



Digital Marketing Check-Up Services Agreement

A. Employment

This document serves as a Letter of Agreement between Burgess Advertising & Marketing (referred to as the "Agency"), and _____ (referred to as the "Company").

B. Scope of Work

- A complete web analysis of your current web content, functionality and usability including:
 - Website Design and Development
 - Search Engine Optimization (SEO)
 - Search Engine Marketing (SEM)
 - Social Media/ Blogging
 - Email Marketing
- A detailed and comprehensive summary report with actionable recommendations to be considered for implementation will be delivered within three (3) weeks of the execution date of this agreement.

C. Compensation

- Digital Marketing Check-up \$1500*
(which covers approximately 15 hrs of agency time)
*If signed by July 31, 2015 the cost is \$1200
- Terms: 50% deposit due upon signing of contract

D. Confidentiality

In order for the Agency to perform the digital audit services, it may be necessary for the Company to provide the Agency with confidential information regarding the Company's business products and digital account logins. The Company will rely heavily upon the Agency's integrity and prudent judgment to use this information only in the best interests of the Company.

In order for Burgess to begin the Digital Marketing Check-up, we will require "read-only" access to the following accounts:

- Content Management System (CMS)
- Google Analytics
- Social Media Accounts
- Email Marketing Platform

E. Rights to Work Produced:

Any material or ideas prepared or proposed by us but not used or paid for by you will remain our property to use as we see fit, including use for other clients, provided that such use does not involve the release of any confidential information.

F. Rights of Parties:

You will indemnify and hold us harmless with respect to any claim, suit or proceeding instituted by a third party which results from the use by us of material furnished by the Company or where material created by us is substantially changed by you. Information and/or data obtained by us from you to substantiate claims made for the Company shall be deemed to be "material furnished to us by the Company" if transmitted in writing by the Company or if the Company approved an advertisement which contains the claim substantially in the form supplied by the Company.

In Witness whereof, the Parties have executed and delivered this Marketing Services Agreement on the date as indicated below..

Burgess Advertising & Marketing**COMPANY:** _____

By: _____

By: _____

Print Name: _____

Print Name: _____

Title: _____

Title: _____

Date: _____

Date: _____

Please sign and email back to Andrew Kessler, Digital Marketing Strategist, at andrew@burgessadv.com.