

Kirk Eisele
1041 Market Street #108
San Diego CA 92101
(t) 567-259-6753 - (m) 949-246-6329 - (f) 949-679-0370
kirkeisele@gmail.com

Help-U-Sell® Internet Marketing Proposal

Overview

Internet marketing is a key aspect of succeeding in the real estate industry. Working together we will create more traffic to your website, more leads from that traffic, and ultimately more sales and referrals from the leads. The areas that this marketing partnership will impact will be: Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Tools, Lead Conversion, and Lead Follow-Up.

About Me

My name is Kirk Eisele. Some of you may know me. For those who don't, I was a broker/owner of two Help-U-Sell Offices in California that I sold in 2005. I also worked as a Regional Director in the Ventura and Los Angeles areas helping new offices get up and running. Previous to owning my HUS franchises I was in the software/internet industry in SEO, software sales, and process implementation. After selling the offices, I spent a year travelling the globe and afterward returned to my technology roots. I know what it is like to run a Help-U-Sell office, I know how difficult it can be to turn web leads into actual revenue, and I also know how busy you all are. I've missed working with HUS offices and look forward to doing so again. Real estate has its own peculiarities that are different from every other industry when it comes to marketing online and it helps to know what they are. I happen to know!

What I'll Do

Things I can do on your behalf for internet marketing include:

- Implementing Data Analytics on your new site so you can learn about your audience. Where they come from and what they do when they get to you.
- Keyword Analysis for your market area to see and target what people actually search for. It doesn't do any good to come up #1 in Google for San Diego Awesome Green House if no one ever searches for that.
- SEO customizations, improvements, and localization of the default office template so your site has better odds of appearing on the first page in search results. Approximately 40% of your search

position is based upon what is in your website. On-site SEO alone isn't going to work miracles but you have to get that 40% right to have a shot at competing.

- Set-up, configure, and manage your Google Adwords account. In existing accounts I'll help you get better results from your existing program or, if necessary, we can throw out what you've got going and start over if it is too far off.
- Generalized link building and Google Local listing inclusions. Google trusts what other websites say about you more than what your website says about itself. It's part of how they try to screen out spam sites. Increasing the links to your site from quality partners are like votes of confidence.

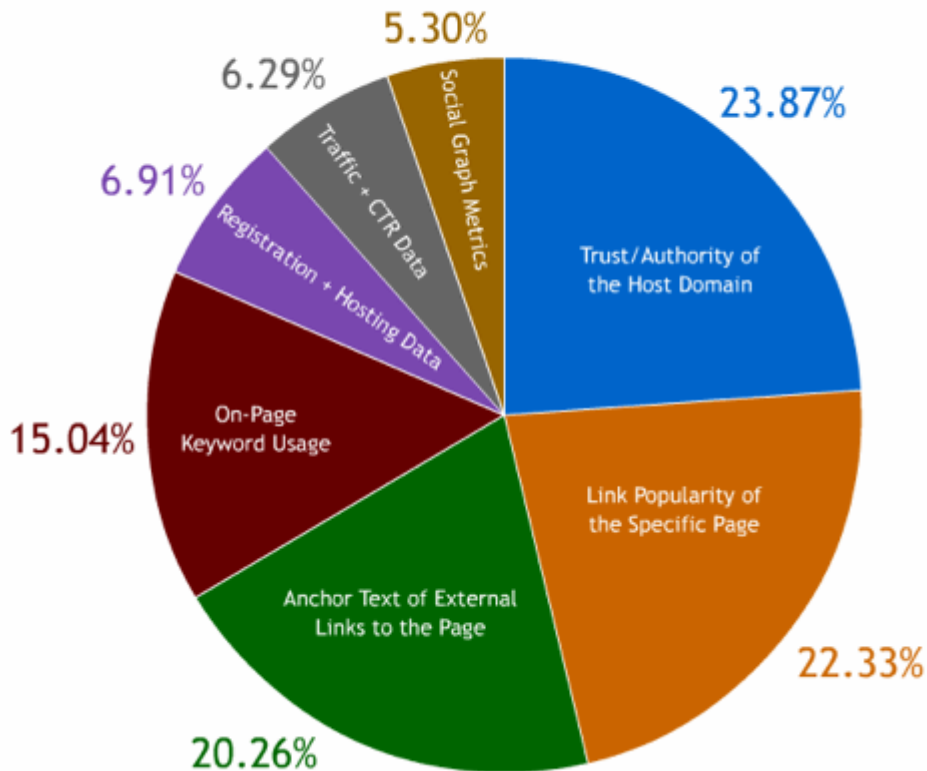
What we'll do together

- Social Media marketing. That's Facebook, Twitter, and LinkedIn for most people but it can include Google Buzz, MySpace, and any number of other sites as well. I'll be doing coaching on this topic on an on-going basis and it will be on you to put it into action. Your unique voice has to be a part of social media for it to work so no one can do it for you effectively.
- Local link-building will be collaborative. I can point you at some good potential options and coach you in how and what to ask for, but you will need to ask those potential partners for the link. If I ask on your behalf, the request is not nearly as likely to be accepted in your market as if you ask business-owner to business-owner. That's just the way it is and we're after results here so you'll have a bit of work to do.
- Improve your web lead response and follow-up. This is another area of ongoing coaching with the onus on you to implement best practices in your business. Success in this area goes directly to profit.
- Educate and keep you up to date with internet marketing information that is relevant to real estate and your business. I read constantly in order to keep up with the evolution of the industry. When I find articles and posts with information that you should know, I'm going to forward them to you. You should at least skim them so you have the gist of where things are headed.

Why is there so much to do? The following graphic shows the factors that drive Google's algorithm based on the experience of top Search Engine Optimization professionals. We need to work on all segments of the pie.

Components of Google's Ranking Algorithm

(According to 72 SEOs Surveyed for SEOmoz's Biennial Search Ranking Factors)



How We'll Communicate

There will be several channels of communication as we work together. Initially, there will be an information document for you to fill out and some phone conversations to get the ball rolling. Once we're up and running the following will be happening:

- Industry news and information can be delivered by email, RSS, or you can read it directly on the blog I will be posting it to online.
- Specific best practice advice and tasks will be presented within a private online network you and other clients can access.
- Direct questions and ongoing consulting will also be available within the private community. Questions that are not private in nature can be shared so that everyone can learn from each other.
- You can contact me directly with questions via telephone, email or instant messenger.

Costs

- My monthly fee for providing this service is \$350 per month with a renewing 6-month agreement. The fee will be charged to a major credit card on a monthly basis.
- Google Adwords will bill separately but you should start at \$100 monthly until the profitability of that traffic is established. At that point, you will want to increase the spend as much as makes sense to maximize the amount of business you can pull through Google.
- There may be services which I recommend that could have an additional cost if you choose to use them. For example, Yahoo's directory fee is \$299 per year. It's a strong link and has historically been recommended in the industry. It will not be mandatory, but is an example of a service cost that you could choose to incur.

Thank you for taking the time to review this information and consider me as your internet marketing partner. If you have additional questions or concerns, please call 567-259-6753 or email me at kirkeisele@gmail.com.

I'm looking forward to getting to know your business and working with you! To get started, complete this form and scan/email it to: kirkeisele@gmail.com

I choose to engage the services of Kirk Eisele for professional services in SEO, SEM, Social Media Marketing, Conversion and ongoing consulting and advice. I understand that this agreement is for 6 months at \$350 per month renewable every 6 months by mutual consent of both parties. The amount will be billed monthly to a major credit card. I understand and agree that in order to receive some services, I will need to grant access to various related accounts such as Google Adwords, Google Analytics, Office Website, etc.

Business Name - _____

Website URL - _____

Owner - _____

Date - _____

Email Address - _____

Phone - _____

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