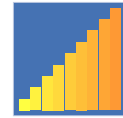


# BUILD YOUR FIRM

*Marketing Made Easy for Accountants!*



## Website Development and Internet Marketing Agreement

This offer is only available for new website clients of Build Your Firm. This proposal is designed to provide **your firm** (subsequently referred to as “Accountant”) with a turnkey solution for capitalizing on the internet for acquisition of new accounting clients.

Build Your Firm’s websites are designed to support your personal selling efforts and bring new clients to you. The websites that we develop are designed for the acquisition of new clients and presenting your firm in a professional manner. We design the website so that when local businesses are actively searching for accounting, QuickBooks, tax and financial management related services, your firm will be towards the top of their search results.

Our approach will deliver more prospects and clients to you because we do not take shortcuts in the design process and optimize your website for search engines. For perspective, search engine consultants charge \$5,000 to 15,000 for search engine optimization consultations. Also, we manage your internet advertising campaign ongoing to continue driving prospects to your website. Because we work exclusively with accounting firms, we understand how to customize your internet marketing program around your practice and geographic marketing area. Because the time that we invest into website development and optimizing the website for search engines is significant, the website and content we write are not transferable. The content is proprietary and not work for hire.

### **Website Development and Design**

To help you acquire new accounting clients, Build Your Firm will develop a professional looking website with the following features:

- HTML designed site (generally 10-15 core pages)
- Website that has been search engine optimized
- Website hosting (25MB of storage, 1 GB of bandwidth)
- Email hosting (up to 5 email accounts)
- Email spam filtering
- Web-based Control Panel for website usage statistics (source of traffic, unique visitors, etc.)
- Web-based email (remote email capability)
- Lead capture form(s)
- Email newsletter tool
- Domain – we can help select one for you or you can use an existing domain which you own
- Financial calculators (retirement, college, estate, mortgage, roth vs. ira, etc.)
- Website articles – 6 articles per month plus archives
- No graphic design charges (unless logo customization and/or custom color work required)
- Logo development work not included
- No minimum contract period (no annual contracts)

### **Optional Features**

- Secure file transfer (FTP) for large electronic files (temporary file storage only)
- Pay-Per-Click Advertising (sponsor listings in search engines)
- Pay Pal to capture credit card payments

- Online Payroll (access page to your third party payroll provider)
- Online Accounting Login (access page to Thomson Tax services or other provider)
- Upcoming workshop/seminars (tool to promote your own events)
- Image on About Us page
- QuickBooks Affiliate Page

In addition to attracting new clients, we also build features into your website so that your existing clients will derive benefits from it and view your firm in the broader context of services that you provide. Over time, this will make it easier to cross-sell existing clients into additional services that your firm offers.

To provide the best website and email hosting services without interruptions to connectivity and ensure redundancy, we outsource this to an expert that provides the following:

- Data center is fully managed 24 hours per day. Access is strictly limited to technical staff. Electronic security cameras are inside and out. External walls are concrete poured to a height of twenty feet.
- Redundancy is multi-tiered and designed to allow the network to rapidly self-heal failures. All core routing and switching equipment is state of the art from Cisco.
- Temperature and humidity are precisely regulated year-around. Each unit contains independent compressors and cooling loops to enhance fault tolerance and reliability. Air filtration systems actively remove foreign particles from circulation.
- Data back-ups are done nightly
- All websites (including email and files) are written to back-up drive.
- Off site backup is done weekly.
- An industry leading, anti-spam, anti-virus email filtering software.

### **Website Design Objectives**

The website will be developed for the purposes of generating new client inquiries by providing a brief overview of your accounting services, firm credentials, encouraging inbound phone calls and/or email inquiries.

The website will have a **home page, six services pages, (up to 3 niche pages - please note that for each additional niche page requested there will be an additional \$150.00 charge per page added), an about us page, a resources page, a links page, a contact us page, and a registration page offering a free consultation.** To expedite the process, BYF will initiate the content development for your review. To complete the website development, YOU will need to provide your own bio and review/edit the content, as appropriate, prior to the development phase. Please click on the sites below to view design differences.

### **Email Newsletter (no extra fee)**

To generate repeat traffic to your website from existing clients, prospects and website visitors, BYF provides a fully customizable email newsletter. Six articles per month are provided by BYF and you can add your own articles. You provide your own greeting and select what articles are featured. The system is very user friendly (no HTML skills required) and BYF will import the list for you.

### **Internet Marketing (optional, extra fee)**

To generate additional revenue for your practice, BYF also provides a menu of internet marketing services ranging like pay-per-click advertising, seminar promotion, online book store, QuickBooks affiliate, online credit card processing, and digital downloading.

Most of our clients take advantage of the pay-per-click advertising feature to generate immediate traffic to their website (generally 3-4 days after website goes live). While organic search engine optimization is great, it takes 6-12 months for a new website to start delivering results. Pay-per-click provides more control and immediacy.

As part of this service, BYF will:

- Set-up internet advertising campaign on Google, Yahoo, and other major search engines
- Monitor and manage internet advertising campaign ensuring listings are generating qualified prospects and leads
- Drive traffic to the landing pages which correspond with each ad
- Periodically make changes to ad copy to improve the quality of website traffic
- Establish a budget and institute controls to maximize your ROI

### **Fees**

**Website** – BYF will develop and provide website services on a subscription basis. The site will be customized around your practice and BYF will write most of the website content for you. Email newsletter feature included at no extra charge. \$83.33 per month. No annual contract. No set up fee.

**File Transfer** – BYF will incorporate a secure file transfer feature into the website to facilitate the transfer of large files like QB. This feature overcomes issues associated with sending large attachments via email and is more secure than email because files are encrypted for security purposes. This feature provides temporary storage (up to 10 days), not long-term file storage.

**Internet Marketing (PPC)** – This feature is optional and the cost varies by market. An account executive will discuss this with you after we receive your request for a website to determine if you want this feature. If the Accountant participates, BYF will setup and manage your pay-per-click advertising campaign (set-up, bidding, campaign mgmt) advertising campaign on the major search engines.

**Pay-Per-Click Advertising Fees** – The monthly advertising cost to generate traffic to your website is billed by Yahoo and Google directly to the bank card on file with BYF. If Accountant participates in Pay-Per-Click, the Accountant agrees to pay these costs on a timely basis to avoid interruption of service. BYF will establish a budget based on your market size.

### **ROI Money Back Guarantee**

BYF websites are designed to be a profit center for YOUR practice. We guarantee you will acquire more new business in 1 year than your total investment, or your money back. Details of the guarantee are printed on our website at [http://www.buildyourfirm.com/ws\\_guarantee.htm](http://www.buildyourfirm.com/ws_guarantee.htm).

### **Terms**

BYF will provide a 30 day free trial if fees are **paid via electronic bank draft (ACH)**, which is a savings of \$83.33. If you pay by credit card, there is no free trial. The website is a subscription based service, can be cancelled at any time (no minimum time commitment) but not transferable. The content that we write for the website is proprietary for search engine optimization and can not be transferred. With BYF's development process, the website will be completed in less

than 30 days and billing will commence thirty days (30) after the website goes live. Billing commences in sixty days (60) after agreement is received or thirty days (30) after website goes live, which ever is sooner.

Accountant agrees to pay for any additional costs incurred for integration of firm logo, custom graphic work, additional programming, and frequent content changes. With most websites that we develop, we seldom incur additional charges.