



Mox Enterprises Website Proposal

Prepared For:

Tom Unger
Mox Enterprises
nmbr1rep@aol.com

Prepared By:

weCreate LLC
866.914.4757
contact@wecreate.com

Proposal Valid Until:

3/20/2016

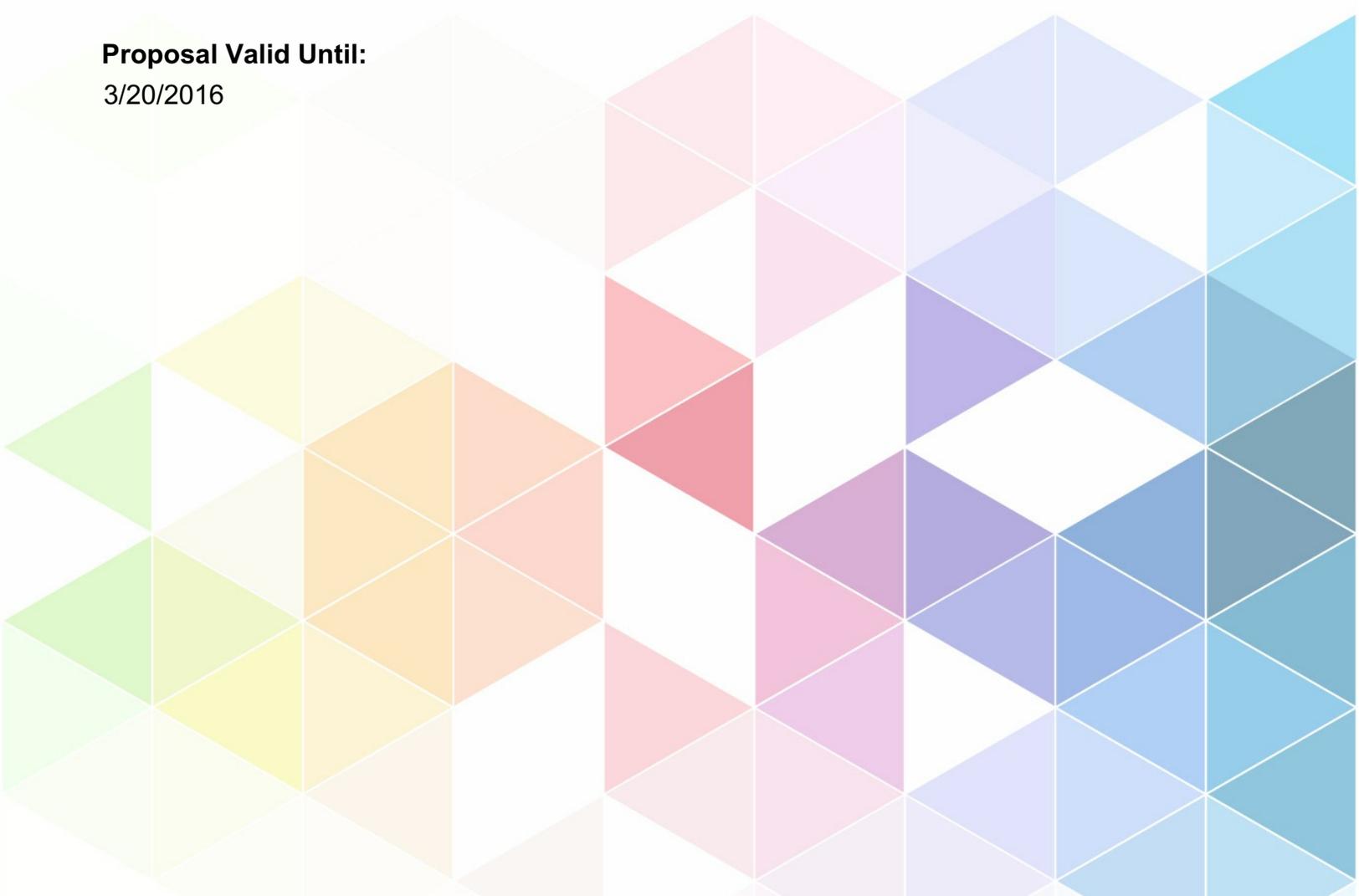


Table of Contents

[Table of Contents](#)

[Project Overview](#)

[The Process](#)

[Website Features](#)

[Website Content Design](#)

[Enterprise Web Hosting](#)

[Ongoing Site Maintenance](#)

[Analytics](#)

[Additional Services for the Future](#)

[Search Engine Optimization](#)

[Pay-Per-Click Support](#)

[Professional Photography](#)

[Email Marketing](#)

[Pricing Breakdown](#)

[Your Creative Team - Owner Bios](#)

[Zach Lanich - Owner/Lead Developer](#)

[Nate Wheeler - Owner/Marketing Lead](#)

[Brian Bohrer - Owner/Account Executive](#)

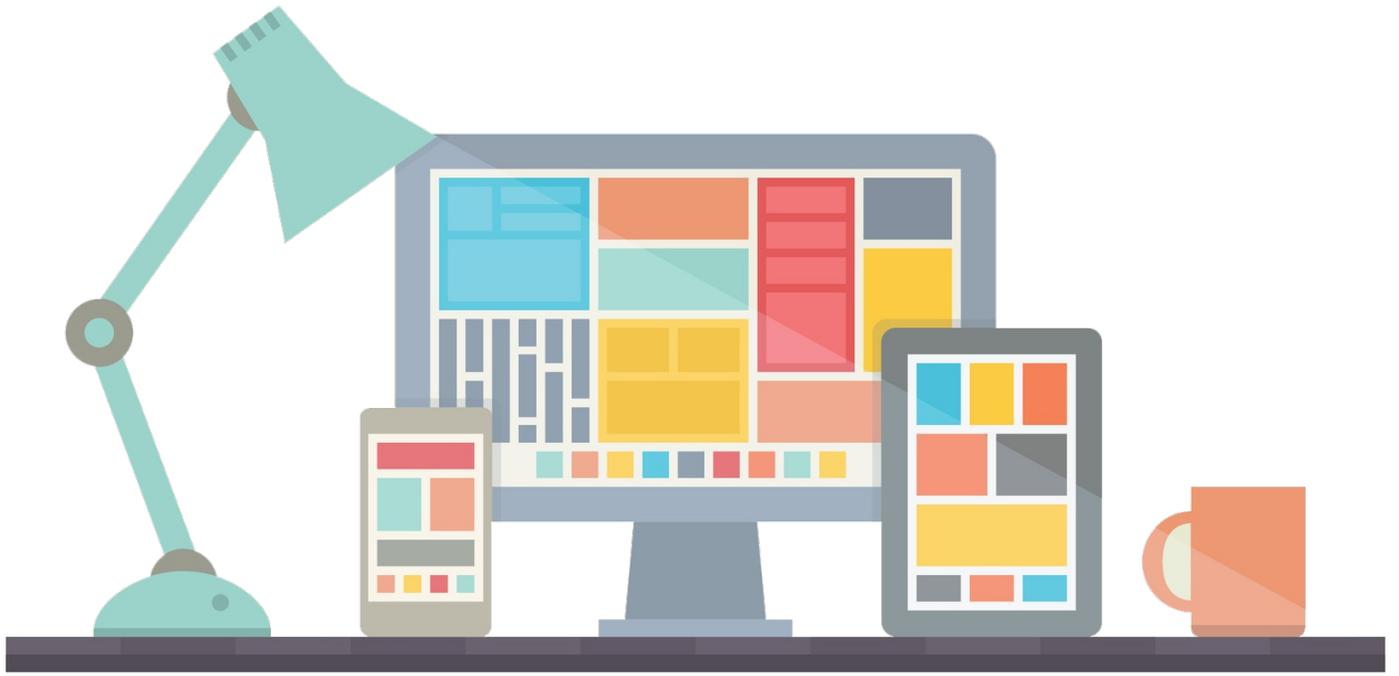
[Contractual Agreements](#)

[Master Service Level Agreement - v1.0](#)

[Signatures & Figures](#)

[Master Service Level Agreement - v1.0](#)

[Conclusion](#)



Project Overview

weCreate appreciates the opportunity to present this proposal for the design of your website. You will find our small group of web developers, graphic designers, and marketing specialists to be friendly, courteous, and very easy to work with. We pride ourselves on being responsive to our customer's needs, and promptly answering phone calls, emails, and requests for assistance.

In addition to providing web development services, we love to give clients a comprehensive view of the internet world and their websites from a marketing standpoint. This means we design a website with customer acquisition in mind, and implement, or help you to implement social media, search engine optimization (the process of getting your site to show up when customers search for things like "Transformer Connectors"), and many other online marketing tools.

Our web development services focus on three main points:

1. Providing our customers with attractive, professional quality websites that serve not only as a showpiece for their businesses, but also as a storefront that is designed to draw in new business.
2. Understanding the budgets of small business owners and providing them with the value they deserve at an affordable cost.
3. Providing superior customer service, fast response to needs and changes, and demonstrating a passion for the success of your business.



The Process

Information Gathering - 2 Weeks

The marketing team and the development team work together to interview you and others in your company as needed, and determine how best to present your company online. This phase is highly collaborative and requires significant communication between your company and ours.

Website Construction - 3 Weeks

Design decisions are made, site plan is developed into a functional website and any additional functionality is implemented.

Finishing Touches - 1 Weeks

The site is on a server, content and images are placed on the site. Our development team will resume contact with your company to establish approval for the final look of the site, and any adjustments are made to ensure your 100% satisfaction.



Website Features

Non-Custom Design

A template utilized with customizations made for your websites needs, to the limit of the template

Fully responsive website that scales to all devices (desktop, tablet, phone, etc)

Comprehensive home page, displaying the most important aspects of your business, including calls to action and other items of importance

All necessary basic pages (About Us, etc)

Search functionality implemented to assist the visitor in finding specific products or services

Guidance provided for writing optimized content

Contact Us form

Branding for your business done within the constraints of the template

Galleries/slideshows made within the constraints of the template (if applicable)



Website Content Design

Leveraging Your Brand Identity For Customer Acquisition

Content Writing for Search Engines

We approach content writing for your website with a level of detail and care that comes from a strong understanding of search engines and consumers. Each article must be written so that the consumer is compelled to speak with your company further, but equally importantly, it must be written in such a way that they can find it in the first place. **Content writing by weCreate is to be determined.**

Scope

- Perform profitability and competition analysis on keywords
- Perform research on your business to build understanding of your market
- Determine search volume for various keywords and choose the most searched for dedicated pages
- Develop your brand identity by speaking with you and through secondary research
- Write up to 5 pages of SEO content



Enterprise Web Hosting

The Technical Backbone of Your Website

It is crucial that your website is hosted in a secure, performance-oriented manner in order to maintain integrity and safety of your data, and so that each visitor is provided a smooth, fast browsing experience. These are two heavily overlooked key features to the success of an established business's web presence. We have enterprise quality cloud hosting that fits your needs at an affordable rate, and it comes with basic maintenance for **FREE** (~\$39.95/site/month value)!

Blazing Fast

Every website is placed on a Virtual Private Server with incredibly fast caching mechanisms in place to serve your website as quickly as possible. We also place a fast Content Delivery Network in front of your website to serve all your images & assets regionally & blazingly fast.

Very Reliable

All of our enterprise hosting is built on top of world-recognized service providers and administered by on-staff professionals. Our team puts focus on reliability and up-time.

Regular Backups

Your website is backed up on a regular basis, giving you confidence that in the event of a compromise or data loss, we can restore you and get you back up and running in no time!

Security Taken Seriously

Our cloud hosting is properly locked down by highly-skilled systems administrators and placed in front of an enterprise-level security firewall with malware protection and intrusion prevention. These are highly sought-after security features that would otherwise be very expensive, but we've distributed our costs across multiple clients to give you these features at an affordable rate.

FREE Basic Maintenance

All enterprise hosting comes with free, regular system, core & plugin updates as well as installation of new plugins when necessary to keep your website running smoothly without any intervention from you.

Ongoing Site Maintenance

Your On – Call Tech Team

Maintaining the health of a website is likened to that of a car. It's important to run critical updates on a regular basis to keep your site secure and performing properly.

Scope

- Perform crucial system security and CMS updates
- Perform website up-time monitoring
- Crucial, regular backups with disaster recovery procedures in mind



Analytics

Track your success

Google Analytics

Every website we create is equipped with Google Analytics. Analytics provides you and our team with detailed insight on the traffic coming to your website - how many visitors, where they're coming from and what pages they're reaching. This is a powerful marketing tool, especially if your website is bringing you business.



Additional Services for the Future

Items below are other services we offer that we feel would be an appropriate fit for the needs of your business. We can conduct further discussion on these items and generate quotes for them as well.

Search Engine Optimization

Begins when the final website is up, or when we put up a temporary landing page

The purpose of search engine optimization (SEO) is to boost website visibility in searches for a given keyword or group of keywords. SEO is the most powerful online marketing tool at your disposal and is central to boosting visits to your site by a target audience.



Sample Goal: Move your website from spot ten to spot one for a particular Google search term.

Scope

- Perform a search engine optimization campaign based upon keyword profitability analysis.
- Provide monthly link building for keywords (e.g. “transformer connectors”) pushing these keywords up in search results.
- As desired results are achieved new keywords will be cycled in.
- Provide bi-monthly traffic and search position reports.
- Site will be submitted to search engines
- SEO can be continued indefinitely to rank for as many keywords as desired or until desired results are achieved

Pay-Per-Click Support

Driving focused traffic to your website through paid advertising

Overview

Pay-per-click services vary greatly depending on the advertising needs of each company. Exact prices can be determined after we've analyzed your target market(s) and devised a strategy. There is usually a setup phase (~2 months), then an ongoing support phase. An approximate guideline for the ongoing support is whatever the client spends on the advertising budget is typically equal to the support fees involved. Significantly higher budgets tend to yield a lower support fee ratio.



Professional Photography

Visuals are Key

One of the most crucial parts of developing a stunning website is professional photography. We will provide 2 hrs of photography and editing services for the various parts you manufacture



Email Marketing

Engage your customers

Constant Contact

One of your most powerful marketing tools is having an ever-growing list of customers at your disposal to reach out to for promotions, offers and other news. Constant Contact allows you to build an email list using tools like Newsletter Opt-ins on your website, send out newsletters and promotions to your

customers and track your success with analytics. Below are some of the key features/benefits to Constant Contact:

- Design dazzling newsletters
- Grow your list using Social Media
- Track who views & interacts with your newsletters

Constant Contact also has many other powerful features such as Events management and surveying tools.



Pricing Breakdown

Name	Price	Term	Qty	Subtotal
Website Design Services Total cost of the design & development of your website	\$2,000.00		1	\$2,000.00
<input checked="" type="checkbox"/> Content Design Designing, writing 5 pages of content	\$1,000.00		1	\$1,000.00
<input checked="" type="checkbox"/> Professional Photography Photography and editing plus promo video	\$650.00		1	\$650.00
<input checked="" type="checkbox"/> Logo/Branding Design Design a logo and color scheme based on branding discussion	\$250.00		1	\$250.00
<input type="checkbox"/> Enterprise Hosting Enterprise Web Hosting, billed as a recurring monthly fee. Pricing and resources are scalable according to your needs. Minimum 1yr agreement. <i>Price not reflected in Total below</i>	\$69.95	/Month	0	\$0.00
<input type="checkbox"/> Basic Web Hosting - Medium	\$15.95	/Month	1	\$15.95

Subtotal	\$3,900.00
Discount (0%)	-\$0.00
Total	\$3,900.00

Your Creative Team - Owner Bios

Zach Lanich - Owner/Lead Developer



Zach Lanich is the lead developer and creative team lead at weCreate LLC. His formal education is that of an associates degree in Computer Systems Support and a bachelor degree in Computer Science. With several years of experience in the business, technology and programming fields, Zach is the driving force behind weCreate's technical team. Past work experience includes freelance development, design and technical administration for several large companies. Some of Zach's skill sets are as noted below: - Programming (PHP, SQL, Javascript, CSS) - Content Management Systems (Wordpress, t) - Systems Administration (Web Server MGMT) - Adobe Creative Suite (Photoshop, Illustrator) - Business Administration (Business Owner for 7+ yrs)

Nate Wheeler - Owner/Marketing Lead



Nathan brings a diverse skill set to the weCreate team. He spent 4 years of honorable service in the United States Marine Corps Infantry from 2004-2008, where he gained valuable leadership skills as an infantry advisor to the Iraqi Army and as a Non Commissioned Officer leading other Marines. He received distinguished commendations and medals for his participation in combat operations. In the years following the end of his active duty, he participated extensively in stock and currency trading, gained a Masters degree in International Business and Marketing, built several Internet businesses, and played a key role in building international Internet start-ups owned by other individuals, most notably Lessonpro.com. Over the past six years he has created and implemented integrated marketing plans for businesses in five states and provided online marketing consulting to over 100 businesses. Nathan's skill sets allow weCreate to expand our value proposition to

web clients beyond that of a traditional web firm by providing customers with the expertise that converts a static website into a dynamic source of new customers from search engines. His skill sets include: - Search Engine Optimization (increasing ranking in search engines for consumer search terms) - Copy writing and content strategy - Marketing Consulting - Brand Development

Brian Bohrer - Owner/Account Executive



Brian brings an irreplaceable element of positivity and drive to weCreate LLC. His entrepreneurial spirit started in the early 90's when he was a sales representative for General Motors, servicing Car Dealerships within the tri-state area where he distinguished himself as the top sales person in the region. His drive and desire as an entrepreneur led him to negotiate an agent agreement with Verizon wireless in the early days of cell phone communication, and he launched a record breaking telecommunication business, opening retail locations in both Erie Pennsylvania and Cleveland Ohio. Brian went on to start a website development company in Erie seven years ago before helping found weCreate LLC. He brings the operational wisdom and experience of managing a successful well rounded business model to weCreate. His skill sets include: - Customer Service - Business development - Accounting - Leadership

Contractual Agreements

Master Service Level Agreement - v1.0

General Terms

Below are general terms outlining the contractual obligations between all parties, regardless of the specific service being rendered by The Company.

1. Authorization

The Client (as identified by the "Client Name(s)" on the signed portion of this document) authorizes weCreate LLC (herein referred to as the "The Company") to render services (web, marketing or otherwise) for the Client. Where applicable, the Client authorizes The Company to access The Client's web host server(s) and other related accounts to upload and download files as needed, change configurations, etc for the purposes of rendering these services. The Client authorizes use of some/all of The Client's brand identification in the creation of the finished product(s). If necessary, the Client authorizes The Company to purchase a domain, stock photography, and any other services or materials required for the express purpose of the creation of the Client's product(s) and authorizes The Company to apply incurred costs for these assets to The Client's invoice unless the provided proposal specifies these assets as "included in the original quote".

2. Fees

Fees for ongoing services outside of the scope of this contract are \$95 per hour if an alternative price was not agreed upon. Before The Company will begin work on the The Client's project(s), Client must sign and return this proposal/contract with the initial payment of half of the total estimate quoted below unless an alternative payment structure has been agreed upon. A final bill will be mailed/emailed to the Client upon completion of the project.

3. Estimate

The "Total Amount" given on the proposal is an estimate for services to be rendered. The initial amount required for The Company to begin work is specified as the "Down Payment" in the proposal(s). Final payments and expenses shall be shown when invoice is rendered. The

Client's approval shall be obtained in writing, email or another acceptable medium for any increases in fees or additional expenses other than small expenses such as stock photos/graphics, etc.

The Company will...

- Make its best effort to gain full understanding of the Company's needs and reflect that understanding in the end product.
- Contact the Client on a regular basis to retrieve any needed information to complete the project.
- Submit items for feedback to the Client one or more times throughout the project and expects to receive feedback in a timely manner in order to keep the project on its originally planned timeline.
- Make its best effort to design and develop a finished product based on best practices.
- Take full responsibility for major errors in its own content/code.
- Carry forth all responsibilities outlined in the proposal that was submitted to the Client.

for the amount specified in the proposal(s) relating to the project(s) in question.

The Company will not proceed with any major work that would exceed the original estimated total until receiving written approval from Client for the new estimated total.

4. Completion

Upon project completion, The Company will allow for a reasonable period of feedback where the client is able to submit change requests to the draft The Company has produced. If another feedback procedure has not been agreed upon, the following will apply: **After receiving the initial draft, The Client must submit a detailed, organized list of any desired changes within five (5) calendar days. While most change requests will be honored, the Company reserves the right to deem any of the desired changes to be outside of the scope of the project according to the specifications outlined in the proposal(s).** Upon adjustment of all changes deemed to be within the scope of the project, the final payment is due within five (5) calendar days of when The Company deems the project to be "Complete".

Hours spent applying requested changes after the initial draft of the end product is submitted shall not exceed 4hrs. If requested changes fall outside of this 4hr timeframe, they will be considered "outside the scope of the project" and The Company reserves the right to invoice for

additional hours spent. Invoicing for this circumstance will be done with approval from the The Client. If The Client chooses not to provide further funds, The Company will finish the project to the best of its ability within the provided budget and submit the deliverables to The Client as the scope of the original proposal suggests.

For any payment received after the final due day, a \$50 late fee may be assessed and an additional \$50 may be assessed for every calendar week past the due date.

Time required to make changes to website after The Company has already received final Client approval of the website will be added to the final bill. If Client has already received the final bill, time required to make changes to website after Client approval will be submitted to Client as a separate bill.

5. Payment Terms

Until payment is received in full, The Company owns the project and any files & property created for the project(s). Once The Company has received payment in full, the ownership of project files/deliverables specified in the proposal is transferred to the Client. The Company will bill client monthly for additional work performed on an hourly basis at the rate of \$95 per hour if an alternative price was not agreed upon. Any deposits paid by Client will be credited toward The Company's fees for each monthly billing cycle. After all credits have been applied for Client's deposit(s), payment for work done through the time of invoicing is due within five (5) calendar days of receipt of invoice.

6. Default in Payment

The Client shall assume responsibility for all collection of legal fees necessitated by default in payment.

7. Expenses

The Client shall reimburse The Company for all expenses arising from this assignment, including the payment of any sales taxes due on this assignment unless otherwise agreed upon.

8. Deadlines

The Company agrees to make its best effort to have the Client's website completed no later than the tentative deadline specified at the end of this document. This deadline can be reached

only if the Client has provided all necessary graphics, text content, and logins to The Company within a timely manner. The Company shall not be held responsible for delays to site development arising out of Client's delays in providing necessary resources to The Company or arising out of provision of content deemed of unacceptable quality or usability.

If project is not completed by the deadline due to lack of Client assistance, The Company may:

1. Extend the project deadline or
2. Close the project and bill Client for work completed at \$95 per hour (no refunds unless otherwise agreed upon), or
3. Complete the project to the best of The Company's ability using all content that has been provided, and send a final bill for work completed to meet the project deadline.

9. Copyright

The Client represents that all project content including but not limited to logos, trademarks, photos, illustrations, audio, video, and written content provided to The Company are owned by the Client, or the Client has received explicit permission for use, and do not violate United States copyright law.

Client also affirms received permission from all individuals photographed to be shown on the web in photographs provided by The Client. Each person in photos that will be placed online understands that their face will be seen on the Internet. Any names and contact information placed on the website also have been provided with consent from each individual.

Client agrees to indemnify and hold The Company harmless against all claims, including but not limited to claims of copyright or trademark infringement, violations of the rights of privacy or publicity or defamation, arising out of use of the work.

10. Ownership & Copyright

The Company acknowledges and agrees that the Client retains all rights to copyright in materials provided to The Company by The Client and also for project assets handed over to The Client after project completion & final payment unless The Company specifies else-wise for those assets. The Company reserves the right to retain ownership over any source files (code, Photoshop or otherwise) used in producing the assets handed over to The Client and The Company may offer to sell this ownership to The Client. Client hereby grants to The Company

the right to use the work for demonstration of past work performed via portfolio or advertising.

11. Cancellation of Work

In the event of cancellation of this assignment, ownership of all copyrights and any original artwork shall be retained by The Company. The Company may choose to provide any unfinished deliverables to The Client as is.

By Client: Client may cancel work on the project at any time by submitting notice to The Company via certified mail or email. The Company will halt work upon receipt of letter from Client requesting cancellation. At that time, Client will be responsible for paying for all work completed prior to The Company's receipt of cancellation request. Work completed shall be billed at an hourly rate of \$95 per hour. If, at the time of request for cancellation, work has been completed beyond the amount of work paid for by the initial payment, the Client shall pay for work completed.

By The Company: The Company reserves the right to refuse service and cancel a project if necessary, in which case, the balance of the initial payment will be returned to Client after all applicable fees have been deducted for work completed. The Company may cancel project for any reason it deems necessary, including but not limited to Client not providing necessary information, resources, etc in a timely manner to The Company.

12. Other Electronic Commerce Business Relationships

The Client understands that services including but not limited to credit card processing services and any other businesses related to the project not owned by The Company are not parties to this contract and are separate business entities from The Company. The Client understands that The Company has no control over functionality or availability of website due to the actions or inaction of the web host server, credit card processing, online banking and any other business services the Client uses to transact business over the Internet outside of The Company. The Company makes no representations, warranties or guarantees for any recommendations of other Internet businesses.

13. Progress Reports

The Company shall contact or meet with the Client on a mutually acceptable schedule to report

all tasks completed, problems, encountered, and recommended changes relating to the development and testing of the web site. The Company reserves the right to overrule The Client's recommendation of what is deemed to be "a mutually acceptable schedule" if The Company deems the recommendation to be unreasonable or inefficient. The Company shall inform the Client promptly by telephone or email upon discovery of any event or problem that may significantly delay the development of the work.

14. The Company's Guarantee for Program Use

The Company guarantees to notify the Client of any licensing and/or permissions required for art-generating/driving programs to be used.

15. Changes

The Client shall be responsible for making additional payments for changes in original assignment requested by the Client. However, no additional payment shall be made for changes (as outlined in #4) required to conform to the original project description.

16. Testing and Acceptance Procedures

The Company will make every good-faith effort to test all applicable elements of the project thoroughly and make all necessary corrections as a result of such testing prior to handing over the deliverables to the Client. The Company will not test with obsolete browsers (where applicable) or make adjustments for applications and devices that are deemed by the company to be used by a negligible segment of the project deliverables' audience(s).

17. Sole Agreement and Amendment

This contract constitutes the sole agreement between The Company and the Client and hereby voids any prior agreements, written or verbal. This agreement may be amended, in writing, by both parties at any time if it is deemed to be mutually acceptable.

18. No Guarantees

The Company makes no representations or guarantee as to the amount of traffic to, interest generated in or increase in Client sales through the Client's website (where applicable), nor does The Company promise top listing in any search engine or directory. The Company will use her best efforts to perform under the contract, and makes no representation or guarantee that

the site will be accessible by all browsers or operating systems.

19. Electronic Commerce Law

The Client agrees that the Client is solely responsible for compliance with federal and/or state laws regarding any electronic commerce conducted through their website and will hold harmless The Company and its subcontractors from any claim, causes of action, penalty, tax, and/or tariff arising from the Client's use of electronic commerce.

20. Confidentiality

The Company understands that it will be working with confidential Client information and will only release this information to trusted parties directly involved in project creation. The Client authorizes The Company to release information to third parties requiring access for site creation or other marketing efforts. This includes, but is not limited to, website and email address user ids and passwords, trade information, and banking information should the need arise for such information. Upon project completion, Client reserves the right to change any passwords The Company has had access to. The Client will hold The Company harmless should breach of security occur if Client has not changed their own passwords.

21. Security

weCreate LLC will make reasonable attempts to protect the integrity of The Client's project(s), website(s), etc. This includes patching any third party software, such as Content Management Systems, used on the Client's website(s) (where applicable, if the client is on an active maintenance contract or premium hosting plans that include such features). However, as this software is not created by the Company, The Company cannot be held responsible for security flaws by the software creators. As no software or server is 100% safe from security breach, The Client understands that The Company cannot be held accountable for any security breaches should they occur. Further, The Company is not held accountable for patching any software that has been installed to the site without The Company's knowledge.

Applicable to projects requiring ongoing maintenance/work (ie. application development), The Company will make updates and changes to the project, and provide information regarding the project to The Client and any of the Client's designees (herein referred to as the "points of contact"). Should any other employee or member of The Client's organization contact weCreate

LLC regarding the project, The Company will contact one or all of three (3) designated points of contact with the issue for further instruction. The Client shall notify The Company of The Client's points of contact in writing or email, and shall identify them by name, email address and optionally phone number. Any email requesting changes to the project or information from the site that is not from a point of contact on file will be referred to a current point of contact. Points of contact may be changed at any time during the maintenance of the project, provided notice is made to The Company in writing from a designated contact email. If points of contact are changed mid-project, The Client is responsible for bringing new contacts up to speed on the project status and the Company is not required to fulfill this task in any way. The Client agrees to be billed hourly for all time spent bringing new points of contact up to speed.

The Client will also specify an emergency contact and phone number should there be an emergency requiring input from The Client.

22. Accessibility, Usability, Cross-Platform Issues

The Company will do their best to make project deliverables (mostly applicable to application development) as accessible, useable, and cross-platform as possible. The Client understands that some requested project features may cause a project to not meet these standards 100%. Regarding web applications specifically, The Client understands that no web application will look and function identically on all browsers and operating systems and that any attempt to do so is futile.

The Client will be informed if features requested by the Client will negatively impact project accessibility, usability, and cross-platform use. Client agrees to indemnify and hold the Company harmless against all claims with regard to these matters.

23. Continuing Maintenance and Promotion

No agreement for continuing project maintenance and promotion is contained in this contract. No maintenance or promotion will be performed by The Company unless all parties reach an agreement to do so and all parties sign a maintenance or promotion agreement.

The undersigned agrees to these terms on behalf of his or her organization or business. The undersigned represents that he/she is fully authorized to sign this agreement on behalf of the

organization or business represented, and that the business entity represented is bound by this agreement.

24. Unauthorized Use and Program License

The Client will indemnify The Company against all claims and expenses arising from uses for which The Client does not have rights to or authority to use. The Client will be responsible for payment of any special licensing or royalty fees resulting from the use of graphics programs or otherwise that require such payments.

25. Acceptance of Terms

The signature of both parties shall be evidence of acceptance of these terms. In the case of lack of signatures, acceptance of these terms will be inferred from written communication accepting the project proposal.

Service-Specific Terms

Below are terms relevant to specific services rendered by The Company. Any of the following terms that overlap the terms stated in previous texts shall supercede the previous terms.

Web Application Development

1. Design Phases

The Company may submit an initial theme layout/design for approval from the Client. The initial layout is only a visual example, and may or may not contain actual content and photography that will exist in the final website. The Client understands that depending on the project budget, the submitted design(s) may not be produced in a fully custom manner, but rather be re-used from a previous project or pre-purchased and altered to fit the project's specifications.

During the design phase (for projects that involve a custom design), the Company is obligated to provide at least 1 fully custom design pass in the form of visual mockups, taking into account the possible need for a reasonable amount tweaks/changes adding up to no more than 4 hours per mockup. In the event that the Client is completely dissatisfied with the original design and the allowed tweaks/changes do not suffice their needs, the Company can submit a completely new

alternative design pass in attempt to satisfy the Client's goal(s). The Company reserves the right to charge for any alternative design passes at the rate of \$95/hour or an otherwise quoted amount. The Company may (but is not obligated to) offer an alternative design pass for no additional charge. The Company may choose to specify in the proposal(s) that The Client will be presented with multiple design options to choose from as a starting point up front, but The Company may choose to forego this route due to project budget constraints.

Search Engine Optimization

The Client understands that due to the dynamic nature of Search Engine Optimization (herein referred to as "SEO"), The Company provides no guarantee of exact rankings in Search Engines. The algorithms powering search engine rankings are 100% private and proprietary to the owners of the search engines and SEO industry professionals make a reasonable effort to utilize the industry's current knowledge and understanding to influence the rankings of websites in question. Search engine algorithms are ever-changing and have the potential to nullify SEO efforts put forth in the past, potentially affecting the current rankings of any past or present client websites. The Company under no circumstances is responsible for these changes and provides no guarantee that The Company will "repair" any negative effects of these changes without additional cost.

SEO is a high-risk environment, and The Company shall generally document efforts put forth as evidence of attempt to influence website rankings and this documentation shall serve as the basis for justification of fees invoiced to The Client for SEO services.

Especially in a highly competitive market of keywords/key-phrases, The Company provides no guarantee of "any" results in less than six (6) months of ongoing SEO efforts and The Client understands that significant ranking results may require as many as eighteen (18) months of ongoing efforts depending on any (but not limited to) of the following circumstances:

- Competitiveness of target keywords/key-phrases
- Past/current disclusion or penalty from indexing for reasons unrelated to The Company's efforts
- Industry-specific search engine biases toward or against the rankings of the website(s) in question
- Past/current presence of malware, hacking or insufficient web presence in general as viewed by the search engine

The Client holds The Company harmless of any claim to "damages" done to The Client's business, website, online traffic levels, or any other factor external to the SEO services themselves. The Company provides no guarantee that increase in ranking will provide increase in traffic, sales or otherwise.

As a courtesy to The Client, The Company may offer (but is not obligated) to provide any number of free months of SEO services to The Client if no results whatsoever are achieved within six (6) months time. The Company will notify The Client of failure to achieve results before proceeding in further rendering of SEO services and provide The Client with the choice of continuing or not.

The Client reserves the right to cancel SEO services at any time, but is not entitled to a refund for any previously rendered services for any reason, as the fees assessed were for the efforts put forth to influence the Client's keyword rankings, not for the rankings achieved.

Content Writing/Creation

During the creation of content (textual or otherwise if not outlined in previous terms), The Company will conduct a brief phase of "information gathering", in which it will attempt to gather a sufficient amount of information to produce the content needed for the project(s) in question. After gathering this content, The Company will submit an initial draft to The Client for review and The Client must submit a detailed, organized list of any desired changes within five (5) calendar days. While most change requests will be honored, the Company reserves the right to deem any of the desired changes to be outside of the scope of the project according to the specifications outlined in the proposal(s). Monetary value (calculated at \$95/hr) of requested changes to initial drafts shall not exceed 10% of the billed amount of the content creation itself. If additional hours are required, The Company will notify The Client of this need before invoicing for additional hours or labor. In the event that The Client is completely dissatisfied with the content produced, The Company may choose to provide alternative revisions, but reserves the right to charge for doing so at \$95/hr or an otherwise quoted amount agreed upon with The Client.

General Matters

This Agreement shall be governed by the laws of the state of Pennsylvania and shall be construed in accordance therewith.

No provision of this Agreement may be waived, except by an agreement in writing by the waiving party. A waiver of any term or provision shall not be construed as a waiver of any other provision.

This Agreement shall be binding upon the parties, their successors, and assigns.

This Agreement may be amended, altered, or revoked at any time, in whole or in part, by the written agreement of the parties hereto.

Throughout this Agreement, the singular shall include the plural, the plural shall include the singular, and the masculine and neuter shall include the feminine, wherever the context so requires.

The headings of Paragraphs are included solely for convenience of reference.

If any conflict between the headings and the text of this Agreement exists, the text will control.

If any provision of this Agreement is declared by a court of competent jurisdiction to be invalid for any reason, such invalidity shall not affect any other provision of this Agreement. On the contrary, such remaining provisions shall be fully severable, and this Agreement shall be construed and enforced as if such invalid provision had never been inserted in this Agreement.

Any notice required to be in writing under this Agreement shall either be sent by certified mail, return receipt requested, by personal delivery, by fax, or by email and shall be considered as received from the party delivering such notice as of the date of the signing of the return receipt in the case of certified mail or upon the date of the signing of a receipt upon delivery in the case of personal delivery.

The undersigned agrees to these terms on behalf of his or her organization or business. The

undersigned represents that he/she is fully authorized to sign this agreement on behalf of the organization or business represented, and that the business entity represented is bound by this agreement.

Signatures & Figures

Master Service Level Agreement - v1.0

3/21/2016

Tentative Deadline

\$1,800

Down Payment

\$3,900.00

Quote Amount

Tom Unger

Client Name

Signing of this document below agrees to all of the above terms:

Tom Unger

Client(s) Signature(s)

Zachary Jarick

Company's Signature(s)

Conclusion

weCreate extends a sincere thanks for considering us to become a working partner of yours. Our company strives to nurture a growing relationship with every client and extends a personal promise to make every process and interaction with us as smooth and enjoyable as possible. We look forward to working and growing with you.

Sincerely,

The weCreate Team (Zach Lanich, Nate Wheeler, Brian Bohrer)

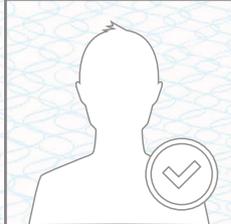
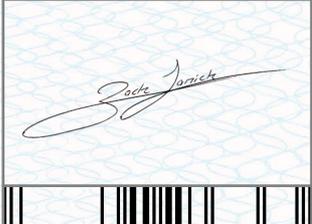
1 (866) 914-4757

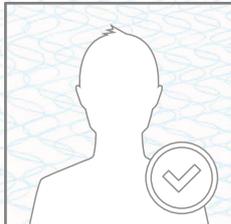
contact@wecreate.com

Signature Certificate

Document Ref.: QNEIF-9GNRV-HUXGU-4LKTI

Document signed by:

	<p>Zach Lanich</p> <p>Verified E-mail: admin@wecreatewebsites.net</p> <p>IP: 66.211.221.145 Date: 28 Mar 2016 15:43:50 UTC</p>	
---	---	---

	<p>Tom Unger</p> <p>Verified E-mail: nmb1rep@aol.com</p> <p>IP: 24.29.250.131 Date: 28 Mar 2016 15:51:59 UTC</p>	
--	---	--

Document completed by all parties on:
28 Mar 2016 15:51:59 UTC

Page 1 of 1



Signed with PandaDoc.com

Send, track, annotate and sign documents
online in a fast, secure and professional way.

