



# Our Proposal

## Situation Appraisal

Camille Codorniu has been in hibernation mode regarding her online jewelry store and wishes to reconstruct her brand while boosting her search engine rankings while she seeks out new vendors to help her develop unique offerings to suit her customers' fine jewelry needs. Jewelry gives women a unique voice in a crowded world and so Camille's website must reflect that sentiment in her new brand. Alas, there is nothing unique about Shopify's mundane visual elements.

While Shopify is a user-friendly platform, it corrodes brands and web presences with poor search engine readability, combined with generic visual elements such as overcrowded sliders, boring fonts, template footers, undersized images and disproportionate sections.

If Camille wishes to have a uniquely branded website that ranks as highly as possible in search engines for each of her extraordinary pieces, our recommend is to launch an entirely new website with the Shopify point-of-sale (POS) platform within in to eliminate any transitional friction. The current domain will not lose its historic SEO value with the change; in fact, the new website will dramatically improve its search ranking within the first few weeks of launch.

## Objectives

- **Month 1:** Launch new SEO-compliant WordPress website, with Shopify POS system installed within and train Camille on how to use and make changes to it. *Adopting change in the interest of success is her specialty.*
- **Month 2:** Increase online rankings for each of Camille's 50, pre-approved, volume-driving keywords.
- **Month 3:** Build, launch and improve an online Social Media marketing and advertising system that boosts website traffic, SEO Rankings and sales.

## Measurements of Success

- Camille's full endorsement and approval of her newly designed website
- Increase in local and national keyword ranking of each unique product offering, and local location Camille serves.
- Above average scores for all leading automated SEO/Site Speed-Reporting Tools, such as MOZ, Semrush, etc.

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- Increase in site traffic, decrease in abandoned cart % and increase in site conversion (sales per 1,000 visitors).

#### Value

- Finally, an SEO-compliant, visually stunning website.
- Higher return on marketing dollars spent from now into the future based on long-term Internet presence enhancement and related implementation of marketing strategies.
- Increase predictably of new customers and revenue.
- Decrease in time to manage marketing and advertising focus.
- Significant increase in new customers acquired online.

#### Option 1: Launch new SEO-Compliant and Visually Stunning Virtual Jewelry Store

The goal of the web redesign is to improve customer experience, enhance beauty and memorability, decrease high rates of abandoned carts and increase overall site conversion.

The website redesign will focus on these critical areas:

- **The overall aesthetic design of the site**, including graphic elements, font and color usage, and guidance on the implementation and utilization of photographic images to better enliven the site's impact on visitors.
- **The functional design of the site**, including page types, navigational structures, content placement, responsive (mobile friendly) capabilities, visitor to prospect conversion structures, and other elements designed to enhance user experience (UX) and to support site optimization efforts subsequent to the redesign.
- **Necessary enhancements to the ecommerce components of the site**, including improvements to shopping flow to make finding products as streamlined and pleasant an experience as possible, as well as enhancing the ability to identify and add related products to the shopping cart as easily as possible.
- **Support elements for subsequent purchases via the site**, including a consideration of what functions and follow-on elements can be developed to reside on the site in support of encouraging an ongoing customer relationship. This may include adding or enhancing customer account logins to track special discounts and loyalty rewards developed via online marketing or the direct sales effort.

We will record existing historic numbers (site volume, site conversion rate, abandoned cart %, etc.) in the interest of showing at least a 5x improvement across all metrics.

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## **Option 2: All of the elements of Option 1, including Search Engine Optimization, Video & Social Media Marketing (50 keywords/quarter)**

The goal of the SEO Program is to get your website ranked within the first 1-5 rankings for as many high-volume keywords as possible.

Integrate 50 high-volume keywords into website each quarter through 50 SEO-focused original landing/product pages.

1. Record current ranking of website for all approved keywords we wish to get your website ranked for
2. Begin monthly offsite SEO program aimed at ranking site for high value/volume keywords to drive new sales.
3. Develop all existing product footage into compelling sales-videos we can add to YouTube, that will showcase each piece, while boosting site rankings for that respective keyword.
4. Provide Social Media analysis, implementation and administration including the production of a 15 beautifully branded product images for Facebook and Instagram each month.
5. Perform ongoing strategic placement of Camille's thought leadership across the web (external sites, blogs and Social Media sites) to increase sites traffic, external linking and Google ranking.
6. Perform appropriate manual external linking development to support the ongoing program.
7. Website hosting, daily backups and 24/7 technical support
8. Robust weekly reporting reflecting:
  - a. Increase in organic keyword placement and web traffic.

## **Option 3: All of the elements of Options 1 & 2, including Facebook Advertising**

The goal of the Facebook Advertising System is to advertise your business to people already looking for the specific styles, gemstones, metals, cuts and overall jewelry pieces in your product line.

1. We will build 3-5 new Facebook Carousel Ads each month that will target people online already looking for your products. We will then re-target all traffic to your Landing Pages and website with additional Facebook Ads until they purchase your offerings.
2. We will also build an automated sketch of the most likely person to become your customer and use this profile to target those individuals that meet these similarities with strategic Facebook Advertising. For example, if one is actively shopping for 14K Gold & Diamond Baguette stud earrings, we can promote your specific products directly to them that day.
3. We will ensure all website visitors continue to see a diverse group of strategic ads until they make a purchase, based on the pages they visit, and their level of interest.
4. Ad Spend is included in your fee and calculated after our fee of 20% is deducted.

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5. We will setup email and text retargeting for all those who abandon their cart. We use Text Magic, Zapier and Cognito Forms to accomplish this.

#### Timelines:

**Milestone 1:** Create a new development website for Camille (invisible to the public) based on the new direction of her business and brand. While this is going on, we will develop 50 keywords around her product line and business that will have the greatest chance of driving competitive traffic, and sales. Timeline: 14-21 days.

**Milestone 2:** Send the development website to Camille for approval. Timeline: 21-28 days.

**Milestone 3:** After your explicit approval of your new website, we will transition the new website to the new domain, and begin monitoring its ranking for each keyword with Camille SEO program. Timeline 28 -30 days.

**Milestone 4:** We will initiate new quarterly SEO-Program with daily/weekly reporting to demonstrate increases in search rankings, site traffic and all KPIs. Timeline: 30 days.

**Milestone 5:** Full presentation of increases in keyword ranking and site traffic that represents a quantum leap from all historical efforts, as well as recommended strategies moving forward past the initial 90 day program. Timeline: 90 days.

#### Terms & Conditions

- Option 1: 4,999
- Option 2: 8,999 /quarter
- Option 3 9,999 /quarter

- Payments are automatically processed each billing period on your 1st payment anniversary date.
- You will own everything created on your behalf, and will not be responsible for creating content, images or forms.
- You are responsible for reviewing all work created on your behalf and providing your feedback and/or approval within a reasonable timeframe of 24-72 hours of completion notification.
- Marketing Systems may be paused at any time, and billing and services will not commence until Client gives explicit, signed authorization.

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