Google & other Search Engine Setup Phase 4: Website Promotions (off page) Customer Pool of 20 clients Minimum 6 months Full Details overleaf 	<ul style="list-style-type: none"> Phase 1: Research Phase 2: Website Readiness Phase 3: Google & other Search Engine Setup Phase 4: Website Promotions (off page) Phase 5: Physical Website Promotions Customer Pool of 5 clients Minimum 6 months Full Details overleaf

IMPORTANT: We pool our clients to be worked on by the same SEO Technician every week. We have monitoring systems in place with a standard set of KPI's. If a particular website is not performing to those KPI's we increase the amount of time spent on that website until the KPI's are within an acceptable range. Minimum hours below always apply. Our customer pool limits always apply. There will never be more than 3 brand new customers in any given Gold Package and 1 in any given Platinum Package. (Brand new customers dictate more time)

Requirements	<ol style="list-style-type: none"> 1. Website must be of a high quality standard 2. Website may need to be redesigned at client cost 3. Keywords will be supplied by client and researched by Anderson Gray Worldwide 4. Local Competitors to be supplied by client 5. Online Competitors to be researched by Anderson Gray Worldwide 			
Terms	<ol style="list-style-type: none"> 1. This is an ongoing ORGANIC SEO project. Results may not be seen for 3 to 6 months depending on the competitiveness of your product of service or what you wish to rank well for. 2. This service is non-refundable. 3. Anderson Gray guarantees a first page ranking on Google.com.au after 12 months for 50% of keyphrases supplied on Gold and Platinum Packages only. No guarantee's or warrants are offered on Basic or Silver Packages. 4. Termination fee within 6 months is 50% of total remaining months. 5. If wishing to pay by Bank transfer, total contract amount must be paid in advance, unless providing credit card details for ongoing maintenance fee. 6. All services are to be prepaid. Anderson Gray does not factor an Accounting department, Collections Department or Business Finance into our pricing. If post-paid invoiced work is required, a 25% premium on quoted prices will be charged to cover costs related to the above. A monthly payment option is also available for 50% surcharge on total amount. 7. Anderson Gray Worldwide strives to maintain the absolute lowest pricing for our customers. In order to do so, we accept pre-payment as our primary payment type. This allows us to operate without the need for financing, in-house accounting and debt collection departments and therefore gives us the ability to operate at a fixed cost base of at least 25% lower than our competitors. We do provide post-payment and monthly payment options, but incorporate the increased cost of administration, invoicing, debt collection, telephone calls and interest charges into these prices. 8. Silver package clients must supply own Keywords and Competitor Research (Phase 1 not supplied) 			
Authorisation		Signed by the Customer entering into this agreement	Witness for Both Parties	Signed for an on behalf of Anderson Gray Worldwide Pty Ltd
	Full Name			
	Date of Signing			
	Position in Company			
	Signature			
Package Specifics	<p>Silver Package</p> <ul style="list-style-type: none"> • Add site to Google Analytics & Webmaster Tools • Add site URL to Google, Yahoo and MSN • Check Geographic location on domain name (if int. domain) • Add Google approved sitemap.xml • On page Optimisation (meta / keyword density / descriptions) • Submission to Blogger.com (posting articles and promotions) • Submission to Yahoo Groups • Install Google Maps Listing – 10 categories • Create Facebook Group and Share on Facebook links • Submission to 50 Australian search engines • 3 Online Press Releases 	<p>Phase 1: Research</p> <ul style="list-style-type: none"> • Competitor Identification (gold = 3, platinum = 5) • Competitor Analysis • Keyword Identification (gold = 150, platinum = 500) • Exploitable References (gold = 30, platinum = 50) • S.W.O.T • Full Pre-Launch Management Report <p>Phase 2: Website Readiness</p> <ul style="list-style-type: none"> • SEF Links • Liaise with the Web Project team • On Page Optimisation (title / meta / keyword density / descriptions) • Copy write up to 2,000 words • Create Invite friends link • Create Newsletter and Email Capture form <p>Phase 3: Google and Other Search Engine Readiness</p> <ul style="list-style-type: none"> • Google Audit • Add site to Google Webmaster Tools • Add site URL to Google, MSN & Yahoo • Add site to Google Analytics • Add Google Approved sitemap.xml • Add Yahoo approved sitemap.txt 	<p>Phase 3: Google and Other Search Engine Readiness (continued)</p> <ul style="list-style-type: none"> • Submit to Yahoo Groups • Install Google Maps listing – 10 categories • Submit to 75 Australian Search Engines <p>Phase 4: Website Promotions (off page)</p> <ul style="list-style-type: none"> • Create Facebook Account and Group • Create Digg.com Account • Create Deli.c.ious Account • Add Stumble Upon Index • Create Online Press Releases • Create Kwippy Membership • Create LinkedIn Membership and Groups • Create XING Membership • Create Livejournal Membership • Create MySpace Page • Create Disqus Membership and Blog • Create Gumtree Advertisement • Create True Local Membership • Add to Web directory Australia • Add to Nationwide Business Directory • Add to Local Business Guide • Add to Hotfrog 	<p>Phase 4: Website Promotions (off page) (continued)</p> <ul style="list-style-type: none"> • Add to dLook • Add to Ozebiz Index • Add to Click find • Add to z Pages • Add to Aussie Now • Add to Laton • Add to Shop Seek • Add to Australian Business Index • Add to AusDict • Add to Live Pages <p>Phase 5: Physical Website Promotions</p> <ul style="list-style-type: none"> • “Real World” Web Partnership Marketing • We contact similar business and exchange online links with them • Businesses are local and have similar client bases • Method of delivery – telephone and email.

Silver Package: Minimum of 1 hour per week worked on your website to around a maximum of 4 hours

Gold Package: Minimum of 2 hours per week worked on your website to around a maximum of 10 hours

Platinum Package: Minimum of 8 hours per week worked on your website to around a maximum of 30 hours