CLICKCONSULT®

SERVICE LEVEL AGREEMENT

CLICK CONSULT LTD

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0845 205 0292

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Always growing. Always evolving. We're dynamic.
We're driven. We're experts. **Simple.**

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SERVICE LEVEL AGREEMENT

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The best results are underpinned by careful planning, and such strategies should take advantage of the latest and best technology, must be creative and inspire genuine relationships whilst delivering ROI

1. OUR APPROACH

At Click Consult, we make it our mission to recruit for a range of core values alongside relevant skills and experience. Our commitment to continually invest in research and development, combined with our industry expertise and a drive to lead rather than follow, places us in a unique position to deliver search marketing excellence.

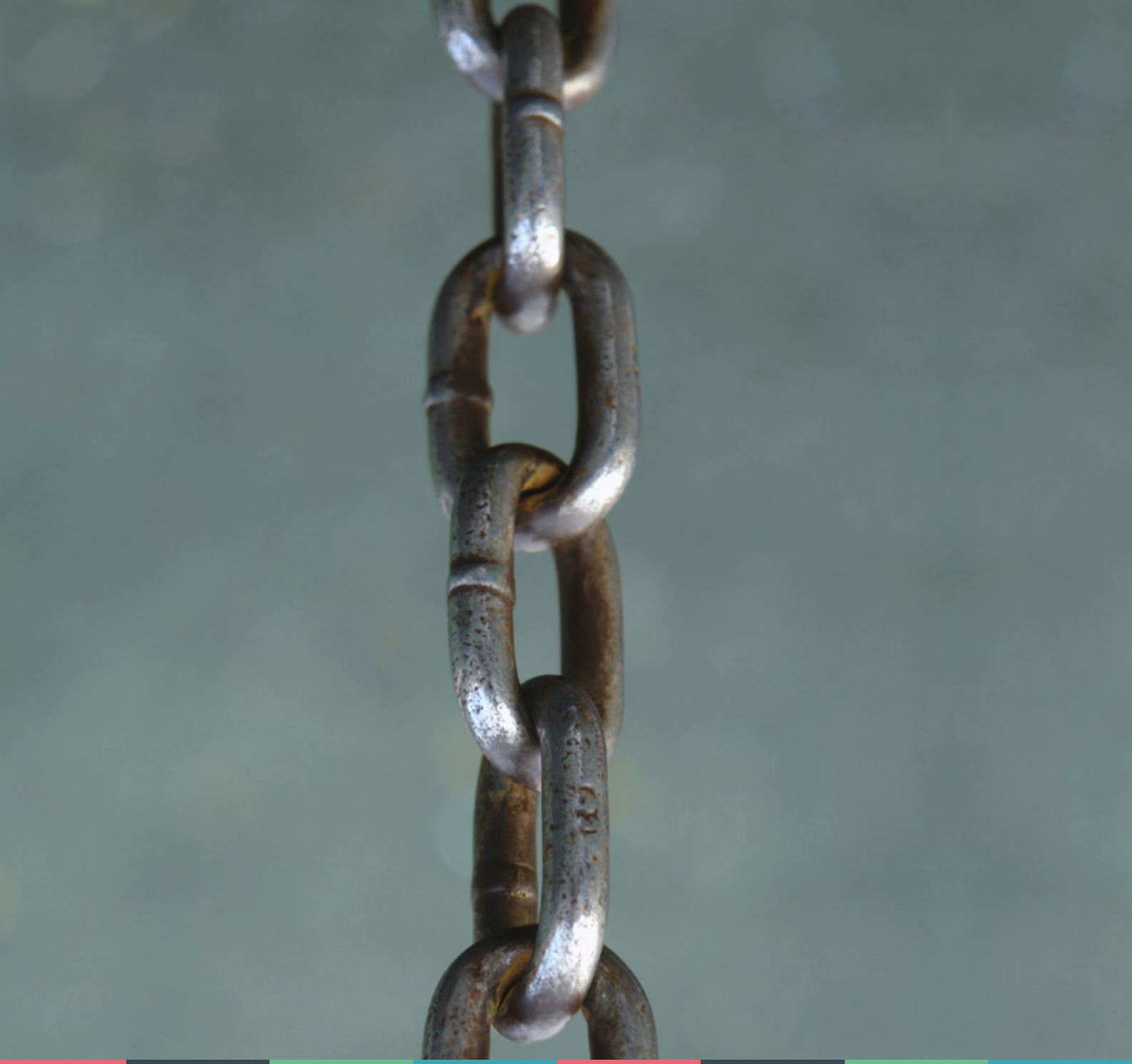
We believe every strategy must be uniquely tailored to each individual client, and our constantly expanding group of experts combine to execute an integrated approach focused on delivering ROI. Beginning with a complete audit of existing resources, together with thorough research, Click Consult is able to provide a bespoke, data-driven strategy for success.

To do this we use market-leading technologies – and when they don't meet our exacting standards or requirements, we create our own. Our suite of TRAX technologies offers us industry-leading insights as well as real time tracking of campaign progress – meaning quality search marketing is delivered flexibly and responsively. At Click Consult we are making a science of search marketing.

On this foundation of technical excellence, Click Consult builds creative campaigns – whether in paid, owned or earned media, we offer highly talented creatives at each step of every campaign. Whether our clients require content marketing, ad copy or social media amplification, we believe creativity is key wherever content is king.

Long-term search marketing success is built on quality relationships. From our internal relationships and those built with external publishers, to those we have nurtured with our clients, we maintain transparency, ethics and honesty in all our partnerships that deliver an impressive ROI for our clients.

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.



While managing your search marketing, we will monitor and adapt your online strategy, aiming to surpass your expectations at every stage

2. OUR FOCUS

Return on Investment for clients We understand that you want to see a return on your investment, so we constantly monitor and regularly adapt your online strategy 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.

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. OUR TEAM

Email: **matt.bullas@click.co.uk**

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.

Email: **alan.reeves@click.co.uk**

Alan Reeves Director of Search Alan first joined Click Consult in 2008. With over nine years' experience in search marketing and web analytics and a passion for data analysis, Alan is adept at creating successful Pay Per Click, Organic Search (SEO), Conversion Rate Optimisation and Inbound Marketing campaigns for our clients. His role covers strategy and operations meaning he is ultimately responsible for client performance.

Email: **julie.sowa@click.co.uk**

Julie Sowa Business Development & 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 building and maintaining strong client relations and ensuring our clients are fully satisfied with their partnership with Click Consult. A strong commercial awareness and helping clients to maximise online growth is pivotal to Julie's role within the business. She has a degree in Business Marketing from Manchester Metropolitan University. Julie also holds a diploma with distinction for psychoanalysis.

Email: **katherine.owen@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.

Email: **anna.dunbar@click.co.uk**

Anna Dunbar Head of Business Development Anna began her career with Click Consult as a Business Development Executive after graduation. Anna's career has evolved over her time at Click Consult and she now heads up the Business Development team. Anna's main role involves identifying the best possible strategy for new clients against their specific brief. Anna also works closely with the Account Management team peer reviewing accounts and identifying opportunities for clients to grow their businesses online. Meeting clients and working with them to help realise their objectives is what Anna enjoys most about her job.

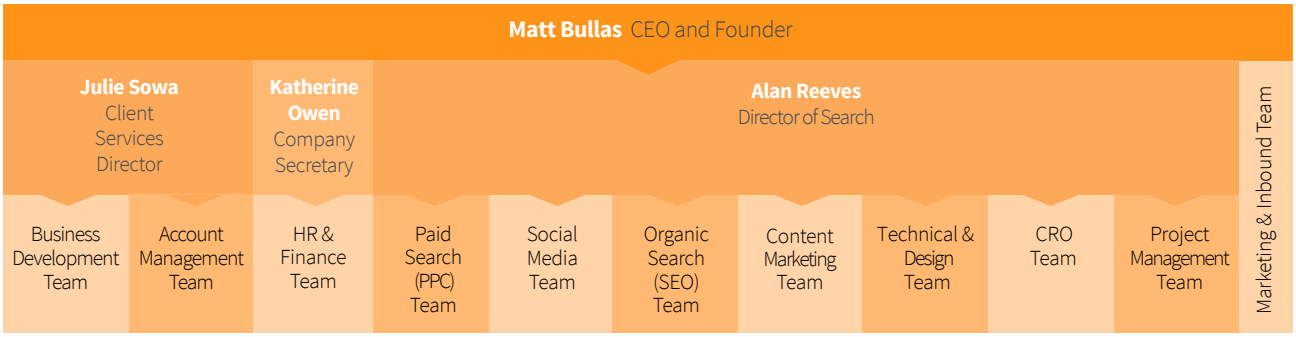
Email: **simon.buckland@click.co.uk**

Simon Buckland Head of Account Management Simon is responsible for providing information, support and direction to his team, as well as managing a portfolio of key clients. A patient individual with a professional approach, Simon enjoys mentoring and coaching his team and sharing his knowledge across the business. He is a natural problem-solver and loves the challenge of resolving complex client issues. The unpredictable nature of his role is what he enjoys most about his work.

Email: **byron.hagan@click.co.uk**

Byron Hagan Client Success Manager Byron is responsible for performance and success of our clients' strategies leading to sustainable business growth. He provides commercial support to the Account Management and Business Development teams, as well as assisting the delivery and strategy teams to find solutions to any performance issues, determine and communicate strategy. Byron joined Click Consult in January 2014 as a Key Account Manager and now uses his search experience, communication and organisation skills to assist the wider team.

Company Structure



As a certified Premier Google Partner we are empowered to manage Google AdWords campaigns

4. OUR ACCREDITATIONS

At Click Consult, we're honoured to be affiliated with a number of professional associations and has achieved approval from a variety of accreditation bodies.

PREMIER GOOGLE PARTNER

Earning Premier 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, display advertising, video advertising and shopping campaigns. We are also required to prove that we implement best practices when managing our clients' accounts.

THE DRUM RECOMMENDED

Click Consult is a Drum Recommended Agency. This means that our services have been confidentially rated by our clients and as a result we're recommended for our SEO and PPC. The Drum Recommended helps businesses to source trusted agency partners who have a happy customer base.

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.

"OUR SERVICES HAVE BEEN CONFIDENTIALLY RATED BY OUR CLIENTS AND AS A RESULT WE'RE FEATURED HIGHLY ON THE RECOMMENDED AGENCY REGISTER."

ACT-ON

act-on AGENCY PARTNER

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.

BING SELECT PARTNER

Bing Select Partner

We are recognised as an official Bing Select Partner as a result of our high quality service offering, technology and online marketing expertise in accordance with Bing Ads. As an accredited agency, we are kept up to date with all of the latest information, tools and training for Bind Ads for effective campaign management.

5. INDUSTRY RECOGNITION

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

ECONSULTANCY TOP 100 DIGITAL AGENCIES / 2013, 2014, 2015, 2016, 2017	The Econsultancy Top 100 Digital A gencies report looks to provide an independent overview of the major players within the UK. Click Consult have featured in the report for the last five years.
RAR TOP 100 AGENCY REPORT / 2016	The Top 100 is an annual report published by the Recommended Agency Register. The report, underpinned by extensive research and analysis, provides a clear insight into the top-performing marketing service agencies based in the UK. Out of hundreds of entries, this year Click Consult have been named as one of the best performing search marketing agencies in the UK.
THE DRUM DIGITAL CENSUS / 2014, 2015, 2016	The Drum's annual digital census ranks the best search marketing agencies in the country by peer recognition and financial performance. Click Consult were ranked as a top 10 peer reviewed and top 25 financially ranked agency in this year's publication.
PROLIFIC NORTH TOP 50 DIGITAL AGENCIES / 2014, 2015, 2016, 2017	The Prolific North Top 50 Digital Agencies is the definitive listing of the North's largest digital agencies spanning SEO and PPC, web, content, mobile and e-commerce. In contrast with many other agency rankings, the Prolific North listing is completely independent and agencies do not have to pay to be included.
NORTHERN DIGITAL AWARDS - SEARCH AGENCY OF THE YEAR 2018	The Northern Digital Awards recognise the very best digital marketing campaigns and talent across the North. In recognition of our recent business performance we were rewarded with the accolade of Search Agency of the Year.
UK AGENCY AWARDS - DIGITAL AGENCY OF THE YEAR / 2017	The UK Agency Awards celebrate exceptional agencies, campaigns and talent from all over the country. We were recognised as best digital agency against stiff competition at this year's event.
THE DRUM SEARCH AWARDS - BEST FINANCIAL SERVICES CAMPAIGN / 2017	The Drum Search Awards reward the most innovative, creative and effective search marketing campaigns across the UK. Click Consult's creative organic search (SEO) campaign for Chill Insurance won the award of Best Financial Services Campaign at this year's event.

6.0 SYSTEMS AND TOOLS

COPYSCAPE

ACT-ON

VUELIO

BING ADS INTELLIGENCE

KERBOO

GOOGLE TAG MANAGER

GOOGLE SEARCH CONSOLE

LINK RESEARCH TOOLS

ADVANCED WEB RANKING

MOZ

MAJESTIC SEO

BROWSER STACK

HOOTSUITE

PIVOTAL TRACKER

SEMRUSH

MARIN SOFTWARE

AHREFS

KEYWORD TOOL

DOUBLECLICK

GOOGLE ANALYTICS

YAHOO! GEMINI

DISPLAY PLANNER

ADOBE CREATIVE CLOUD

BING WEBMASTER TOOLS

VUELIO

USABILITY HUB

SEARCHMETRICS

VISUAL WEBSITE OPTIMIZER

RESPONSETAP

KEYWORD PLANNER

SUPERMETRICS

GOOGLE APPS FOR WORK

GOOGLE DEVELOPERS

We invest in industry-leading software and the latest cutting-edge technologies to help achieve impressive results for our clients

7. TRAX TECHNOLOGIES

While we employ the industry's leading technologies there are some tools that simply don't exist or are not up to our high standards. As such we developed our TRAX technologies in-house to create efficiencies and improvements that are not available anywhere else.

Our suite of 5 technologies analyse over 75 SEO factors in seconds, continuously monitor and analyse our clients' outreach activity, dynamically optimise shopping feeds, calculate the optimum distribution of budget and provide real-time client reporting.

pro TRAX™

proTRAX™ allows our team of search marketing experts to distribute budget across campaigns and channels in the most efficient way. The tool uses live, historic and industry average data from several sources and uses a bespoke algorithm to run 1,000s of scenarios to determine the optimum budget for each channel.

monitor TRAX®

monitorTRAX™ allows our team of organic search experts to analyse data about any website quickly and accurately in a single place. The tool analyses 75+ off-page and on-page factors to flag issues and opportunities that are used to inform client strategies. It is also under continued development so you can be sure that every possible factor can be analysed.

feed TRAX™

We can boost the performance of your Google Shopping Campaigns with our feedTRAX™ technology, which allows us to dynamically optimise elements of your product feed, increasing the potential for your products to rank higher and reducing average CPC.

rank TRAX™

rankTRAX™ is our in-house keyword monitoring platform that provides our clients' with real-time access to their overall keyword performance and current rankings across Google. Our system evaluates 20+ metrics to present a comprehensive summary of our clients' search visibility.

link TRAX®

Developed in-house, linkTRAX™ is our bespoke outreach management platform, used by our organic search experts to monitor, analyse and track our clients' outreach activity. The platform provides real-time data surrounding the quality and longevity of our outreach activity, ensuring that our link placements remain active and continue to have a positive impact on our clients' organic search visibility.

page TRAX™

pageTRAX is Click Consult's answer to the inherent problems of internal linking. Using an algorithm modelled on Google's early PageRank, the tool calculates the performance of all a site's links, prioritising and rating them for importance – allowing you to build a comprehensive internal linking strategy.

Account management is about adding value through strong relationships and can be the difference between meeting and exceeding expectations

8. ACCOUNT MANAGEMENT

At Click Consult we view our strong account management team as the essential link between proactive strategy and effective delivery. We believe that the success of any search marketing campaign will be underpinned by effective communication and collaboration.

Your Account Manager will be carefully selected based on the following:

- industry experience
- well-suited with your business
- compatibility with the key people involved with the campaign

Your Account Manager will have the necessary skills, knowledge and personality to drive your campaign forward. They all have a desire to understand your business, your competitors and what other marketing activity you are undertaking to ensure it dovetails into our strategy.

On a day to day basis your Account Manager will be your main point of contact, however when required they will also be able to draw upon the vast wealth of experience within Click Consult. As a result, we developed our peer review system that sits between our Account Management and delivery teams to ensure that our clients' strategies are accurate and performing well against set objectives.

Our Management Structure

Strong channels of communication are at the core of everything we do.

We understand that real progress cannot happen unless everybody points in the same direction, this can only be achieved via effective communication

9. COMMUNICATION STRATEGY

To ensure we are all working together on your campaign your Account Manager will agree a communication plan before any work is started. We will agree the type and frequency of communication, in order for the strategy to fit in with your way of working.

In line with your communication plan your Account Manager will adhere to a simple, yet effective communication strategy which covers:

- Pre and post meeting activity (agendas and minute/action points)
- Email response time
- Call response times
- Real-time visibility of workflow
- Monthly reporting
- Project strategy

This strategy, when coupled with your specific communication plan is designed to provide regular updates on progress, manage expectations effectively and most importantly provide you with the necessary assurances that your campaign is in safe hands.

Throughout your project you will receive regular updates and reports detailing all aspects of your current campaign against your objectives

10. REPORTING

At Click Consult we pride ourselves on producing some of the most comprehensive reports available in the marketplace. We use technology to allow us to analyse your current performance and therefore have a significant amount of data at our disposal, our skill lies in presenting it in such a way that you have total visibility on the progress of your campaign.

We will then use our findings to provide you with bespoke recommendations on how we see your strategy progressing and highlight any areas that we would like to focus on moving forwards.

As agreed in your communication strategy, you will receive regular updates from your Account Manager detailing all aspects of your current campaign. We will produce monthly report which will review the month's data and also looks at future plans and opportunities.

At Click Consult we tailor our reporting to fit in your business requirements and also, when required, can produce bespoke reports to help to support your internal marketing communications.

Your reports will be populated with data from numerous sources including, but not limited to, AdWords, Google Analytics, Searchmetrics, Ahrefs and Moz. The data will then be used to analyse performance month on month and year on year as to eliminate any type of seasonality when reviewing campaign progress.

Once delivered, our monthly reports are always supported by an in depth meeting or call to discuss key findings, concerns, opportunties and any identified trends within your campaign progress.

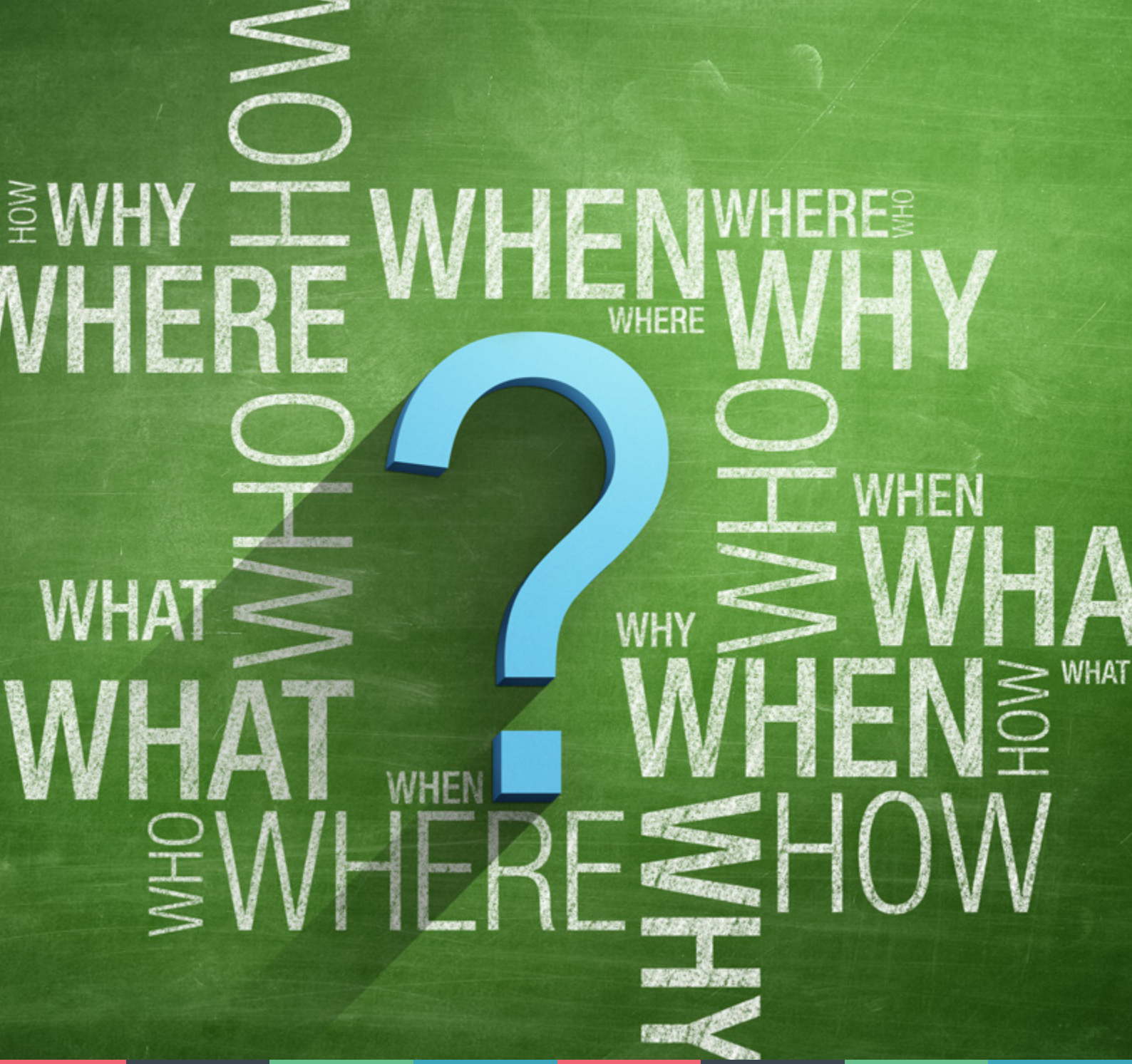
At any stage throughout your project you will be able to discuss campaign progression or raise any queries you may have

11.0 CUSTOMER SERVICES AND SUPPORT

Our office working hours are Monday to Friday 9am - 5pm and details of your Account Manager, Head of Account Management, Client Success Manager and Client Services Director will be provided in your communication plan.

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



During your onboarding process, we will comprehensively talk you through our monthly financial and invoicing process

12. FINANCE PROCESS AND 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

Account: **Click Consult Limited**

Account Number: **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**

13. OUR SERVICES

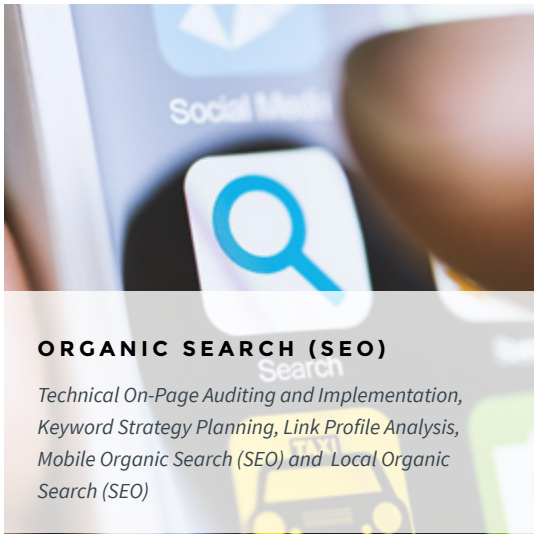
We have remained at the forefront of the search marketing industry since 2003 and as such, so has our service offering. Our commitment to lead rather than follow, ensures that our services are continually aligned with Google's core values, enabling our strategies to achieve long-term success for our clients.

Our strategic approach to search marketing allows us to tailor our services to the unique objectives of our clients, while ensuring transparency and accountability at every stage to ensure we achieve long term results and deliver ROI for our clients.

Our comprehensive offering encompasses a wide range of integrated search marketing services, many of which are detailed on the following pages.

DISCOVERY

Traffic Analysis, Competitor Analysis, Keyword Analysis, Social Analysis and Content Gap Analysis



ORGANIC SEARCH (SEO)

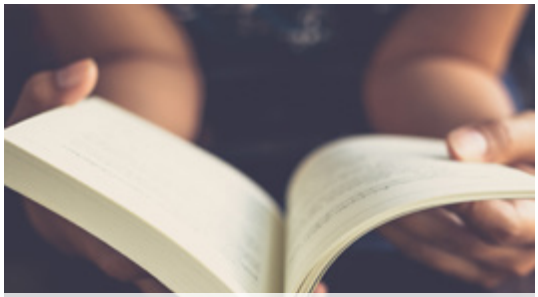
Technical On-Page Auditing and Implementation, Keyword Strategy Planning, Link Profile Analysis, Mobile Organic Search (SEO) and Local Organic Search (SEO)

PAID SEARCH (PPC)

Paid Search Management and Optimisation, Google AdWords, Bing Ads, Shopping Campaigns, Feed Optimisation, Keyword Strategy, Mobile Paid Search and Local Paid Search

INTEGRATED SEARCH MARKETING

Incorporating Organic Search (SEO), Paid Search (PPC), Content Marketing and Social Media into a Holistic Strategy



CONTENT MARKETING

Content Calendar Creation, Content Creation, Digital PR, Content Marketing Campaigns, PR & Editorial Outreach, Social Outreach, Blogger Outreach and Video Production

SOCIAL MEDIA

Social Media Audit, Social Media Strategy, Social Listening, Audience Growth Plan, Consultancy, Engagement/Delivery and Visual Assets

GOOGLE PENALTY REMOVAL & RECOVERY

Link Auditing, Link Removal and Website Recovery

PROGRAMMATIC DISPLAY

Retargeting, Dynamic Remarketing, Audience/ Contextual Targeting, Agency Trading Desk, Native and Real-time Bidding

PAID SOCIAL

Facebook, Twitter, LinkedIn, Instagram and YouTube Advertising

CONVERSION RATE OPTIMISATION (CRO)

Web Analytics Analysis, Conversion Funnel Analysis, A/B Testing, Multivariate Testing and Usability Testing

REPUTATION MANAGEMENT

Negative Sentiment Analysis, Competitor Analysis, Positive Content Dissemination and Content Promotion

INTERNATIONAL & MULTILINGUAL SEARCH MARKETING

Expanding search marketing to reach new countries and audiences

INBOUND MARKETING

Marketing Automation, Email Marketing, Website Visitor Tracking, Lead Scoring, Prospect Segmentation, Nurturing Campaigns, Campaign Targeting and Campaign Mapping

SEARCH MARKETING CONSULTANCY

Our consultancy service is the analysis, training and strategic planning of all of the services in our proposition

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

LET'S BEGIN

CLICK CONSULT LTD

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