

1.12.2022



To:

From: Ibdesign Studio LLC NYC / Irit Blumenthal Owner
500E 77St NYC, NY 10162 <https://www.ibdesign.net>
929-255-5899

PPC & Social Media Campaign Services Proposal

<https://transitmovingsystems.com> Monthly Tasks

Item Description	Quantity	Price Per Month	Total
Digital Marketing Package Promotion - Getting New Clients:			
1. PPC - Creating Google Campaigns includes key words search, building ads and 24-7 support, remarketing, Creating Banners, videos and landing pages to get the best leads to your business.	Payment every 1 month	\$1500	\$1500
2. Social FB media Ad's campaign Create Campaigns on FB with Ads.		500\$	500\$
3. Designing landing pages is free you only pay for the hosting 200\$ for each Landing page.		200\$	200\$
4. SEO		1000\$	1000\$
5. Web site Design includes free hosting		1500\$	1500\$
Total : First 2 payments Paid by Zelle			

A detailed explanation of each service:

PPC Campaign 1500\$

Setting up a PPC campaign on Google and Facebook including:

1. Remarketing banners and ads.
2. Building and improving landing pages.
3. Building banners for Remarketing,
4. Managing the campaign on a daily basis
5. Deleting negative keywords,
6. Building advanced animations (banners) and ads that are adjusted and vary according to the advertising budget,
7. optimized sponsored advertising so as not to spend more Sponsored advertising including campaign building
8. It takes three months until the campaign reaches full optimization.

The price includes sponsored promotion on Facebook as needed, building ads and videos on Facebook, and targeting monthly target audiences according to the customer's wishes.

We use Google Ads to make you Money!!! The most effective marketing approach on the planet, customized to your business. We'll research your industry and competitors, perform a traffic study, and review your existing assets to determine exactly what needs to happen next. We'll work with your team to ensure you're properly positioned to begin receiving an influx in traffic and leads. We'll connect with you regularly throughout this process so you're always in the know. We perform a step-by-step walk through of your entire campaign and re marketing and will get you results by time. You Will See best Results in 3 month .

Website Design \$1500 with advanced and updated marketing and SEO tools.

The initial goal of the website: High-level design, independent updates, capability to add presentations and photos, an unlimited number of images in the photo galleries, preparation of the website's promotion to reach Google's first page by using keywords specific to the clients. <https://www.ibdesign.net/features-list>

Our Promise:

1. To build a website used as the main marketing window in your field of expertise.
2. The website will be adjusted to Google's system to advance it organically to the first page and to create high quality rating on Google's sponsored ads.
3. Codes will be added to advance organic SEO, linked to Facebook and other social networks.
4. The website will be based on a secure, error-free, management software that can be updated from time to time.
5. The website will have a high-level design (legible and easy to print).
6. The website will be hosted on 12 secure servers. These servers are checked by the development team 24 hours a day; the website will be 100% secure from hackers SSL
7. In addition to the unlimited number of pages, the website will include modifiable advanced forms, a registered members' area, forum, guestbook, events, registration, YouTube videos, connection to Facebook, website search, blogs, online stores, calendar, Pay Pal, Stripe Credit card payment systems, and more.
8. Your website will provide the best experience with perfect responsive design on desktops & smartphones
9. SEO tools that deliver a perfectly SEO optimized website.
10. E-commerce website including an online store where clients can book their appointments, including product options. This is a great way to let customers know you have a diversity of options available for them. This can include anything you want! Creating and managing coupons, using PayPal and Credit card to help your customers buy products on your e-commerce website, and more! **For more info go to** <https://www.ibdesign.net/features-list>)

SEO Service - 30 key words \$ 1000

Introduction: Organic SEO on Google is the most important tool is more reliable than AdWords funded advertising. The higher your website is rated in a relevant search; the more likely potential customers will see your site and click on it. Activity of this kind is not a simple task. In order to perform it correctly, without failure, one must have professional knowledge and special resources to make sure your site gets seen.

SEO Work Includes:

1. Adding the website to dozens of indexes in major search engines.
2. Including the website in the Ibdesign links exchange program, which includes more than 1000 web sites!
3. Submitting sitemap to Google and site verification every two months.

4. Adding keywords and different descriptions to each page.
5. Writing Titles, H1 codes and adjusting web pages with search (key) words.
6. Building a link system and exchanging links between websites in your field.
7. Instructional session with you regarding data validation and statistical testing.
9. Adding external links to Facebook solely from your account.
8. SEO ranking Reports Every 2 weeks using our advance software.
10. Working and creating a Google Map for your target clients
11. Writing new content and articles to bring in quality leads

Facebook Business Page creation once a week 1 post a week. 600 \$ per month

Google Map Creation Google Map Managing SEO – 500 links, Google Map Citation, 500 photos+1 Weekly post = Your map on the first page on Google = More than 300 views per day!!!!

Website Maintenance Updating existing contents & graphics such as special offers, product changes, pricing changes, new product, and services announcements. Adding, updating, and removing web page content. Adding, updating, and removing products from online catalogs. Resizing and uploading images. Website optimization for search engine friendliness and/or faster load time, search engine and web directory submissions, automatic link check and corrections, and email marketing.

Declaration and liability of the parties:

The parties clearly state and undertake the following:

1. I (the client) understand that the promotion of the website depends on a large number of parameters including the content of the website, which depend upon the input and industry knowledge you provide in this process.
2. Irit Blumenthal from Ibdesign Studio LLC will perform all the professional actions necessary to advance the website as specified above.
3. I (you, the client) acknowledge that once the promotion process stopped there is no guarantee to maintain the search results achieved on Google.
4. I (you, the client) acknowledge that the process of organic SEO takes between Three to eight months. Some of the key words will be promoted after 3-10 months and others after one year, if at all.
5. I (you, the client) understand that there is no guarantee of phone calls or sales through the website but only to advance the position of searches using keywords on Google specified by you.
6. I (you, the client) understand that if he wants not to continue with our service, he needs to give 2 weeks' notice and that there is no money back after 10 days.

Declaration of IBDESIGN STUDIO: IBDESIGN STUDIO guarantee 7 of keywords to appear on 1st page of Google after 3 month of SEO and after 6 months 70% of the long tail key words will be in the first page. For further information on promotion please visit our website www.ibdesign.net

Key Word list analytics (please jot down a few key search words that your potential clients might use to find you): We will send you a review using some or all of these words for free to show where you are now on Google

For further questions, contact us. at 929-255-5899 | 212-600-1500
Irit@ibdesign.net

Regards,

Irit Blumenthal

Irit Blumenthal owner **Ibdesign Company NYC LLC Est. 1996 NYC**

Declaration and liability of the parties:

By this agreement, and payment of _____\$ ("Payment"), Ibdesign Studio NYC LLC will use its best efforts to provide to - _____ (30) days of PPC Services and FB / social media pay advertising services, starting on _____, and ending on _____. Ibdesign Studio NYC LLC does not guarantee or promise any results, and the payment is non-refundable, whatever the results obtained. Ibdesign Studio NYC LLC is not responsible for any money or payment that was paid to Google or FB. This is the full responsibility of the client.

We the undersigned confirm with our signatures the aforesaid perform the order described above and undertake to pay for the order in full. We further declare and confirm that we have read this agreement and understood its content.

Date: _____ Client signature: _____ Supplier signature: _____

For further questions, contact us at 929-255-5899 | 212-600-1500
irit@ibdesign.net

Regards,
Irit Blumenthal **Ibdesign Company NYC LLC Est. 1996 NYC**

Thank you for choosing Ibdesign Sincerely, Irit Blumenthal
For further questions please contact us at irit@ibdesign.net Best, Irit Blumenthal , Ibdesign Company



Ibdesign Studio's Core Values are - Relatedness, Teamwork, Creation & Responsiveness. Our philosophy is to offer powerful and effective websites that come with hands-on support and are affordable to all businesses whether in New York or across the globe. We work closely with you to create a beautiful site that will get you We care about our clients, and we have a few clients that .near or at the top of Google's search results. Really have been with us more than 10 years! We are looking for a long-term relationship with our clients. We welcome you to our family.