

Invoice For

Classic Cadillac Chevrolet (2853)

Invoice Number: OP#-00092384

Salesperson: Shawn Morse Date Created: 6/23/2011

Products

Product	Description	Quantity	List Price	Total Price
Digital Marketing Package (SEO, SEM, SMM, Map Management)	<ul style="list-style-type: none"> • Includes One Search Engine and 4 Campaigns • Keyword & Market Research Analysis • Title & Page Name Optimization • Page Heading & Content Optimization • HTML Optimization • Local Listing & URL Submission Plan • Website Lead Enhancer • Monthly Web Ranking Report • PPC Keyword & Market Research Analysis • Monthly Strategy Session with Ad Budget Recommendations • Campaign Management • Bid Management • Keyword & Ad Copy Optimization • Landing Site Technology • Monthly Reporting • Optional Item for Package: ? Additional Search Engine (\$299 Set Up/\$199 Monthly) • Dealer Branded Facebook Site Set Up • Dealer Branded Facebook Site Monthly Management • Monthly Strategy Session with Budget Recommendations • 10 Dealer Specific Facebook Custom Posts Monthly • 5 Facebook Widgets • Dealer Branded Twitter Account Featuring Automated Inventory Posts • Dealer Registration and Content Syndication for Flickr • YouTube Posting (only available for customers on our inventory, ILM or CRM packages) • Dedicated Marketing Retention Manager • Weekly or Monthly Reporting Provided • Claiming and Managing Google Places • Creation of Google Bar Code • Managing 	1.0	\$2,199.00	\$1,999.00

Digital Marketing Mapping Creation and Management	<p> Yahoo Dealership Map • Managing Bing Dealership Map • Creation of Microsoft Tagging • Creation of Dealer Branded Twitter Account • Bit.ly Set up and Reporting • Monthly Strategy Session • Claiming and Managing Google Places • Creation of Google Bar Code • Managing Yahoo Dealership Map • Managing Bing Dealership Map • Creation of Microsoft Tagging • Creation of Dealer Branded Twitter Account • Monthly Strategy Session • Includes Microsoft Tagging upon dealer request </p>	1.0	\$0.00	\$0.00
Digital Marketing SEM Package	<p> • Includes One Search Engine and 3 Campaigns • PPC Keyword & Market Research Analysis • Monthly Strategy Session with Ad Budget Recommendations • Campaign Management • Bid Management • Keyword & Ad Copy Optimization • Landing Site Technology • Monthly Reporting • Optional Items for Package: ? Additional Search Engine (\$299 Set Up / \$199 Monthly) ? Additional Campaigns (\$299 Set Up / \$199 Monthly) </p> <p> • Keyword market research analysis • Market Control Dealer SEO Titles • Primary Optimization for three city specific locations • Search Engine Friendly Automotive SEO URLs • Long tail SEO • Location Specific Page heading and content optimization • Lead Generating Vehicle Detail Pages • Integrated Content Management • Inventory Specials & Featured Vehicles • Search Engine Optimized Automotive Content • Ability to Add Custom Pages • Dynamic OneClick Inventory Search • Boomerang Coupon Technology • Integrated Vehicle Video's • High Resolutions Pictures (Unique to VinSolutions) • RSS Feeds (Inventory & Specials) • Enhanced XML Sitemaps (Google, Bing & Yahoo!) • Robot.txt file • Google Analytics & VinSolutions Integrated Analytics • Local Listing URL Submission plan • Social Media Plugins • HTML Optimization • Recent Customer community specific pages • Sold Vehicle SEO Pages • Dealer Market SEO wrap • 5 SEO service driven Sub Pages • Page </p>	1.0	\$0.00	\$0.00
Digital Marketing Advanced SEO Package	<p> Integrated Vehicle Video's • High Resolutions Pictures (Unique to VinSolutions) • RSS Feeds (Inventory & Specials) • Enhanced XML Sitemaps (Google, Bing & Yahoo!) • Robot.txt file • Google Analytics & VinSolutions Integrated Analytics • Local Listing URL Submission plan • Social Media Plugins • HTML Optimization • Recent Customer community specific pages • Sold Vehicle SEO Pages • Dealer Market SEO wrap • 5 SEO service driven Sub Pages • Page </p>	1.0	\$0.00	\$0.00

Digital Marketing Social Media Management SMM Package	<p>Header Enhancement • Platinum Home Page SEO Enhancements • Dominant City SEO scroll bar</p> <p>• Dealer Branded Facebook Site Set Up • Dealer Branded Facebook Site Monthly Management • Monthly Strategy Session with Budget Recommendations • 10 Dealer Specific Facebook Custom Posts Monthly • 5 Facebook Widgets • Creation of Dealer Branded Twitter Account • Dealer Branded Twitter Account Featuring Automated Inventory Posts • Dealer Registration and Content Syndication for Flickr • YouTube Posting (only available for customers on our inventory, ILM or CRM packages) • Bit.ly Management and Reporting • Dedicated Marketing Retention Manager • Weekly or Monthly Reporting Provided • Optional Items for Package \$299 Set Up/\$199 Monthly: ? Dealer Rater Account Set Up ? Dealer Rater Monitoring for Customer Posts ? Positive Customer Testimonial Postings</p>	1.0	\$0.00	\$0.00
Digital Marketing Package (SEO, SEM, SMM, Map Management) Onetime fee	<p>Onetime fee for: • Includes One Search Engine and 4 Campaigns • Keyword & Market Research Analysis • Title & Page Name Optimization • Page Heading & Content Optimization • HTML Optimization • Local Listing & URL Submission Plan • Website Lead Enhancer • Monthly Web Ranking Report • PPC Keyword & Market Research Analysis • Monthly Strategy Session with Ad Budget Recommendations • Campaign Management • Bid Management • Keyword & Ad Copy Optimization • Landing Site Technology • Monthly Reporting • Optional Item for Package: ? Additional Search Engine (\$299 Set Up/\$199 Monthly) • Dealer Branded Facebook Site Set Up • Dealer Branded Facebook Site Monthly Management • Monthly Strategy Session with Budget Recommendations • 10 Dealer Specific Facebook Custom Posts Monthly • 5 Facebook Widgets • Creation of Dealer Branded Twitter Account • Dealer Branded Twitter Account Featuring Automated Inventory Posts • Dealer Registration and Content Syndication for</p>	1.0	\$2,199.00	\$1,999.00

	Flickr • YouTube Posting (only available for customers on our inventory, ILM or CRM packages) • Dedicated Marketing Retention Manager • Weekly or Monthly Reporting Provided • Claiming and Managing Google Places • Creation of Google Bar Code • Managing Yahoo Dealership Map • Managing Bing Dealership Map • Creation of Microsoft Tagging • Bit.ly Set up and Reporting • Monthly Strategy Session			
Digital Marketing Mapping Creation and Management Onetime fee	Onetime fee for: • Claiming and Managing Google Places • Creation of Google Bar Code • Managing Yahoo Dealership Map • Managing Bing Dealership Map • Creation of Microsoft Tagging • Creation of Dealer Branded Twitter Account • Monthly Strategy Session • Includes Microsoft Tagging upon dealer request	1.0	\$0.00	\$0.00
Digital Marketing SEM Package Onetime Fee	Onetime fee for: • Includes One Search Engine and 3 Campaigns • PPC Keyword & Market Research Analysis • Monthly Strategy Session with Ad Budget Recommendations • Campaign Management • Bid Management • Keyword & Ad Copy Optimization • Landing Site Technology • Monthly Reporting • Optional Items for Package: ? Additional Search Engine (\$299 Set Up/\$199 Monthly) ? Additional Campaigns (\$299 Set Up / \$199 Monthly)	1.0	\$0.00	\$0.00
Digital Marketing Advanced SEO Package Onetime fee	Onetime fee to build Advanced SEO.	1.0	\$0.00	\$0.00
Digital Marketing Social Media Management SMM Package Onetime fee	Onetime fee for: • Dealer Branded Facebook Site Set Up • Dealer Branded Facebook Site Monthly Management • Monthly Strategy Session with Budget Recommendations • 10 Dealer Specific Facebook Custom Posts Monthly • 5 Facebook Widgets • Creation of Dealer Branded Twitter Account • Dealer Branded Twitter Account Featuring Automated Inventory Posts • Dealer Registration and Content Syndication for Flickr • YouTube Posting (only available for customers on our inventory, ILM or CRM packages) • Bit.ly Management and Reporting • Dedicated Marketing Retention Manager • Weekly or Monthly Reporting Provided • Optional Items for Package \$299 Set Up/\$199 Monthly: ?	1.0	\$0.00	\$0.00

Dealer Rater Account Set Up ? Dealer
Rater Monitoring for Customer Posts ?
Positive Customer Testimonial Postings

Total: \$3,998.00

Shipping: \$0.00

Invoice Total

Total Due NOW: \$3,998.00

☐ Check By Fax

☐ One Time ACH

☐ One Time Credit Card Authorization

Signature

Date

Copyright VinSolutions.

CONTRACTS

HASSLES

SERVICES

6405 Metcalf Ave. Suite 400



Overland Park, KS 66202



T: 1.800.980.7488



F: 913.825.6396



www.vinsolutions.com