



FOCUS

PLANS AND PRICING OVERVIEW

ADVERTISING AGREEMENT

WHY ADVERTISE WITH FACEBOOK?



69%
of Adults
use Facebook

In 2016, 4 million companies used Facebook to advertise, in 2019, 6 million companies use Facebook to advertise!

74%
of Users
log on
each day



Facebook's Call-To-Action buttons are 3 times as effective as other platforms!



Users make 2 Billion searches on Facebook every month!

5 Hours
How long users CAN'T go without check their feed!

35 Minutes
Avg. time spent on Facebook per day



As of 2019, Facebook has the lowest Cost Per Click

8x
Times per day
Avg. times users access Facebook



Organic posts only reach 2% of fans!

FACEBOOK PLAN

The backbone of each campaign is community engagement. We want to get your current audience to engage with your brand, while also building a larger audience to engage with. All Campaigns are custom, however, here's an idea...

monthly \$500 Facebook Starter \$95 Setup	2 Facebook Feature Ads Lookalike Audience Targeting 24/7 Statistical Monitoring NO CONTRACT ADD-ON: Additional Ad (\$100)	Facebook Starter
monthly \$600 Facebook + Instagram \$95 Setup	2 Facebook Feature Ads 2 Instagram Ads Lookalike Audience Targeting 24/7 Statistical Monitoring NO CONTRACT	Facebook + Instagram
monthly \$1000 Full Meta \$95 Setup	4 Facebook Feature Ads 4 Instagram Feature Ads Lookalike Audience Targeting 24/7 Statistical Monitoring NO CONTRACT	Full Meta
monthly Discuss Custom \$95 Setup	Targeted Campaigns Performance Tracking Ad Creative Development Monthly Reporting 24/7 Statistical Monitoring	Custom Advertising

FACEBOOK PLAN SELECTION

Do you have a website? ☐ YES ☐ NO

Site URL :_____

☐

☒

Facebook Starter

☐

☐

Facebook + Instagram

☐

☐

Full Meta

☐

☒

Search & Graphical Display Ads

TOTAL PAID TODAY \$_____

MONTHLY RECURRING AMOUNT \$_____

CAMPAIGN START DATE:_____

WHY ADVERTISE WITH GOOGLE?

High Traffic

Low Competition

Purchase Intent

KEYWORDS THAT **FOCUS** FINDS AND USES FOR YOU!

keyword	Avg. Monthly Search	LOW	Fee
Lawn Care	2,463	HIGH	\$ 7.00
Lawn Care Service	2,178	HIGH	\$6.50
Lawn Care Service Near Me	1,836	MEDIUM	\$5.50
Monthly Lawn Service	1,719	LOW	\$2.50
Monthly Lawn Care	1,680	LOW	\$2.00
Monthly Lawn Care Service	1,444	LOW	\$2.50

QUALITY SCORE

Quality Score is Google's way of grading your campaign. They look at the keywords used, the ad copy and the destination. We are experts at combining those three ingredients to provide you the most relevant traffic for your ad budget.

MAX BID

X

QUALITY SCORE

=

AD RANK

↓

POSITION

	SENDIT	Competitor I	Competitor II	Competitor III
	\$2.00	\$4.00	\$6.00	\$8.00
	10 ★★★★★ ★★★★★	4 ★★★★☆ ☆☆☆☆☆	2 ★★☆☆☆ ☆☆☆☆☆	1 ★☆☆☆☆ ☆☆☆☆☆
	20	16	12	8
	A+	B	C	D

GOOGLE ADVERTISING PLAN

The backbone of each campaign is community engagement. We want to get your current audience to engage with your brand, while also building a larger audience to engage with. All Campaigns are custom, however, here’s an idea...

monthly

\$500

\$95 one time account creation and set up applies

Keyword Search

Negative Keyword Monitoring

Custom Targeting

Ad Copy

Site Links

Callouts

Display Ad Upgrade (\$100)

NO CONTRACT

Search Ads

monthly

\$600

\$95 one time account creation and set up applies

Keyword Search

Negative Keyword Monitoring

Custom Targeting

Ad Copy and Design

Callouts and Sitelinks included

Up to 15 photos

NO CONTRACT

Search & Display Ads

monthly

\$800

\$95 one time account creation and set up applies

Keyword Search

Graphic Design

Audience Targeting

Niche Selection

Custom Targeting

You Keep The Artwork

NO CONTRACT

Graphical Display Ads

monthly

\$1000

\$95 one time account creation and set up applies

Keyword Search

Negative Keyword Monitoring

Ad Copy

Custom Targeting

Site Links

Callouts

Graphic Design

Audience Targeting

Niche Selection

You Keep The Artwork

Full Media Kit Provided

NO CONTRACT

Search & Graphical Display Ads

GOOGLE PLAN SELECTION

Do you have a website? ☐ YES ☐ NO

Site URL : _____

☐

☒

Search Ads

☐

☐

Display Ads

☐

☐

Search & Display Ads

☐

☐

Search & Display Ads

TOTAL PAID TODAY \$ _____

MONTHLY RECURRING AMOUNT \$ _____

CAMPAIGN START DATE: _____

WEBSITE PLAN

Quality Score is Google's way of grading your campaign. They look at the keywords used, the ad copy and the destination. We are experts at combining those three ingredients to provide you the most relevant traffic for your ad budget.

One Time
\$199

1 Web Page Design
User-centric Design
Contact/Query Form
Fully Responsive Design
Unlimited Revisions

Web Page Design

One Time
\$649

Website Design (Up to 5 Pages)
User-centric Design
Contact/Query Form
Mobile & SEO Friendly
Unlimited Revisions

Website Design

One Time
\$949

Keyword Search
Graphic Design
Audience Targeting
Niche Selection
You Keep The Artwork
NO CONTRACT

**WordPress
Website Design**

WEBSITE PLAN

Quality Score is Google's way of grading your campaign. They look at the keywords used, the ad copy and the destination. We are experts at combining those three ingredients to provide you the most relevant traffic for your ad budget.

One Time
\$1199

Custom eCommerce Store Design

Unlimited Products

Conversion-focused Design

Mobile & SEO Friendly

Unlimited Revisions

E-commerce
Web Design

One Time
\$499

Custom Landing Page Design

Content Management System

Striking & Compelling CTA button

Mobile & SEO Friendly

Unlimited Revisions

Landing Page

Discuss

Custom Web using Laravel & Vuejs

Highly Functional Portals

User-friendly Design

API Integration

Unlimited Revisions

Custom Web
Application

WEBSITE PLAN SELECTION

Do you have a website? ☐ YES ☐ NO

Site URL : _____

☐

☒

Web Page Design

☐

☒

Website Design

☐

☒

WordPress Website Design

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☒

E-commerce Web Design

☐

☒

Landing Page

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☒

Custom Web Application

TOTAL PAID TODAY \$ _____

PROJECT STARTING DATE _____

SEO PLAN

Quality Score is Google’s way of grading your campaign. They look at the keywords used, the ad copy and the destination. We are experts at combining those three ingredients to provide you the most relevant traffic for your ad budget.

monthly
\$599

- Targeted Marketing On 20+ Local Keywords
- Google My Business Setup & Optimization
- Traffic Driving Local Media Submissions
- NAHP Uniformity & Cleanup On Website & Primary Business Listings
- Single Address Optimization
- Google Maps Optimization
- High DA Content Based Backlinks
- Internal Links Optimization
- Conversion & Call Tracking

SEO Basic

monthly
\$799

- Targeted Marketing On 30+ Local Keywords
- Local Three Pack Placement
- Google My Business Setup & Optimization
- Basic Local Posts Setup
- Special Attributes Setup
- Yelp & Other Major Local Listings Optimization
- Traffic Driving Local Media Submissions
- NAHP Uniformity & Cleanup On Website & Primary Business Listings
- Multi Address Optimization
- Website On Page Optimization
- Advanced SCHEMA Setup & Integration
- Landing Page Optimization With Local Keywords
- Duplicate Local Content Cleanup
- Google Maps Optimization
- High DA Content Based Backlinks
- Internal Links Optimization
- Conversion & Call Tracking

SEO PRO

SEO PLAN

Quality Score is Google’s way of grading your campaign. They look at the keywords used, the ad copy and the destination. We are experts at combining those three ingredients to provide you the most relevant traffic for your ad budget.

monthly
\$1099

- Targeted Marketing On 30+ Local Keywords
- Local Three Pack Placement
- Google My Business Setup & Optimization
- Basic Local Posts Setup
- Special Attributes Setup
- Yelp & Other Major Local Listings Optimization
- Traffic Driving Local Media Submissions
- NAHP Uniformity & Cleanup On Website & Primary Business Listings
- Multi Address Optimization
- Website On Page Optimization
- Advanced SCHEMA Setup & Integration
- Landing Page Optimization With Local Keywords
- Duplicate Local Content Cleanup
- Google Maps Optimization
- High DA Content Based Backlinks
- Internal Links Optimization
- Conversion & Call Tracking

SEO Premium

SEO PLAN SELECTION

Do you have a website? ☐ YES ☐ NO

Site URL : _____

☐

☒

SEO Basic

☐

☐

SEO PRO

☐

☐

SEO Premium

TOTAL PAID TODAY \$ _____

PROJECT STARTING DATE _____

PAYMENT AUTHORIZATION

Name on Credit Card: _____

Type of Card: VISA ☐ MasterCard ☐ Discover ☐ American Express ☐

Credit Card Number: _____

Expiration Date (mm/yy) : _____ CVV2: _____

Credit Card Billing Address: _____

City: _____ State: _____ Zip: _____

Electronic Check (EFT)

Routing #: _____

Checking Account #: _____

Authorization

FOCUS LLC is hereby authorized to charge the indicated payment method on a recurring basis for payment of services performed on my behalf. In the event of cancellation, I authorize FOCUS LLC to subsequently charge any payment method in my recurring authorization agreement for payment of all charges for any services performed on my behalf by FOCUS LLC. I agree that if I have any problems or questions regarding my service that I will contact FOCUS LLC for assistance, and I agree that I will not dispute any charges from FOCUS LLC unless I have already attempted to rectify the situation directly with FOCUS LLC. I agree that any credits offered by FOCUS LLC will not be refunded to my credit card, but will be applied to my account with FOCUS LLC. I agree to inform FOCUS LLC of any change (including expiration date) in my credit card information, which may be required in writing. I guarantee and warrant that I am the legal card holder and that I am legally authorized to enter into this recurring billing agreement. I agree that termination of this recurring credit card authorization must be in writing to FOCUS LLC.

Print Name: _____ Title: _____

Signature: _____ Date: _____

TERMS AND CONDITIONS

Focus, llc. Terms of Service:

Focus, llc, Focus is an online marketing firm that works with clients across the nation. Our objective is targeted demographic marketing for our clients on Google/- Facebook. By agreeing to partner with Focus, you are also agreeing to the following terms and conditions.

Privacy Statement:

We will never sell, trade, or otherwise disclose personally identifiable information to anyone. We will not share your email address with any other company. We may use third-party advertising companies to serve ads on our behalf. These companies may employ cookies and actions tags (also known as single pixel gifs) to determine your advertising effectiveness. Any information that these third parties collect (via cookies and action tags) is completely anonymous.

Warranties:

THE INFORMATION AND SERVICES THAT FOCUS PROVIDES ARE ON AN "AS IS" AND "AS AVAILABLE" "NO REFUND" BASIS WITHOUT WARRANTIES OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, WARRANTIES OF TITLE, NON-INFRINGEMENT OR IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. NO ADVICE OR INFORMATION GIVEN BY FOCUS, ITS AFFILIATES OR THEIR RESPECTIVE EMPLOYEES SHALL CREATE ANY WARRANTY HEREUNDER.

Subscription Details:

This Order authenticates the arrangement that was made between you and our marketing specialist from Focus to partner in our service(s), as was recorded with your authorization. Unless explicitly contradicted by this Order Confirmation, the recorded agreement described above continues in full force and effect. Your campaign has been set up on a month-to-month basis unless &/Or otherwise agreed to. All of our month-to-month agreements begin on the date that you first established participation and you will continue to be billed automatically by direct deduction on the monthly anniversary day of every month. Focus, llc, will reflect Focus, llc. on your banking statement(s). Focus guarantees that we will NOT increase your monthly payment, unless given your express consent. Your monthly payment will be fixed throughout the lifetime of your account.

Licenses:

You hereby grant Focus non-exclusive, irrevocable, royalty-free, worldwide license under all copyrights, trademarks, patents, trade secrets, privacy and publicity rights and other intellectual property rights you own or control, if needed, in order to direct traffic to your website through the Google Search Phrases.

General Terms:

Authority to Bind: No employee or specialist of Focus, llc. or any of its divisions are authorized to offer or agree to any binding agreement with another party by email without the approval of an Account Manager.

Governing Law:

This Contract is made and shall be construed and performed under the laws of the State of Oregon without giving effect to choice of law principles. The parties agree that exclusive jurisdiction and venue for any action hereunder shall lie in the Circuit Court of Oregon, Multnomah County.

Waiver:

Failure to insist upon strict compliance with any term or condition of this Contract shall not constitute a waiver of such term or condition, nor shall any waiver or relinquishment of any right or power under this Contract at any one or more times be deemed a waiver of relinquishment of such right or power at any other time.

Billing Policy:

It is your responsibility to update Focus with any and all changes to your customer information, including but not limited to, your personal and professional contact information, your subscribed website address, and your payment information.

If your payment fails for any reason, your campaign may remain online for up to 30 days as we attempt to contact you to collect updated payment information. This does not negate your obligation to pay any and all monies owed to Focus. If your account is not brought current within 30 days we have the right to immediately disable all of your marketing and turn your account over to a collections agency.

Cancellation Policy:

All cancellation requests MUST be received at least three (3) business days prior to the monthly anniversary date.

Cancellation requests must be submitted by email or directly through <http://searchedfound.com/cancellations>.

If notice of cancellation is not given within said time frame, Focus cannot prevent an automatic charge to the account and therefore you will be charged for an additional month.

FOCUS, LLC. DOES NOT PROVIDE REFUNDS!

Details on the cancellation process can be found in the email from FOCUS, LLC when your account was created.