**CONTRACT FOR WEB DESIGN, PAY-PER-CLICK ADS AND SEARCH ENGINE MARKETING, NEWSLETTER, AND SOCIAL MEDIA MARKETING A-LA-CARTE SERVICES**

This contract for website design is entered into on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_[Date] between the Osa360 Consulting. and ArtofWinningTennis.com. Hereinafter Osa360 Consulting. shall be referred to solely as (“Designer”) and ArtofWinningTennis.com. shall be referred to solely as (“Client”). Designer and Client, when referred to in the aggregate, shall be (“Parties”)

I. Description of Requirements for Designer

Client desires to engage in a contract for services with Designer, whereby Designer will complete digital marketing assignments in three phases as follows:

By May 1, 2020, we will deliver your fully functional website. We propose a website with ten pages including a home-page, a “services” page, a “contact” page, an “about us” page, along with six other customizable pages. For example, a page for each PBI coach. This forty-page fully-responsive website will be fully integrated with up-to-date social media links including Facebook, Twitter, Google+, YouTube, LinkedIn, Instagram, etc. The website will also include plug-ins including live call, map now, embedded twitter feed and other social media posts, photographs, and live chat.

By May 1, 2020, we will also provide the first of our virtual video training services for your Texas staff and fleet of coaches. Upon the conclusion and implementation of our virtual video trainings, we compile the best videos from each “Tennis for Life instruction category” (e.g. Slice Serve by Tennis Director of Carmel Valley Ranch Quinn Sane, Return of Serve by PBI Tennis Professional Jose Soto, Volleys with PBI Professional Katie Dellich etc.) into a portfolio, which we will submit to you. You will have full ownership of these videos, and will be able to select those you wish to incorporate on your website. Any videos you opt not to use on the website will be delivered to you for your archives. Our videography packages include full integration of the videos into your website.

By May 31, 2020, we will provide Search Engine Optimization (SEO) and Search Engine Marketing (SEM) services. These services will include in-depth keyword research, keyword traffic analysis, and keyword competition analysis. The purpose is to drive traffic to your website. The amount of traffic directed to your website is the direct product of the amount of time and resources put into SEO. Therefore, the more advanced the package, the more traffic will flow.

By May 31, 2020, we will deliver sales, web, and social analytics reports on data derived from the traffic to your website. At an elementary level, data will be collected using Google Analytics, Bing Analytics, Facebook Analytics, and Twitter Analytics, etc. To access advanced data we will create a “Traffic Report” by merging (Google + Bing + Yahoo) analytics, Keyword Position Report, Back-Links Report, and Search Engine Submission Report. Such data can accumulate to hundreds or thousands of pages. We will draft a consolidated report that will break down the data into an understandable medium from which you can continue to grow PBI.

By May 31, 2020, we will provide Pay-Per-Click (PPC) and Paid Search Marketing services. These services will include in-depth target market research, industry measurement and insights, and competitor research and analysis. The purpose is to drive traffic to your website. The amount of traffic directed to your website is the direct product of the amount of time and resources put into PPC and Paid Search. Therefore, the more advanced the package, the more traffic will flow.

Our offerings for SEO, SMM, Data Analytics, PPC, and Paid Search combine users social profile data with analysis of user’s online behavior and response to Tennis for Life instructional and related content. This will also include in-depth analysis of user analytics, user’s activities analytics, real time user and their social sharing analytics. These will be delivered through customized reports of your choice, depending upon selection of service tier.

| Weeks  1 & 2 | Analyzation and further optimization of tasks from Week 1 (make adjustments as needed)  Teach Dan and his team intent based branding (*Recommended: 20 total hours)*   * Training with Ramon personally (10 hours) * Time spent reviewing calls (10 hours) * Time Scripting Videos (12.5 hours) (15 minutes per video) * Time Rehearsing/Shooting Videos (25 hours) * Time Editing Videos (25 hours) (on average, 1 hour per video) * Time uploading/optimizing videos for youtube (7.5 hours) (roughly 20 minutes per video) * Time emailing videos to email list (4 hours) (roughly 10 minutes per video) * 50+ pages * 75+ Social Bookmarking Sites * Advanced Package plus: * Unlimited Additional WordPress Configurations * Custom HTML5/CSS3 design for “website special effects” |
| --- | --- |
| Week  3 | Analyzation and further optimization of tasks from Week 2 (make adjustments as needed)  Run an automated email marketing campaign with free content to your members- we will help you construct those  Launch full-scale search engine optimization, or SEO, campaign:   * In-depth keyword research * Keyword traffic analysis * Keyword competition analysis * Benchmark current traffic and SERPs (Search Engine Result Pages) * Manual search engine submission * Manual submission to niche directories * Scheduled resubmissions * Article submissions * Link-building from niche blogs * Managing reciprocal links |
| Week  4 | Analyzation and further optimization of tasks from Week 3 (make adjustments as needed)  Launch full-scale monthly social, web, sales report (Measurement & Insights):   * Google analytics * Twitter analytics * Facebook analytics * Monthly Web, Sales, Social insights and measurement analytics reports * Traffic Report (Google + Bing + Yahoo data) merged * Keyword position report * Backlinks report * Search engine submission report * Customizable traffic report * Customized backlink report * Customizable search engine submission report |

For each delivery, Client will have ultimate approval and satisfaction. Designer shall make adjustments at no extra cost.

Designer hereby fully guarantees Client’s satisfaction, and agrees to reimburse Client the entirety of Client’s consideration pre-paid if Client requests and in good faith believes the delivered product is satisfactory.

II. Description of Requirements for Client

$100/hr 25% of all revenue of Art of Winning  
$75/hr 33% of all revenue of Art of Winning

$50/hr 40% of all revenue of Art of Winning

Designer shall provide web management services to Client for a period of twelve months (one year). Such web domain hosting shall include an SSL certificate, Google Analytics, Google Search Console, Email Automation Software, Social Media Automation Software, and Vimeo and/or YouTube.

Client shall pay Designer a total of $500 each month for the above-mentioned web domain hosting and search engine optimization services. The monthly payments shall be due on the 28th day of each month, beginning May 1, 2020. The last payment for the one-year contract shall be made on May 1, 2021. However, this contract does not serve to establish any relationship for other internet marketing services, and if such an agreement is to exist, it can only be formed at the discretion of the parties at a later date.

The date and manner of such payments shall be as follows:

Client hereby fully agrees to respond to final draft(s) within 72 hours in order to meet the time frames noted above.

Client hereby fully guarantees that if Client is satisfied with the Week 1, 2, and Phase 3 products delivered by Designer, Client will provide a positive review/statement on Designer’s website. Any such review will be fully owned by Designer and published on any medium. Additionally, Client fully guarantees that if satisfied with the Week 1, 2, Phase 3 products delivered by Designer, Designer will be allowed to distribute Client’s contact information. The purpose of distributing your information is to provide a professional reference for Designer’s services until the time Client has been contacted by four such prospective clients of Designer.

IV. Entire Agreement

This agreement serves as the entire agreement between the Parties, and does not establish any contractual relationship following the satisfaction of this contract. The rates as provided in this contract shall not serve as a benchmark for any future rates Designer shall charge Client for services. Any future contract for services between the Parties shall be negotiated separately and at a later time.

**BY SIGNING THIS DOCUMENT, PARTIES ATTEST THAT THEY HAVE READ THIS DOCUMENT IN FULL AND UNDERSTAND THE TERMS OF THE AGREEMENT.**

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Andras Cruz-Aedo         Date

Osa360 Consulting

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Ramon Osa      Date

Osa360 Consulting

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Dan Travis     Date

ArtofWinningTennis.com

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Ryan Hanrahan        Date

ArtofWinningTennis.com