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Tuesday, 26 May, 2020

Ilya Zub

SerpApi

Dear Ilya,

Thanks for discussing your business with me yesterday. I’ve compiled a short summary of our discussion.

Please review my summary and let me know if you have any questions or comments. I will contact you next week Tuesday if I haven’t heard from you by then.

Regards,

Adriaan

**PROJECT OVERVIEW**

SerpApi would like to increase the number of new users by increasing blog post entries highlighting the benefits of their service.

You recognize the importance of a conversion-centered blog post and thus the reason for a professional design with this purpose in mind.

Some questions in terms of gauging the desired performance of the blog post:

* Will a blog post be deemed effective if there is a lot of click-through traffic to your site?
* Will a blog post be deemed effective if a lot of people read it?
* Will a blog post be deemed effective if people indicate that they heard of SerpApi through the blogpost?

These questions will have to be answered before the first review, as we need to be able to gauge the success of adding the blogposts.

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**PROJECT OPTIONS**

I’ve listed the current proposed plan below. Based on our conversation, we can evaluate the performance of the blog post after a month and decide the course of action from there.

***Proposed plan*:**

I will write blog posts based on SerpApi’s Youtube video content. Other content that can be re-purposed as well is the StackOverflow answers. The blogposts will feature the following:

* Detailed information on how to use the SerpApi tools and services.
* SEO rich content that will be picked up by search engines such as Google.
* A link to SerpApi’s website which interested parties can click on for further information.

**TERMS OF AGREEMENT**

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You will notice that I don’t provide an hourly billing cost. This is harmful to you in the sense that it discourages efficiency and creativity from my part and in the end, we are both focused on the outcome and not inefficient hours worked.

The prices provided below are fixed, which means there are no hidden fees and I absorb all the risk in completing the project within these boundaries.

The pricing is as follows:

* £50 per blog post that uses existing content.

For the first blog post produced, payment can be made after the blog post is finished. If you want to continue with the service, the following blog post fees need to be paid upfront.

I guarantee my work. If at any point, you feel that I have failed in delivering what is described in this proposal, please contact me and I will either make necessary changes or refund you.