



## SEO Customer Bill of Rights — What you (and we) should expect on each SEO campaign and engagement.

Search engine optimization (SEO) should be a critical part of your marketing strategy. It is the best way to reach customers and prospects 24 hours a day. For the most part, you cannot be expected to know the difference between a firm that understands SEO and one that ‘talks a good game’. How do you know if they are offering ridiculous promises, guarantees that are impossible, and not following best practices? Bevelwise operates in the customer’s best interest every time. We are not here to sell you anything, we are here to help you maximize your online return-on-investment. But you have to be ready, willing, and able to do that. We have drafted this **Search Engine Optimization Bill of Rights** to ensure that proper expectations are set. This bill outlines what we will and will not do on every engagement, and also what we reasonably expect from you, our client.



### You are entitled to:

**An honest appraisal of your prospects in the search engines.** Bevelwise will always provide as accurate and realistic an SEO assessment and review of your website, keyword rankings, and the chances of improving those rankings, as possible. We follow industry best practices with everything we do related to SEO.

**A firm who’s not afraid to say ‘no’.** If you hire us, you hire us for our search marketing expertise. Therefore, if you request something that we feel may hurt your campaign, we’ll tell you so, and explain why. It may not be what you want to hear, but honesty builds trust.

**Informed Decisions.** Bevelwise bases its search engine campaigns on hard numbers: keyword search statistics, rankings, and competitiveness data. While search engine optimization is not an exact science, we can eliminate a lot of guesswork and make sure that your money is well spent and follows what the “industry” defines as best practices.

**Technical Expertise.** You can’t effectively search optimize unless you know how search engines, websites, and the various indexes/spiders work. Bevelwise staff have been doing this for over a decade in all facets of search marketing. We have cross-trained staff in search expertise and have SEO-knowledgeable web developers, designers and on-site implementation experts that will assist in various parts of our engagement.

**A Spam-less SEO Campaign.** We will never use seedy tactics such as content cloaking, redirection or site mirroring, or keyword stacking. The results you get will be sustainable, consistent, and not put you at risk. The proper, effective implementation of SEO is a marathon, not a sprint.

**Verifiable Results.** We will work with you to establish/refine your goals and set up the reporting you need to best measure your results based on these expectations. We’ll provide you with monthly analytics and ranking reports showing your ranking under specific keywords, and, if possible, traffic to your site from search engines, plus changes in user behavior on your site. You will know how well your

**As an advertiser,** the key question becomes: What percentage of my marketing budget am I willing to spend to achieve measurable goals from PPC and SEO?

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SEO campaign is working based on our agreed-upon benchmarks within 90-120 days of when the work began and continue to see progress or maintain results thereafter. (Note: Results can begin as early as 30 days based on strategy, costs, and state of your site or web presence when we begin.)

## We Are Entitled to:

**Honesty.** It takes honesty from both of us to make this effort successful. If you feel uncomfortable with our strategy, let us know. But we always work in your best interests and follow industry best practices.

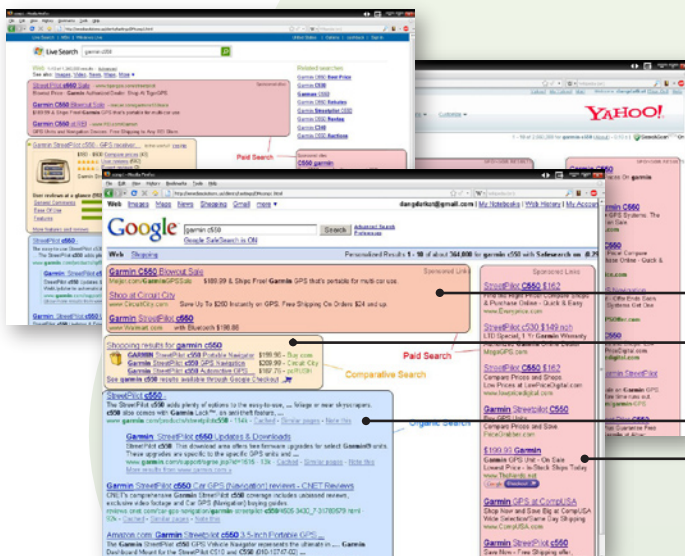
**Partnership.** This is about working together. We are here to get you to where you want to go and help you maximize the web for your benefit. Let's set expectations, work together, and work as a team. This is not about us, but about you and the results you want.

**Feedback.** We need your input! For a search engine optimization campaign to work, we need to know whether you are happy with the keywords and strategies we recommend. Don't be afraid to give us your opinion—we can take it. We are not here to sell you something but get you the results you want and need.

**Your Trust.** If you hire us, then you've likely talked to a few of our current search clients, and trust is our number one priority. We treat your money as if it is our own. If you feel uncomfortable with anything regarding our engagement with you, we expect you to tell us. We always work in your best interests.

**Time for Results.** Search engine optimization doesn't happen over night. Typically, a solid campaign takes a minimum of three months to move the needle and really 9-12 months to really of concerted effort to maximize your results. We can turn the faucet on with certain marketing campaigns and pay for results methods, but true optimization with take more time and effort, especially on a national or global scale versus local.

**To thrive** within this new economic reality, advertisers need cost certainty and measurable results. Working with the right search marketing firm will ensure realistic budgets and attainable targets.



### The essential elements of a Search Engine Results Page (SERP):

- Top two to three PPC bids for the searched term show here according to which bid/ad/URL the search engine determines to be the best match and most relevant.
- Integration of products into Google Base allows a product listing with price to show here automatically based on searched term.
- Natural/organic results are pulled directly from page descriptions in the meta-data of a web page that is optimized to match the searched phrase.
- Secondary PPC positioning for lower keyword bids, less important keyword value, and if first page results aren't as critical.

**NOTE: 82% of all click activity occurs on the top 5 SEPR results.**

marketing • advertising • strategy • software development • search engine optimization (SEO)  
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