



AZtec Communication  
Services, LLC

## WEBSITE AND ONLINE MARKETING

### A PROPOSAL TO ACME UNDERGROUND CONTRACTING, INC.

PRESENTED ON 7/29/2009

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## INTRODUCTION

AZtec Communication Services, LLC specializes in content management system (CMS) website design, online marketing, and technical communication. We are committed to customer satisfaction. Our company mission is “to help our clients compete in quickly evolving global markets by providing top-quality multimedia communication solutions.”

To fulfill its mission, AZtec constantly evaluates technologies and innovations used in global communication and implements continuous improvement strategies that meet those requirements.

## CURRENT SITUATION

Acme Underground Contracting LLC is a full-service equipment dealer in the U.S. Northern Plains region. The company has proven its ability as a major player in what is a very competitive market. The primary competition is currently limited to three or four companies.

All of Acme Underground Contracting’s competitors have a web presence to establish the company’s credibility, provide product and contact information, and in some cases, include a sales mechanism for purchasing equipment parts or products.

A prominent web presence with an advantage in online marketing will give Acme Underground Contracting the edge among its competitors in its web presence, online traffic, and lead conversions. Acme Underground Contracting’s website and online marketing campaign must be strategically conceived, carefully maintained, and constantly evaluated against itself, its competition, and industry trends.

AZtec’s experience and proven techniques in audience analysis, web development, copywriting, and online marketing can provide Acme Underground Contracting with the tools necessary to differentiate itself from its competitors. AZtec can also provide Acme Underground Contracting with effective lead-generating abilities through online and direct marketing.

**SOLUTION**

AZtec’s proposed solution will include three main components, as shown in the following table:

Solution	Description
<p><b>1. Determine customer base and develop top keyword phrases.</b></p>	<ul style="list-style-type: none"> <li>• Research and analyze the full-service equipment market in the Midwest region, Acme Underground Contracting’s competition, and the audience for which the new website and online marketing program will target.</li> <li>• Determine the top keyword phrases that internet searchers would use (for example, “ditch digging equipment”). These keyword phrases will be built into the site titles, headings, and content to enhance organic search capabilities.</li> </ul>
<p><b>2. Design effective web presence based on customer’s expectations, company branding, and dynamic features.</b></p>	<ul style="list-style-type: none"> <li>• Construct a feature-rich CMS website that provides comprehensive information about the primary equipment that Acme Underground Contracting provides.</li> <li>• Capture visitor data through opt-in newsletter or options that can be used for direct marketing.</li> <li>• Through effective web design and strategically crafted content, establish Acme Underground Contracting as the best equipment source in the region.</li> </ul>
<p><b>3. <i>Optional.</i> Develop online marketing program to generate leads and save customer data.</b></p>	<ul style="list-style-type: none"> <li>• Evaluate the current online marketing plan and determine areas of improvement. AZtec uses keyword analysis ad campaign software that Supply keyword usage statistics, pay-per-click (PPC) costs, and competitor ads and data.</li> <li>• Develop an online marketing campaign that recognizes the questions of search engine users, constantly evaluates the competition, and continually tests and improves search engine ad campaigns.</li> <li>• Work with Acme Underground Contracting to develop online marketing plan that will continually evolve, monitor the competition, and then adapt accordingly.</li> </ul>

## PROJECT TASKS

The project will consist of the following tasks:

1. **Purchase domain names:** Determine and purchase domain names related to the company and the industry.
2. **Audience analysis:** Interview subject matter experts (company employees, clients, etc.) and conduct Internet research to determine the primary audience. Audience analysis should also include demographic and geographic considerations.
3. **Keyword phrase analysis:** Using keyword analysis software, find all related keyword phrases to be used in online marketing program and website. The primary keyword phrases will be implemented in site content, headings, and titles to increase search engine optimization (SEO). This includes negative keywords that prevent searched subjects from appearing in keyword-based ads.
4. **Design site prototype:** Based on audience analysis, keyword phrases, and client recommendations, design a site prototype, or shell. This includes the overall site layout, structure, and navigation.
5. **Design CMS template:** Use the site prototype to design a CMS site template. The template must reflect the branding, marketing objectives, and functionality required by Acme Underground Contracting. After receiving client approval, install system and begin site construction.
6. **Determine and install website applications:** Research and determine the best site applications to integrate with website. This includes site search capabilities, an e-commerce shopping cart, and a language translator.
7. **Complete product and content website development:** Complete all site pages and product entries.
8. **Complete all site testing and revisions:** This includes content editing, product or e-commerce revisions, and usability testing.
9. **Add company email accounts (if applicable):** Add email accounts to hosting account.
10. **Integrate site analytics and submit sitemap to search engines:** Install analytics code in site source code to provide detailed traffic reports. Send sitemap to major search engines.
11. **Optional. Implement online marketing program:** Complete search engine PPC campaigns with Google, Bing.com, and Yahoo. Consider direct marketing tools where applicable. Evaluate the effectiveness of using social networking marketing tools such as Twitter and Facebook. Contact related sites for link exchanges.

## BENEFITS

AZtec's professional web development and online marketing will provide Acme Underground Contracting with the following benefits:

- **A CMS website that includes an e-commerce interface and a database:** Because the site uses a template structure, development costs are lower for applications that are integrated in the site. CMS websites and feature can be modified quickly as necessary.
- **Managed access that allows anyone with authoring privileges the ability to make site changes from anywhere in the world:** If authorized, site authors can update the site with a web browser. Also, most site configuration settings are accessible to anyone with administration access.
- **Professional editing and copywriting:** AZtec will ensure that the content and language is effective and error free. During development and after the site is built, AZtec will recommend copywriting changes to make the language used persuasive, effective, and precisely targeted to Acme Underground Contracting's customer base.
- **Increased website traffic:** Through effective SEO techniques and online marketing, AZtec will ensure that Acme Underground Contracting is prominently represented in Internet search engines. AZtec will also ensure that the client receives analytics reports that provide complete traffic data. Reports are sent by email and can be scheduled for daily, weekly, monthly, or quarterly intervals. See Appendix B for a sample report page.
- **Lower online marketing costs:** AZtec's online marketing fees are competitive with others in the industry. AZtec will offer Acme Underground Contracting a reduced rate for a "package deal" that includes web development and online marketing.
- **A centralized source for communication and quality control:** The website, content, editing, copywriting, and online marketing will be maintained by one company that strives on customer satisfaction, communication, and continuous improvement. AZtec will work with Acme Underground Contracting in every phase of development, maintenance, and strategic advancement to ensure that all business goals are carefully planned and implemented.

## IMPLEMENTATION PLAN

The following sections describe AZtec's implementation plan.

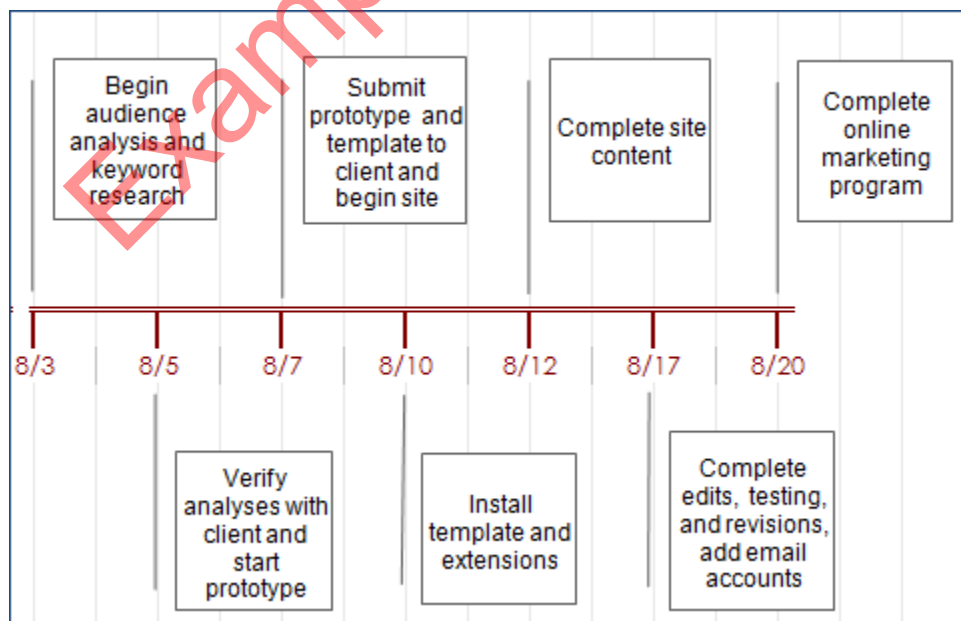
### METHODOLOGY

AZtec will use the methodologies described below.

- **Site planning:** Conduct audience analysis through phone interviews and Internet research. Based on audience analysis, create the site prototype.
- **Web development:** Install an open-source coded Joomla CMS system and Joomla applications on web server. Joomla CMS websites are currently used in over 10 million websites across the world, including Fortune 500 companies.
- **Test site features and functionality:** Test applications based on web user scenarios. Ensure repeatability through multiple tests.
- **Optional. Online marketing:** Work with client to develop ad campaigns, primarily in Google, Yahoo, and MSN search engines. Continually test ads to ensure that the ads used receive the highest click-through rates. Track conversions where applicable. AZtec will also maintain a spreadsheet or database with online marketing data and provide the data to Acme Underground Contracting on a weekly basis, unless otherwise specified.

### SCHEDULE

The schedule is shown as a projected timeline with high-level tasks below. The timeline is based on the proposal being approved by 7/30/09. AZtec will modify the schedule if it is approved at a later date.



## QUALIFICATIONS

AZtec provides the following qualifications:

- Six years of experience in web development. AZtec has built several websites, including at least 10 CMS websites that use dozens of extensions.
- Five years of experience in technical writing, editing, and documentation design
- **100%** client satisfaction rate
- Bachelor's degrees in Multimedia Writing and Technical Communication and Business Administration
- Established network of professionals in web development, writing, editing, and graphic design

Client references are available upon request.

Example Document

CLIENT EXAMPLES

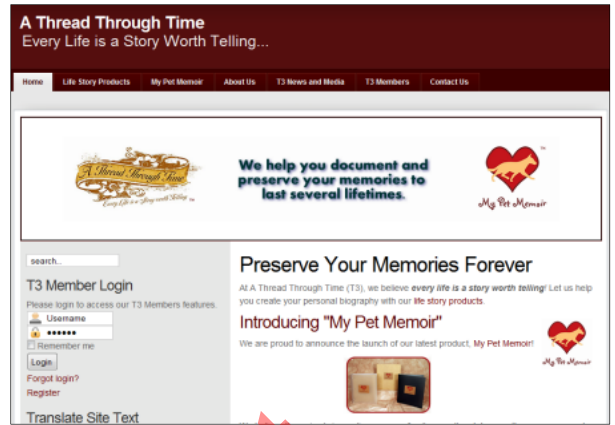
Client Website	Description
<p align="center"><b>White Mountain Nature Center (WMNC)</b>  <a href="http://www.wmnature.org">www.wmnature.org</a></p> <p>WMNC is located in Pinetop-Lakeside, AZ. The website provides information about the organization and generates revenue from donations and online store sales. The site uses a Joomla template and includes the following features:</p> <ul style="list-style-type: none"> <li>• Donation and online store sections e-commerce pages</li> <li>• Online newsletter and registration</li> <li>• Event calendar</li> <li>• Graphic slideshow</li> <li>• Language translator</li> </ul>	 <p>The screenshot shows the homepage of the White Mountain Nature Center website. It features a navigation menu with links for Home, About Us, We Need Your Help, Nature Store, Event Calendar, and Contact Us. There is a language selection dropdown menu. A large image of a black bear is featured, with the text 'Serving Nature and Our Community'. Below this, there is a section for 'WMNC Upcoming Events' listing 'Clean Up/Work Day' on May 30, 2009, and an 'Outdoor Discovery Series' program. A 'Who's Here' section shows a woman holding a bird.</p>
<p align="center"><b>Tempe Trophy</b>  <a href="http://www.tempetrophy.com">www.tempetrophy.com</a></p> <p>Tempe Trophy is an established awards and trophy shop located in Tempe, AZ. The site uses a Joomla template and includes the following features:</p> <ul style="list-style-type: none"> <li>• Online ordering form</li> <li>• Drop-down module to display custom awards</li> <li>• Language translator</li> <li>• "Who's here" module that shows how many visitors are currently on the site</li> </ul>	 <p>The screenshot shows the homepage of the Tempe Trophy Online website. It features a navigation menu with links for Home, Products, About Us/Location, and Contact Us. There is a language selection dropdown menu. The main content area is titled 'Your One-Stop Shop for All Types of Awards' and lists various products including Corporate awards, Trophies, Sports medals, Ribbons, Plaques, Acrylic awards, Glass and crystal awards, Custom medals, Bronze castings, Engraving services, and Signage. A section titled 'Ordering Awards Is Fast and Easy!' encourages users to order from online catalogs or request a quote.</p>
<p align="center"><b>MovinMovinMovin</b>  <a href="http://www.movinmovinmovin.com">www.movinmovinmovin.com</a></p> <p>MovinMovinMovin is "one-stop shop" for all things related to moving in the Sioux Falls, SD area. The site uses a Joomla template and includes the following features:</p> <ul style="list-style-type: none"> <li>• Real estate section that allows any registered user to list property from a web browser</li> <li>• Pages and sections that display when site visitors register</li> <li>• PayPal e-commerce capabilities for premium listings</li> <li>• Language translator</li> </ul>	 <p>The screenshot shows the homepage of the MovinMovinMovin website. It features a navigation menu with links for Home, Property Listings, Moving Help, About Us, Contact Us, and Traffic Report. There is a language selection dropdown menu. The main content area is titled 'New Listings' and shows several property listings with images and brief descriptions. A section titled 'Need Moving Help in Sioux Falls?' promotes moving services and offers a 'Save \$50 Now!' discount.</p>

### A Thread Through Time

[www.athreadthroughtime.com](http://www.athreadthroughtime.com)

A Thread Through Time specializes in life story products and all-in-one pet scrapbooks. The site uses a Joomla template and includes the following features:

- Newsletter registration module to collect and save visitor information
- Graphic slideshow
- Visitor forums
- E-commerce shopping cart for purchasing product

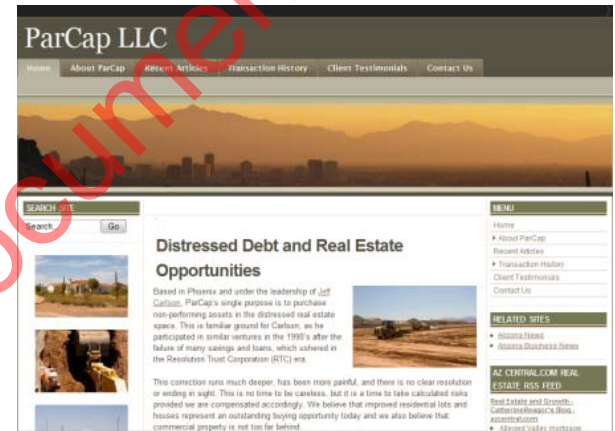


### ParCap LLC

[www.parcapllc.com](http://www.parcapllc.com)

ParCap LLC is real estate investment opportunity company. The site uses a Joomla template and includes the following features:

- Slideshows that show photographs of developments offered
- Weblinks to organizations related to real estate investments
- "Who's here" module that shows how many visitors are currently on the site



### The Intelligent Approach

[www.tiamaze.com](http://www.tiamaze.com)

The Intelligent Approach is a company that specializes in sales coaching and customer relationship services in the building industry. The site uses a Joomla template and includes the following features:

- Registration module to access sample reports
- Graphic slideshow
- Home buying poll
- Section that allows specific home buyers to access specific training pages



**COSTS**

The following table shows summarized costs. For the complete quote, see Appendix A.

Cost Schedule	Rate	Discount	Total
<b>Site Development</b>	\$60– \$100/hr	<b>\$500</b>	\$3,310
<b>Optional. Online Marketing Setup*</b>	\$99 one-time	-	\$99
<b>Optional. Monthly Online Marketing Management Fee*</b>	\$99	-	\$99 mo.
<b>Subtotal</b>			<b>\$3,508</b>
<b>Website/Online Marketing Package Discount</b>		<b>\$500</b>	<b>-\$500</b>
<b>Total</b>			<b>\$3,008**</b>
<b>Website maintenance</b>	\$50/hr	-	Varies
* Fee rates are based on a monthly pay-per-click advertising rate of \$300 or less, which is paid by the client. **Subsequent monthly maintenance and online marketing charges are not included in the quoted price.			

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## CONCLUSION

This proposal presents a synergetic opportunity for two companies driven to succeed in today's severe economic climate.

We can provide you with a superior, dynamically driven website and strong marketing campaign that will help to differentiate you from your competitors and increase your sales revenues. You can help us further grow our clientele base in other U.S. regions. Thanks to the Internet, we can provide top quality communication services to anyone from anywhere; there are no geographical boundaries.

It's common knowledge that companies that are in tune with the global marketplace and understand how to use technology effectively are more likely to succeed. AZtec provides the tools you need to grow your business and stay on top of Internet-based marketing and communication.

We look forward to working and succeeding with you for years to come, but we hope to hear from you soon regarding your decision. Thank you for your time and consideration.

Best regards,

Maria Sanchez  
Director of Sales  
AZtec Communication Services, LLC  
480.555.0187  
[maria@azteccomm.com](mailto:maria@azteccomm.com)

**APPENDIX A: QUOTE**



**AZtec Communication Services, LLC**  
Professional Multimedia Communication and Consulting

# Quote

Date: 7/30/09  
Expiration Date: N/A

To: John Smith  
Acme Underground Contracting, LLC  
2240 40th ST  
Somewhere, AZ 85533

Salesperson	Job	Payment Terms	Due Date
Maria Sanchez	Web site design and online marketing development	50% down upon contract signing, balance to be paid in full when project is completed.	N/A

Qty	Description	Unit Price	Line Total
8 hrs.	Audience analysis and keyword research	\$ 75.00	\$ 600.00
2 hrs.	Design site prototype	75.00	150.00
12 hrs.	Install site and extensions	60.00	720.00
8 hrs.	Customize extension code	100.00	800.00
16 hrs.	Complete site content and graphics	60.00	960.00
8 hrs.	Complete editing, testing, and revisions	60.00	480.00
N/A	Software and graphics	100.00	100.00
Discount	Preferred client discount	(500.00)	(500.00)
<b>Web Site Subtotal</b>	Web Development		<b>3,310.00</b>
One-time fee	Set up online marketing program	99.00	99.00
Monthly	Online Marketing Management (based on marketing expense up to \$300 per month (client pays pay-per-click charges to Google, Yahoo, etc.))	99.00	99.00
<b>Online Marketing Subtotal</b>	Online marketing		<b>198.00</b>
<b>Subtotal</b>			<b>3,508.00</b>
	Preferred client discount (with web site/online marketing package)	(500.00)	(500.00)
	Sales Tax		-
	<b>Total</b>		<b>\$ 3,008.00</b>

Quotation prepared by: Maria Sanchez

To accept this quotation, sign here and return: \_\_\_\_\_

Thank you for your business!

PO Box 888, Cactustown, AZ, 85204 480-361-2131 msanchez@azteccomm.com

**APPENDIX B: SAMPLE ANALYTICS PAGE**

Following is the first page from a Google analytics report. Reports may consist of several pages of data and include data comparisons.

