



CLICKCONSULT*

SERVICE LEVEL AGREEMENT

CLIENTS

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CLICK CONSULT LTD

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OUR APPROACH IS ETHICAL,
OUR STRATEGIES ARE
BESPOKE, OUR TACTICS
ARE TRANSPARENT & WE
UNDERSTAND THAT SUCCESS
ONLY HAPPENS BY ENGAGING
BOTH MAN & MACHINE

Please note: This document provides an overview of all our available services.
Each client will receive their own bespoke selection of services from this
range as agreed in their client contract.



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SERVICE LEVEL AGREEMENT

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**WE ARE ETHICAL IN OUR
METHODS, FOCUSED ON YOUR
GOALS, AND ABOVE ALL,
TRANSPARENT IN THE
WAY WE OPERATE**





1.0 OUR APPROACH

1.1 OUR CORE VALUES

At Click Consult, our skilled team of professionals conform to a set of core values to guarantee that we provide unparalleled digital search marketing services to each client.

As outlined in our mission statement, “our approach is ethical, our strategies are bespoke, our tactics are transparent and we understand that success only happens by engaging both man and machine”.

Our ethical approach to our services means that we stay ahead of the ever-changing digital marketing curve, ensuring that our strategies conform to the latest search engine and Google Webmaster quality guidelines. Indeed, we keep our finger firmly on the pulse of search engine activity to ensure that each of our services complies with the latest algorithms and updates.

Our bespoke strategies allow us to tailor our services to the goals and objectives of your company. Your website’s strategy will be devised after a detailed discovery procedure, which involves us analysing many aspects of your business, including where you sit within your marketplace and benchmarking you against your competitors.

Our transparent tactics allow you to view the workflow we deliver, the tasks we work on and the files we share, meaning that not only can you pass comment on your project, but that you’re part of our team too. You can see exactly what we’re doing to provide measurable results for your business.

Finally, by engaging both man and machine, we utilise best practice methodologies and industry-leading tools to provide premium digital marketing services.

By choosing our experts at Click Consult to take ownership of your bespoke search and inbound marketing strategies, you will enter into a productive relationship with the ultimate goal of maximising your company’s return on investment.

A vertical chain of metal links, with a central orange band containing text. The chain is composed of several interlocking links, with the central link being the most prominent. The background is a light, muted blue-grey color. The text is centered within the orange band and is written in a bold, sans-serif font. The top and bottom portions of the image show the continuation of the chain, with the top link partially cut off and the bottom link partially cut off.

**WHILE MANAGING YOUR DIGITAL
MARKETING, WE WILL
MONITOR & ADAPT YOUR ONLINE
STRATEGY & AIM TO SURPASS
YOUR EXPECTATIONS**



2.0 OUR FOCUS

Return on Investment for clients We understand that you want to see a return on your investment, so we constantly monitor and adapt your online strategy on a quarterly basis to put you in the strongest position to maximise your revenue.

Achieving results We hope that working with Click Consult will be a long-term relationship and we understand that the only way to guarantee this is to deliver results. While managing your digital marketing requirements, we will constantly set new goals and aim to surpass your expectations.

Customer/client relationships Conversation is key and in order to fulfil your brief, we must talk with you and listen to you. We will remain vocal throughout the relationship; highlighting areas that we feel will benefit your business.

Transparency Honesty truly is the best policy and at Click Consult that's exactly what you'll get. We are a conscientious partner to work with, continually assessing your needs and raising the points we feel will help achieve maximum results. We also offer you an insight into how we work so that you feel at ease within the partnership.

Maintaining our status as a thought leader We strive to maintain our position at the forefront of our industry and continue to be a thought leader. One of the ways in which we have achieved this, is by producing a premium range of eBooks and whitepapers based on technology, research and industry best-practices. This helps to position us at the forefront of search and inbound marketing and helps us to stand above our competitors.

3.0 OUR TEAM



Matt Bullas CEO & Founder For over a decade, Matt Bullas has demonstrated his expertise in digital marketing and collected a portfolio of prestigious awards in recognition of his success. After executing a fruitful business model selling pre-paid international phone cards which he promoted through Pay Per Click campaigns, Matt identified a niche in the market and digital agency Click Consult was born in 2003. In 2011, Matt was recognised as the 'Business Person of the Year' by the Cheshire Business Awards and later fought off competition from UK entrepreneurs to win the Digital and Media Entrepreneur of the Year award. In 2013, Click Consult was ranked as one of the top 10 digital agencies in the north west of England and voted as one of Econsultancy's best digital agencies in the UK. Matt has worked with some of the world's leading brands including Procter & Gamble, Vodafone, O2, Virgin, Panasonic, Sony, Alba, Bush, T-Mobile, BT, Philips, Tefal, Samsung, Toshiba, LG, Sharp, Bosch and Russell Hobbs.

Email: matt.bullas@click.co.uk



Chris Norton Organic Search Director Chris has ten years' experience in digital marketing working with a number of large digital agencies. He has been a global organic search (SEO) / search consultant for some of the biggest brands in the world including Lexus, Toyota, General Motors, Volkswagen, Jumeirah Hotels, Atlantis The Palm, Fairmont Hotels, Siemens, Dyson, Coca Cola, Umbro, The Co-operative Group, Bridgestone, MTV, BBC, Ofcom, Channel 4, Allianz Insurance, Gold Medal Travel, GlaxoSmithKline (Heinz, Ribena, Lucozade & Horlicks), Maplin Electronics, Persimmon Homes, HomeForm Group, DFS and Sony BMG. Chris's main areas of expertise are in organic search (SEO), content marketing, paid search, social media and affiliate and mobile marketing. He is skilled at managing organic search projects including multi-lingual, international and fully-integrated digital campaigns.

Email: chris.norton@click.co.uk



Alan Reeves Paid Search Director Alan first joined Click Consult in 2008. His industry qualifications include Google Partners certification in Search Advertising and Display Advertising, Bing Ads Accredited Professional, Google Analytics Individual Qualification and certificates in Digital Analytics Fundamentals and Platform Principles. With over seven years' experience in search marketing and analytics, Alan is adept at creating successful Paid Search and Conversion Rate Optimisation campaigns for our clients.

Email: alan.reeves@click.co.uk



Julie Sowa Client Services Director Julie joined Click Consult in July 2010 as a Business Development Manager and is responsible for the strategic direction of the Business Development and Account Management teams, ensuring commercial growth through new and existing business. Julie’s experience and skills include effective client negotiation, relationship management and conflict resolution. She has a degree in Business Marketing from Manchester Metropolitan University. Julie also holds a diploma with distinction for psychoanalysis and hypnotherapy and for anatomy and physiology.

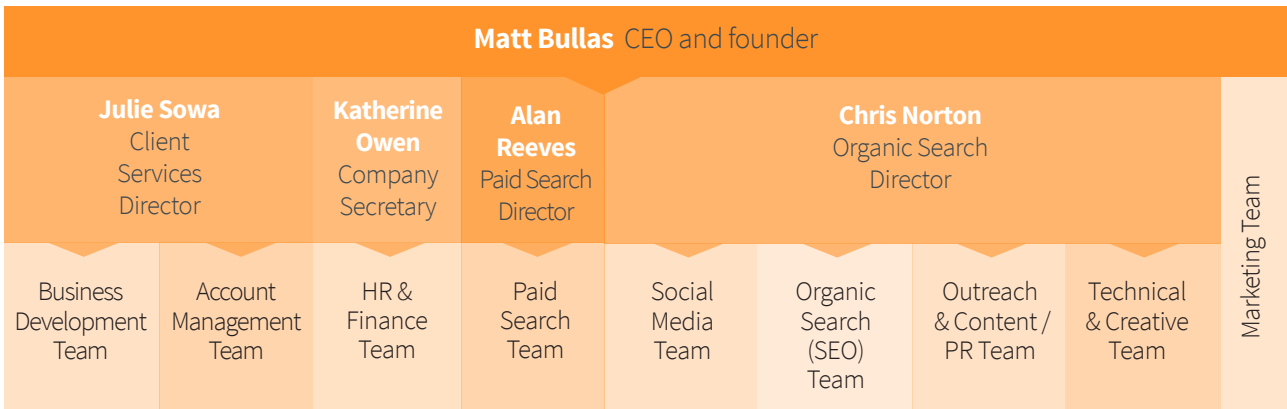
Email: julie.sowa@click.co.uk



Katherine Owen Company Secretary Katherine joined Click Consult in June 2012. She attended Nottingham Trent University where she graduated with a degree in Law (LLB) before attending the College of Law Chester. Prior to working at Click Consult, Katherine worked as a solicitor for Iceland Foods and Halewood International Ltd. In both roles, Katherine was responsible for advising internal and external clients on matters relating to employment law, intellectual property, corporate law and other key areas. Katherine is responsible at Click Consult for compliance, human resources, and ensuring Click Consult’s internal processes are of an exceptional standard to provide a high level of service to our clients and a great place to work as an employee.

Email: katherine.owen@click.co.uk

Company Structure



4.0 SUPPORTING TECHNOLOGIES



DOUBLECLICK



GOOGLE ANALYTICS



LINK RISK



DISPLAY PLANNER



ADOBE CREATIVE SUITE



BING WEBMASTER TOOLS



SEO BOOK



USABILITY HUB



SEARCH METRICS



VISUAL WEB OPTIMIZER



RESPONSETAP



KEYWORD PLANNER



For detailed information on the technologies we use visit
www.click.co.uk/about-us/supporting-technologies



COPYSCAPE



CLICKTALE



GROUPHIGH



BING ADS INTELLIGENCE



LINK DETOX



GOOGLE TAG MANAGER



GOOGLE WEBMASTER
TOOLS



LINK DETECTIVE



MAILCHIMP



MOZ



MAJESTIC SEO



RAVEN TOOLS



RAFFLECOPTER



PIVOTAL TRACKER



SEM RUSH



For detailed information on the technologies we use visit
www.click.co.uk/about-us/supporting-technologies



AS A CERTIFIED GOOGLE
PARTNER WE ARE EMPOWERED
TO MANAGE GOOGLE
ADWORDS CAMPAIGNS



GOOGLE



www.click.co.uk/about-us/accreditations/

5.0 OUR ACCREDITATIONS

At Click Consult, we're honoured to be affiliated with a number of professional associations and to have been recognised by a plethora of accredited bodies.

GOOGLE PARTNER



Earning Google Partner status means we are empowered to manage Google AdWords campaigns. To become a partner, our paid search team must pass exams in paid search and display advertising. We are also required to prove that we implement best practices when managing our clients' accounts.

BRITISH INTERACTIVE MEDIA ASSOCIATION (BIMA)



As a member of BIMA, also known as British Interactive Media Association, we benefit from access to market data and intelligence through links with government departments and professional bodies. Our membership also entitles us to attend regular talks and conferences on key industry issues, meaning that we are constantly moving with the times.

VISUAL WEBSITE OPTIMIZER



Visual Website Optimizer is a suite of conversion rate optimisation (CRO) testing tools. We are officially certified by Visual Website Optimizer to provide A/B and multivariate testing solutions and services. We are also highly experienced in using the service's range of usability testing tools, which allow us to get qualitative data for how we can improve our clients' websites and landing pages.



INTERNET ADVERTISING BUREAU (IAB)



The IAB, also known as Internet Advertising Bureau UK, represents the interests of the digital advertising industry within the UK. Its aim is to educate, promote growth and safeguard the industry's future. As a member of the IAB, we have access to IAB research, case studies and advice on regulatory affairs. We also receive discounts on all training courses and have the opportunity to change the industry and have our voice heard, by participating in IAB councils.

ACT-ON



Act-On provides an industry-leading marketing automation platform, which allows businesses to effectively market online. As an Apex Agency Partner, Click Consult can leverage Act-On to develop your inbound marketing strategy, helping you to increase lead generation, create nurturing campaigns and convert your leads into customers.

BINGS ADS



At Click Consult, we have undertaken training on managing and optimising Bing Ads campaigns and have proven our expertise by passing the Bing Ads Accredited Professional Program exam. As an accredited member, we are kept up to date with the latest information, tools and training on Bing Ads for effective campaign management.



6.0 OUR AWARDS

Click Consult's dedication has also been recognised in the form of many prestigious accolades and awards.

THE DRUM DIGITAL TOP 100 2012

Click Consult was listed as one of the highest performing UK agencies by monthly marketing publication, The Drum

ECONSULTANCY TOP 100 DIGITAL AGENCIES 2013, 2014

Click Consult was recognised as one of the best digital agencies in the UK, by influential industry community, Econsultancy

THE DRUM DIGITAL TOP 10 NORTH WEST AGENCIES

Click Consult was ranked as one of the best digital agencies in the North West region

THE DRUM DIGITAL CENSUS TOP 100 2013

Click Consult was listed among the best agencies in the UK by monthly marketing publication, The Drum. The list recognises organisations that have high client satisfaction ratings, are highly regarded by peers and are performing consistently well financially.

WE AIM TO GROW YOUR
NATURAL SEARCH PRESENCE &
VISIBILITY IN AN EFFECTIVE
& SUSTAINABLE MANNER



7.0 ORGANIC SEARCH PROCESS

7.1 OUR METHOD

Click Consult's aim for your organic search (SEO) campaign is to seek to develop and grow your natural search presence and visibility in an effective and sustainable manner. We endeavour to achieve these results using the methods outlined below.

Effective and creative keyword strategies We believe an effective keyword strategy is the foundation of any successful SEO campaign. As well as looking at a few high volume phrases, we will look at the search patterns right through to the long tail of search in your areas.

A compliant and effective SEO platform We will technically optimise your whole website platform, ensuring we have done everything possible to remove any technical impediments to effective performance on the search engines. We will endeavour to ensure that your site sends positive signals to the search engines.

Quality web content We will advise on the current content structure of your website and develop specific content so that search engines can fully understand your business.

High quality content outreach and engagement process Engaging with bloggers and other industry voices is a great way of creating quality, relevant, authoritative and most importantly, organic backlinks for your website. We will use our substantial existing relationship base and contacts to engage with key opinion-formers within your industry on your behalf, as well as implementing a detailed research process to engage with new bloggers on an ongoing basis.

Detailed reporting, analysis and feedback Your strategy will be reviewed on a quarterly basis so that all improvements and changes in campaign performance are taken into consideration when creating campaign workflow. This allows us to adjust and optimise your strategy accordingly.



7.2 CAMPAIGN SETUP

As part of the campaign setup process, you will be contacted to arrange a convenient time for a meeting or a teleconference call with your designated Account Manager and members of the Organic Search (SEO) team, along with any other relevant team members based on your proposed strategy.

The objective of this meeting is to review and discuss the details in the organic search brief, which will have been sent to you in advance of this meeting. This will allow us to finalise our understanding of your business objectives and will allow us to:

- Gain a detailed insight into your business and marketplace
- Analyse your core business metrics
- Establish campaign objectives
- Understand your competitors and target customers
- Determine technical opportunities and limitations and the best method for making on-page changes
- Get to know you!

7.3 TECHNICAL & DISCOVERY AUDITS

The next stage of the campaign setup process involves us executing the main technical and discovery audits. These are designed to help us fully understand, analyse and document everything we need to know regarding your organic search campaign. Our technical and discovery audits are detailed below.



Google Analytics audit We will review the setup of your Google Analytics account to see if you are making the most of this platform and that all data for the campaign is as insightful as possible. The Google Analytics audit document is six pages long and contains 15 checks, which cover the following:

- Setup
- Conversions
- Tagging

We will also make any necessary corrections and adjustments when we have access to do so.



Webmaster Tools audit This involves us conducting a review of your Webmaster Tools account, to understand all the information Google is telling us about your website and checking that all settings are correct. The audit document is ten pages long and contains 20 individual checks, including:

- Settings
- Search Appearance
- Search Traffic
- Google Index and Crawl
- Security
- Messages

We will make any relevant corrections and/or adjustments when we have permission from you to do so.



OUR AUDIT DOCUMENTS ARE
TYPICALLY OVER 40 PAGES IN
LENGTH & CONTAIN
25 SITE-WIDE CHECKS AND
14 PAGE-SPECIFIC CHECKS





Full technical audit This will include an audit document and best practice guide, regarding all aspects of technical on-page optimisation. The full audit documents are usually over 40 pages in length and contain 25 site-wide checks and 14 page-specific checks, which are usually made individually on three page templates on the site. More information on site-wide and page-specific checks is detailed below.

What's included in a site-wide check?

- i. Domain and Server
- ii. Site Structure
- iii. Navigation and URL Structure
- iv. Canonicalisation
- v. Indexing
- vi. Redirects
- vii. 404 pages
- viii. Meta Tags
- ix. HTML site and Speed

What's included in a page-specific check?

- i. Homepage
- ii. Category Pages
- iii. Products Pages – where needed
- iv. Content Pages - where needed

As part of the audit process, we will make simple corrections and adjustments when we have access to do so. If for any reason you do not grant us access to your site, we will make sensible and proportionate suggestions in a report format for work that can be carried out by you to try to resolve any potential issues.



Content Audit The content audit provides constructive feedback on the quality and targeting of content, and recommendations for content improvement. The content audit document includes:

- Best Practice Guide
- Homepage
- Categories
- Content Pages
- Blog Pages
- Site Keyword Balance



Link Profile Analysis We will analyse the link profile of your site, to gain a full understanding of all aspects of the link profile, risks and opportunities going forward. We will pay particular attention to the link building techniques previously used on the site and perform a risk analysis, to try to identify a potential future Google penalty. It is important that your strategy is future-proof and sustainable. Details of what is included in the link profile analysis can be found below.

- Link Stats
- Top Authority Links
- Top Authority Domain
- Anchor Text
- Link Distribution
- Link History
- Social Signals
- Link Toxicity
- Link Geography and TLDs
- Types of Links



Semantic Mark-up Audit Our semantic mark-up review comprises of a 19+ page audit and best practice guide relating to the possible uses of semantic mark-up on your site. The audit will identify all possible opportunities where semantic mark-up optimisation could be utilised.

7.4 CONTENT CREATION TEAM

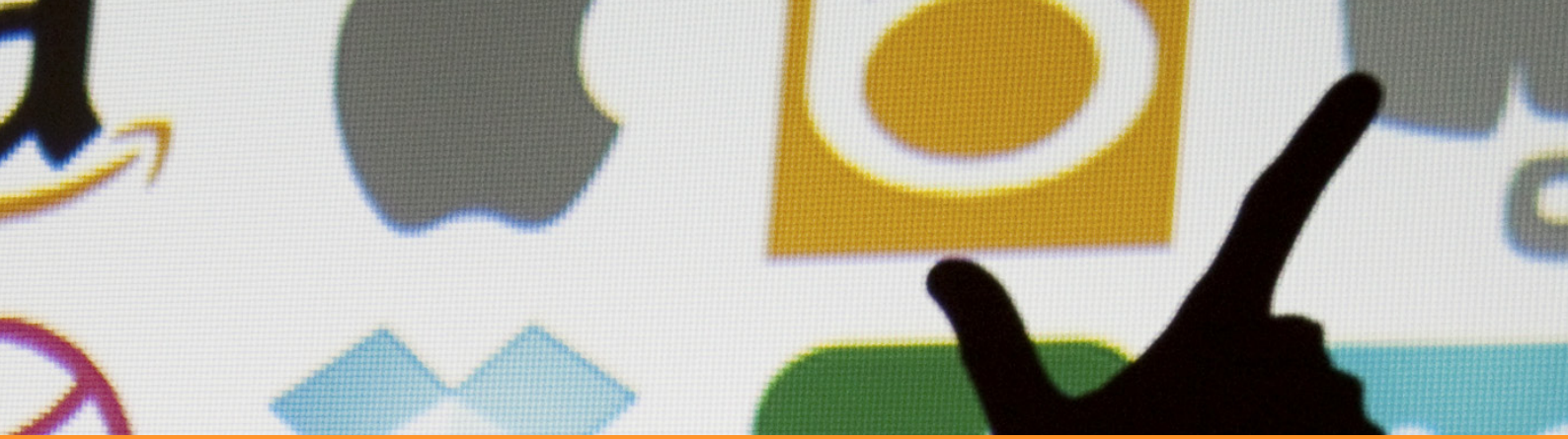
Our content is created by a team of dedicated writing professionals, who write each piece of content after a thorough content ideation process. The content ideation process allows us to:

- Devise creative ideas for blog posts
- Discuss topics of interest within your specific sector
- Gain an insight into your core business practices
- Review what kind of content really stands out

The next step involves our team of professionals crafting your content. The time it takes for us to begin producing content is based on the brief submission date and level of information acquired in our content ideation process.

The writing phase will include:

- Persona Review based on Discovery
- An analysis of the brief and consideration of identified keywords
- Styling the tone of voice so that it is appropriate for clients, and for anywhere else the content may be published
- Content creation across a shareable platform with other writers
- Submission for approval from client



WE CAN HELP YOUR HIGH QUALITY
CONTENT BE SEEN BY THE PEOPLE
THAT MATTER - YOUR CUSTOMERS
AND PROSPECTS - THROUGH LINKS &
SOCIAL OUTREACH





8.0 OUTREACH & CONTENT ENGAGEMENT

8.1 ENGAGEMENT

‘Outreach’ refers to the process of placing high quality, targeted content on relevant publications such as blogs and websites where your target audience will see it. We take a dedicated approach to identifying the relevant publications where your content is most likely to be engaged with and ultimately, generate leads.

From research to delivery, we take a guided approach to understanding where conversations occur and matching the requirements of your target audience.

The first stage of an effective outreach strategy is researching who will publish your content and give you a link back to your website. This will provide exposure for your brand and play an important role in your organic search strategy. The research we conduct on industry relevant bloggers includes the below:

- A comprehensive search based on identified keywords across a broad spectrum of bloggers
- First contact with identified bloggers
- Positive approaches logged in industry specific outreach software
- All contacts are reviewed to include their social reach
- Utilise existing industry outreach databases already collated by our team

Once content outreach opportunities have been identified and contacts have been made, we utilise our relationships with bloggers and publishers to place your high quality content in front of the people that matter – your customers and prospects.

This optimises your chance of earning valuable backlinks for your website as interested readers are likely to engage with and share your content, which involves republication and equals more organic links.



8.2 WHY AN AGENCY CANNOT COMMIT TO AUTHORITY PLACEMENT STRUCTURES

It is not possible for us to guarantee elements such as domain authority as provided by other agencies. This is because we engage placements to maximise the republication of links.

For example, a website may have a lower domain authority but a significant social following, so the content could be shared to – for the sake of this example - 50,000 Twitter followers. The content could then be republished, earning several more natural backlinks by adopting this placement methodology.

Our ethos at Click Consult is that the same approach does not fit every client. For this reason, we operate strictly using the method outlined above to ensure we provide maximum value to our clients, as opposed to placing content on potentially inflated Domain Authority sites that will not be sustainable to your longer-term strategy.

8.3 CONTENT ENGAGEMENT EXAMPLE

OUTREACH PLACEMENTS

CLIENT DOMAIN
http://www.gigantic.com/

WORKFLOW
1 Creative Blog (ADDITIONAL)

PLACEMENTS

BLOG DOMAIN	POST URL	BLOG AUDIENCE	DOMAIN AUTHORITY	MOZ RANK
http://www.gigantic.com/	http://www.gigantic.com/2014/06/04/festival-essentials-what-to-bring-if-youre-a-festival-newbie/	9,787	34	55

SOCIAL REACH

BLOG DOMAIN	FACEBOOK AUDIENCE	TWITTER AUDIENCE
http://www.gigantic.com/	894	26,308

0845 205 0292
K

WWW.CLICK.CO.U

▲ An Example of an Outreach Placement Document for Gigantic.com with the resulting article and link

HTF TELEMAN BREAKFAST

Festival Essentials! What To Bring If You're A Festival Newbie (Sponsored Post)

Posted by: Chris HTF | March 13, 2014

29,168 Followers | 10,585 Fans | 1,981 Subscribers

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LATEST FEATURES

- Money > Talent? My Own Thoughts on Music. June 5, 2014
- Pharrell Williams | Dressed To Kill | June 2014
- Spotting Of The Week - Spirituality - Reykjavik 2010 June 5, 2014
- Avenged Sevenfold - Waking The Fallen | Ten Years On June 4, 2014

LATEST REVIEWS

- Roman Holiday NARS Velvet Matte Lip Pencil | Beauty Review | June 2014
- Ghost Town - Islington Academy - 28-05-14 | Live Review
- Nine Inch Nails - 02 Arena, London - 23/05/2014 | Live Review
- The Winery Dogs - 'Unleashed In Japan' | Live Album Review

FEATURED VIDEO

A close-up photograph of a brass telescope mounted on a metal base. The telescope is positioned horizontally, with its lens pointing towards the right. The background shows a cityscape at sunset, with buildings and trees visible under a clear blue sky. The lighting is warm, suggesting the golden hour.

**WE BUILD PROGRESSIVE
PAID SEARCH CAMPAIGNS
TO AGREED KPIS & TARGETS
WHILE CONTINUING TO MAKE
RECOMMENDATIONS
BASED ON YOUR GOALS**



9.0 PAID SEARCH PROCESS

Our objective for paid search is to optimise campaigns in a progressive manner. We will build, maintain and optimise your paid search campaigns to agreed KPIs and targets while continuing to make recommendations based on your marketing objectives.

9.1 CAMPAIGN SETUP

You will be contacted to arrange a convenient time for a meeting or a teleconference call with your designated Account Manager. The objective of this meeting is to finalise the details in the paid search brief and to provide any other relevant information for the campaign build or existing campaign optimisation.

The paid search brief will allow us to:

- Gain an insight into your business and its market
- Gain an insight into your core business metrics
- Establish campaign objectives
- Set KPIs and targets
- Agree reporting structure and frequency

The next stage is for us to complete the initial campaign build or existing campaign optimisation. This will include:

- Account setup across required search engines, typically Google, Yahoo & Bing
- Extensive keyword research
- Writing relevant and engaging ad copy
- Ad extensions setup
- Strategic target implementation
- Technical setup (Google shopping audit, AdWords Scripts and Automations)
- Conversion goals and ecommerce setup

After you have reviewed and approved your campaign build, we will execute the campaign.



9.2 REPORTING STRUCTURE AND FREQUENCY

During the campaign setup phase, we will agree the reporting structure for your paid search campaigns.

Each client receives a paid search report and a bespoke Google Analytics dashboard, which provides a full view of all paid search activities we execute. Clients using DoubleClick bid management software will also receive a double DoubleClick executive report.

Reporting structure and frequency will be agreed during the campaign setup phase to ensure you get the information you need when you need it.

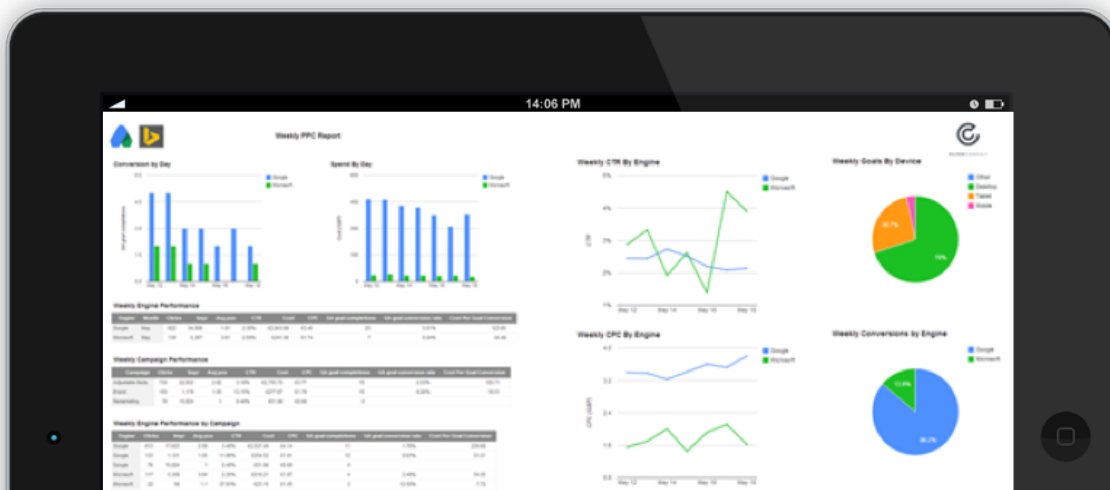
ANALYTICS REPORTING EXAMPLE



Google

GOOGLE ANALYTICS

DOUBLECLICK REPORTING EXAMPLE



DOUBLECLICK



9.3 NEW CAMPAIGN PEER REVIEWS

Week one peer review All new accounts will receive a full peer review after one week. The purpose of this review is to fully audit the campaign setup process to make sure all setup procedures and best practice methodologies have been followed and if further improvements can be made.

Month one peer review All new accounts will receive a full peer review after one month, with the aim of ensuring all campaign management procedures and best practices have been followed and they are having the desired effect on performance.

This includes a detailed review of:

- Account performance (KPIs and targets)
- Budget
- Quality assurance
- Campaign opportunities
- Feedback and recommendations
- Reporting
- This process is repeated on a monthly basis



9.4 ONGOING OPTIMISATION & QUALITY ASSURANCE

All campaigns receive ongoing optimisation and quality assurance on a monthly basis. This workflow ensures we are surpassing or moving towards your KPI and targets, best practise is being followed and progressive recommendations are being made. Tasks include:

- Attribution analysis, to analyse the impact PPC has on a consumer purchase in relation to all channels used
- Competitor analysis, to determine PPC activity of competitors
- Impression share review, to analyse the percentage of impressions that you received, divided by the estimated number of impressions that you were eligible to receive
- Geographical expansion, to optimise geographical targeting
- Keyword research , to find, refine, and organise keywords
- Negative keyword reviews, to find, refine, and organise them
- Ad reviews, to optimise ad performance
- Ad extension reviews, to optimise ad extensions
- Mobile ad review, to optimise mobile-specific ad copy
- Improve campaign structure, to refine and organise campaigns, ad groups and keywords
- Keyword bidding , to review keyword bidding strategies
- Device multipliers, to set and adjust bid modifies based on device
- Day parting, to set and adjust bid modifies based on the time of day and day of the week
- Location modifiers, to set and adjust bid modifies based on location
- Search remarketing , to tailor your keyword bids and ad text for people who have previously visited your website
- Placement bidding, to optimise managed placements
- Dynamic remarketing, to remarket to prospects based on products visitors have previously viewed
- Demographic adjustments, to optimise demographic targeting
- Reach and frequency report, to gain an insight into how many users saw your site-targeted ad and how often they viewed them
- Placement audit, to find, refine, and organise placements
- Campaign objectives , to review and set campaign objectives
- Campaign KPIs, to review and set KPIs and targets



AS PART OF YOUR MONTHLY
ACCOUNT MANAGEMENT YOU
WILL RECEIVE REGULAR UPDATES,
BESPOKE MEETINGS &
A DAILY POINT OF CONTACT



10.0 MONTHLY ACCOUNT MANAGEMENT

Our Management Process



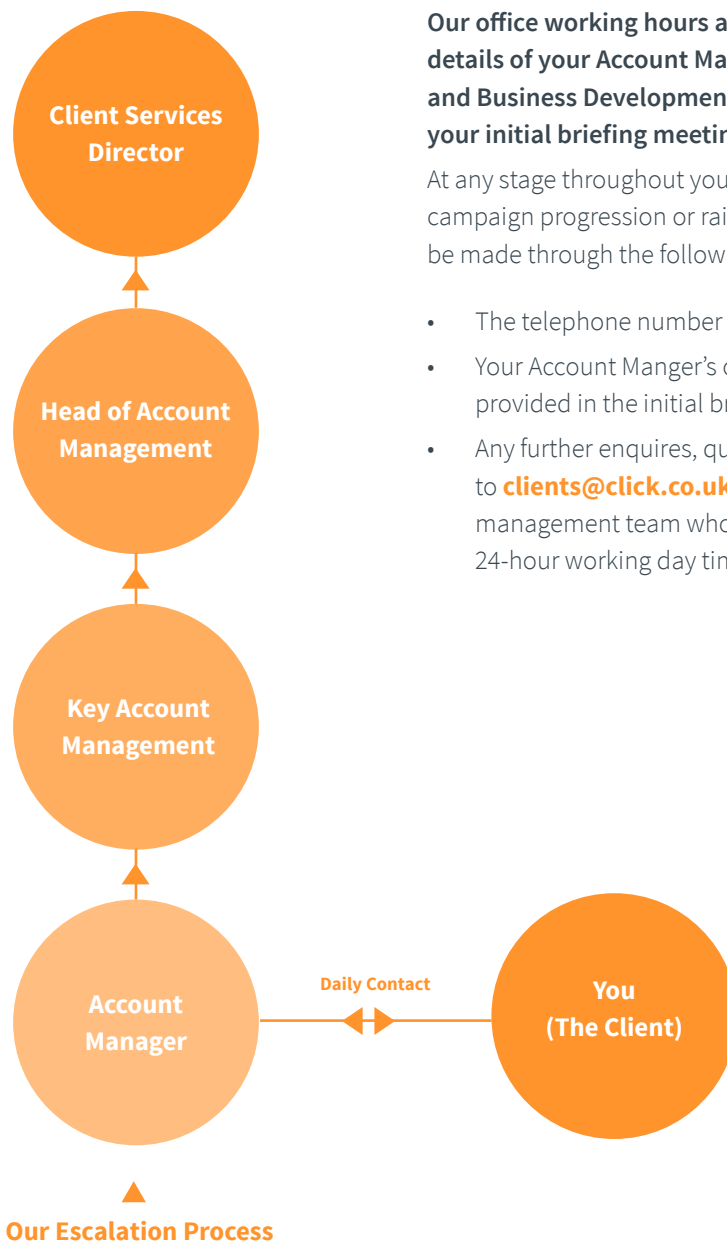
The diagram below illustrates our management structure and the relationship between you, your Account Manager and the rest of the Click Consult team. As part of the monthly account management setup you will receive:

- Points of contact for the client
- Weekly update calls
- Bespoke meetings arranged to suit client’s requirements
- Reporting (weekly, monthly or bespoke) with ongoing workflow updates
- Agenda for meetings provided via email prior to call/meeting
- Call/meeting notes, via email after the call/meeting



AT ANY STAGE THROUGHOUT
YOUR PROJECT YOU WILL BE
ABLE TO DISCUSS CAMPAIGN
PROGRESSION OR RAISE ANY
QUERIES YOU MAY HAVE

11.0 CUSTOMER SERVICES & SUPPORT



Our office working hours are Monday to Friday 9am – 5pm and details of your Account Manager, Head of Account Management and Business Development Client Director will be provided in your initial briefing meeting.

At any stage throughout your project you will be able to discuss campaign progression or raise any queries you may have, contact can be made through the following contact information:

- The telephone number for Click Consult HQ is **0845 205 0292**
- Your Account Manger’s office and mobile number will be provided in the initial briefing meeting as standard
- Any further enquires, queries or complaints can be escalated to **clients@click.co.uk** which will be forwarded to our senior management team who will endeavour to respond within a 24-hour working day timeframe

THROUGHOUT YOUR
PROJECT YOU WILL RECEIVE
REGULAR UPDATES & REPORTS
DETAILING ALL ASPECTS OF
YOUR CURRENT CAMPAIGN
AGAINST YOUR OBJECTIVES



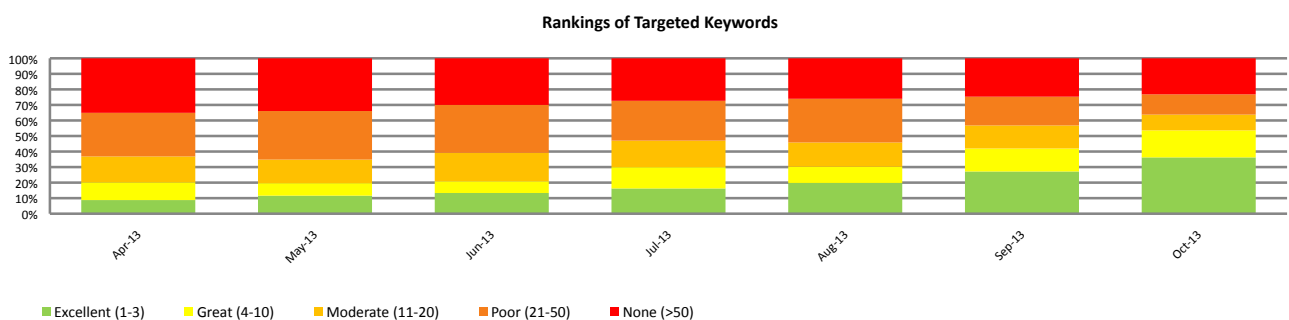


12.0 REPORTING

Throughout your project you will receive regular updates and reports from your Account Manager detailing all aspects of your current campaign, these will include:

- Quarterly strategy and workflow document
- Ongoing workflow through the quarter shared via Google Docs
- Access to our reporting portal, Raven Tools
- Monthly reports and dashboards set up in Raven Tools
- Bespoke reporting (if required)
 - E.g. breakdown of site traffic/revenue
 - Performance analysis
- Monthly ranking report
- Analytics dashboards

EXAMPLE OF CHART SHOWING MONTHLY MONITORING OF TARGETED KEYWORD PROGRESSION





13.0 FINANCE PROCESS & INVOICING

All regular monthly invoices are raised on the 1st of each month for the following month's fees, with 30-day payment terms. For example, an invoice will be raised on 1st June for July fees.

Initial invoices, however, will be pro rata from the contract start date to the end of that month with immediate payment terms. For example, if your contract start date is 10th June, the invoice will be calculated from 10th – 30th June. The invoice to cover the following month's fees will also be issued at that time and payment terms will be in line with payment being received on the 1st of that month.

Invoices for additional fees or one-off charges will be issued the day this is processed. Payment terms will vary. However, in the majority of cases, we will require immediate payment.

BANK TRANSFER

Payment can be made via bank transfer, cheque or credit/debit card. Details of these are below.

Barclays Bank PLC, 38 Market Street, Crewe CW1 2ET

A/C: **Click Consult Limited**

A/C No: **90457507**

Sort Code: **20-24-09**

IBAN: **GB62 BARC 2024 0990 4575 07**

Swift: **BARCGB22**

CHEQUE

Cheques to be made payable to "**Click Consult Limited**" and sent to:

Finance Department
Click Consult Limited
Unit B1, Willow House
Oaklands Office Park
Hooton Road
Hooton, CH66 7NZ

CREDIT/DEBIT CARD

For credit/debit card payments please contact the Finance Department on **0845 205 0292**. Please note, a 2% surcharge will be added to all card payments.

For any finance enquiries, please email **finance@click.co.uk**



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WE LOOK FORWARD TO
WORKING WITH YOU AND
ENJOYING A SUCCESSFUL
PARTNERSHIP





LET'S BEGIN

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