



**LOCALKCLICKS**

Turning Clicks Into Clients

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**WE HELP THE BEST LOCAL BUSINESSES IN**

**WINCHESTER**

**DOMINATE THE AREA USING OUR**

**MARKETING SYSTEMS**

**CHECK IT OUT**



# PACKAGE | MONTH-TO-MONTH PAYMENTS

ALL DONE FOR YOU

## EVERGREEN PACKAGE

**\$1,750.00/MONTH**

### WEB BUILD SEO

- FOUNDATIONAL WEBSITE AND SEO SETUP TO ESTABLISH SEARCH VISIBILITY AND CREDIBILITY

### LEAD GEN META ADS

- 1-3 BRAND AWARENESS ADS BUILT ONCE AND RUN YEAR-ROUND TO KEEP YOUR NAME IN FRONT OF LOCAL CUSTOMERS

GET YOUR BUSINESS ONLINE AND KEEP YOUR NAME IN FRONT OF LOCAL CUSTOMERS EVERY DAY. YOU GET A CUSTOM WEBSITE BUILT TO RANK IN YOUR AREA AND TURN VISITORS INTO LEADS, PLUS 1-3 YEAR-ROUND AWARENESS ADS THAT BUILD YOUR BRAND SIMPLE, STEADY, ALWAYS ON.



## GROWTH PACKAGE

**\$2,750.00/MONTH**

### WEB BUILD SEO

- FOUNDATIONAL WEBSITE AND SEO SETUP TO ESTABLISH SEARCH VISIBILITY AND CREDIBILITY

### LEAD GEN META ADS

- SEASONAL AND OFFER-BASED META AD CAMPAIGNS WITH ONGOING CREATIVE TESTING TO FIND WHAT ACTUALLY CONVERTS

### SOCIAL MEDIA

- 1 CUSTOM VIDEO POSTED PER WEEK TO SUPPORT BRAND AWARENESS AND AD CREATIVE

THIS IS WHERE REAL GROWTH HAPPENS. EVERYTHING IN EVERGREEN, LEVELED UP — A STRONGER WEBSITE, DEEPER SEO, SMARTER AD CAMPAIGNS THAT TEST WHAT ACTUALLY WORKS, AND WEEKLY SOCIAL POSTS THAT KEEP YOUR PAGE LOOKING ALIVE. MORE LEADS, MORE TRUST, MORE MOMENTUM.



## ENTERPRISE PACKAGE

**\$5,000.00/MONTH +**

### CUSTOMIZABLE OPPORTUNITIES:

- COMPETITIVE LEAD GEN META ADS
- AI SYSTEMS
- SOCIAL MEDIA CONTENT
- SOFTWARES
- GOOGLE ADS OR LSA
- CRM AUTOMATIONS
- WEBSITES + SEO
- AND MORE

BUILT FOR THE BIG DOGS. THIS ONE STARTS WITH A CONVERSATION — WE LOOK AT YOUR BUSINESS, FIND THE GAPS, AND BUILD A CUSTOM PLAN AROUND WHATEVER YOU NEED. ADS, SEO, WEBSITES, EMAIL, AUTOMATION, AI TOOLS, YOU NAME IT. NO TEMPLATES. NO LIMITS.



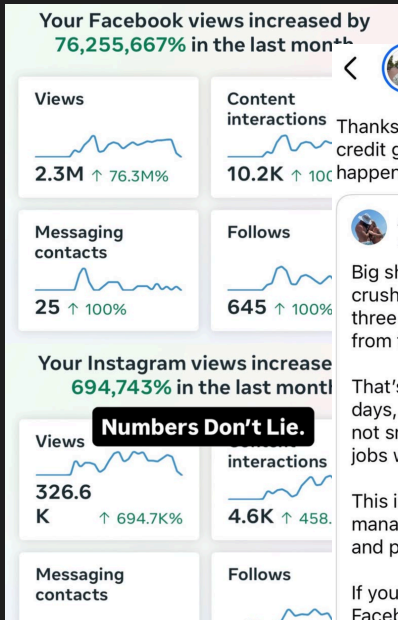
\*AD SPEND IS NOT INCLUDED IN THESE PACKAGES\*

# LOCAL KLICKS SYSTEM SIMPLIFIED

## TOP OF FUNNEL



# RESULTS



**Zackary Michael** 1m · 🌐

Thanks for you shoutout **Aaron Lucas!** A lot of the credit goes to **Sean Hodel** for making the magic happen on the backend! 🚀🚀

**Aaron Lucas · Follow** 38m · 🌐

Big shout out to **Zackary Michael** for absolutely crushing it with our Facebook ads. I just booked three more jobs today in Tennessee, all directly from the ads he's running.

That's a confirmed seven bookings in just three days, straight off Facebook ads — and these are not small jobs. These are high-quality, high-paying jobs with serious customers ready to move forward.

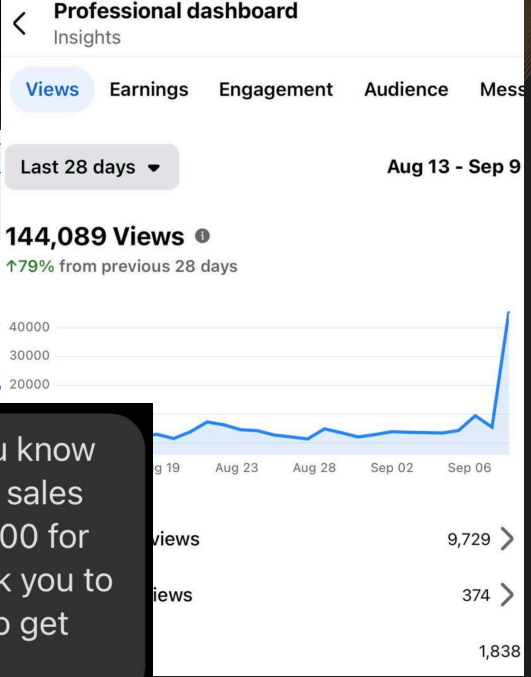
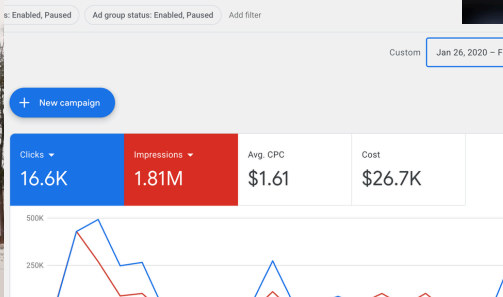
This is exactly why I invested in proper ad management. Consistent leads, real customers, and phones ringing with people ready to book.

If you're a local business owner thinking about Facebook ads, Local Clicks is getting real results. Appreciate you, Zackary. Let's keep it rolling.

Instagram • 08:32 PM

Over 2000 qualified leads already!! It's only been a month!!! 🚀

**Client signed. Campaign launched. 2,000+ qualified leads later... Meta ads work when they're built right.** 🚀



30 leads generated from meta ads alone in 3 days is crazy

This is what a high ad spend budget does for local businesses here in Winchester

Hey man, I wanted to let you know that I was just looking at my sales this month. We are at \$89,000 for the month of January. Thank you to you and local clicks. Let's go get over 100k for Feb.

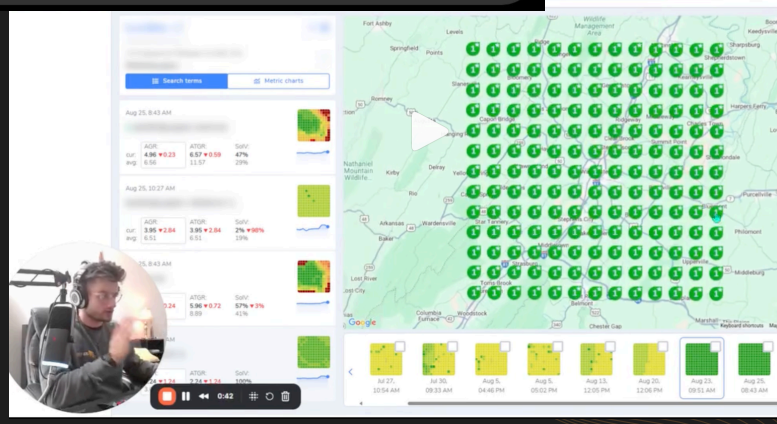
SMS • 07:11 AM

30 leads!? Incredible! This is off to a great start! 😄

Copy

Details

**(Client signed 9 days ago)**



# LOCAL KLICKS SERVICES OVERVIEW

## ALL DONE FOR YOU

1



### PAID ADS

WE RUN META ADS WITH SUPPORTING GOOGLE ADS BUILT TO GROW AWARENESS AND BRING IN LOCAL, QUALIFIED LEADS. EVERY MONTH, WE RUN A/B TESTS TO SEE WHAT PERFORMS BEST, MAKING SURE YOUR AD BUDGET ALWAYS GOES TOWARD WHAT ACTUALLY WORKS.

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2



### LOCAL SEO + WEBSITE

LOCAL SEO HELPS YOUR BUSINESS SHOW UP AT THE TOP OF GOOGLE WHEN PEOPLE NEARBY SEARCH FOR YOUR SERVICES. IT COMBINES OPTIMIZING YOUR WEBSITE, GOOGLE BUSINESS PROFILE, REVIEWS, AND LOCAL CONTENT TO INCREASE VISIBILITY.

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3



### SOCIAL MEDIA

IMAGINE THIS: RUNNING YOUR BUSINESS WITH FULLY PRODUCED SOCIAL MEDIA VIDEOS BEING POSTED ON YOUR ACCOUNT, HIGHLIGHTING YOUR BRAND WITHOUT LIFTING A FINGER. IMAGINE FILLING EVERYONE'S FEED WITH YOUR BRAND EVERY WEEK.

YOU RECEIVE ONE OR TWO PROFESSIONAL VIDEOS PER WEEK, FULLY HANDLED FROM START TO FINISH. ALL CONTENT IS PLANNED, FILMED, AND EDITED FOR YOU, THEN SENT OVER FOR APPROVAL BEFORE ANYTHING GOES LIVE. ONCE APPROVED, EACH VIDEO IS FULLY POSTED ON YOUR FACEBOOK AND INSTAGRAM ACCOUNTS, INCLUDING CAPTIONS AND PLATFORM FORMATTING. THE END RESULT IS CONSISTENT, HIGH-QUALITY VIDEO CONTENT SHOWING UP ON YOUR SOCIAL MEDIA EVERY WEEK, WITHOUT YOU NEEDING TO PLAN, CREATE, OR POST ANYTHING YOURSELF.

# LOCAL SEO + WEBSITE

ALL DONE FOR YOU

## EXPECTATIONS

1. SEO IS A LONG-TERM STRATEGY, NOT INSTANT RESULTS.
2. RANKINGS AND TRAFFIC TYPICALLY IMPROVE OVER 3–6 MONTHS.
3. WEBSITE STRUCTURE AND CONTENT IMPACT SEO PERFORMANCE.
4. CONSISTENT UPDATES IMPROVE LONG-TERM VISIBILITY.
5. LOCAL COMPETITION AFFECTS RANKING SPEED AND RESULTS.
6. INCLUDES UP TO TWO (2) REVISION ROUNDS. ALL EDIT REQUESTS MUST BE SUBMITTED IN A SINGLE GOOGLE DOC.

## WEBSITE BUILD + LOCAL SEO

OUR SEO AND WEBSITE BUILDS ARE DESIGNED TO CREATE LONG-TERM VISIBILITY, CREDIBILITY, AND CONSISTENT INBOUND OPPORTUNITIES FOR YOUR BUSINESS. WE FOCUS ON BUILDING A STRONG TECHNICAL FOUNDATION, OPTIMIZING YOUR SITE FOR LOCAL SEARCH, AND STRUCTURING CONTENT TO DRIVE CALLS AND LEADS. SEO IS NOT AN OVERNIGHT SOLUTION; IT IS A STRATEGIC, ONGOING PROCESS THAT COMPOUNDS OVER TIME AS YOUR SITE GAINS AUTHORITY, RELEVANCE, AND TRUST WITH SEARCH ENGINES.

### DELIVERABLES

- CUSTOM WEBSITE BUILD (MOBILE & DESKTOP OPTIMIZED)
- SEO-OPTIMIZED PAGE STRUCTURE
- LOCAL KEYWORD RESEARCH
- ON-PAGE SEO (TITLES, META DESCRIPTIONS, HEADERS)
- SPEED & PERFORMANCE OPTIMIZATION
- CONVERSION-FOCUSED LAYOUT (CALLS, FORMS, CTAS)
- GOOGLE SEARCH CONSOLE SETUP
- SITEMAP SUBMISSION AND INDEXING
- GOOGLE BUSINESS PROFILE | OPTIMIZATION FROM BEST PRACTICES | 4 POSTS PER MONTH | MONTHLY PHOTO/VIDEO | REVIEW STRATEGY

## ADDITIONAL GOOGLE BUSINESS PROFILE

AN ADDITIONAL GOOGLE BUSINESS PROFILE ALLOWS YOUR BUSINESS TO EXPAND VISIBILITY INTO SURROUNDING SERVICE AREAS OR LOCATIONS. THIS HELPS CAPTURE MORE LOCAL SEARCHES, INCREASE MAP PRESENCE, AND GENERATE ADDITIONAL CALLS AND DIRECTION REQUESTS WHEN SET UP CORRECTLY AND COMPLIANTLY.

### IDEAL FOR:

- MULTI-SERVICE OR MULTI-AREA BUSINESSES
- EXPANDING LOCAL REACH
- DOMINATING MAP RESULTS OVER COMPETITORS

# PAID ADS

## ALL DONE FOR YOU

### EXPECTATIONS

1. ADS ARE OPTIMIZED FOR LEAD VOLUME + QUALITY, NOT VANITY METRICS
2. WE FOCUS ONLY ON LEAD GENERATION, NOT SALES OR FOLLOW-UP
3. ALL FOLLOW-UP IS HANDLED BY THE CLIENT'S GOHIGHLEVEL AUTOMATIONS
4. CAMPAIGNS REQUIRE 7-14 DAYS OF DATA BEFORE MEANINGFUL OPTIMIZATION
5. AD SPEND IS BILLED SEPARATELY AND DIRECTLY TO META
6. PERFORMANCE IMPROVES THROUGH TESTING, DATA, AND CONSISTENCY

### LEAD GENERATION AD CAMPAIGN

BUILT TO GENERATE QUALIFIED INBOUND LEADS USING META INSTANT FORMS AND RETARGETING, THIS CAMPAIGN BALANCES LEAD QUALITY AND VOLUME THROUGH STRUCTURED PRE-QUALIFICATION AND ONGOING CREATIVE TESTING.

INCLUDES FULL META AD MANAGEMENT WITH UP TO THREE VIDEO ADS PER SESSION. CAMPAIGNS RUN WITH A MINIMUM AD SPEND OF \$25/DAY AND ARE OFFERED MONTH-TO-MONTH WITH NO CONTRACTS.

PRIMARY FOCUS:

- LEAD GENERATION AND RETARGETING
- CREATIVE TESTING AND OPTIMIZATION
- SEAMLESS LEAD DELIVERY INTO GHL

### GOOGLE ADS

GOOGLE ADS PUTS YOUR BUSINESS IN FRONT OF HIGH-INTENT CUSTOMERS WHO ARE ACTIVELY SEARCHING FOR YOUR SERVICES. IT CAPTURES DEMAND AT THE MOMENT PEOPLE ARE READY TO TAKE ACTION AND TURNS SEARCHES INTO QUALIFIED LEADS.

# SOCIAL MEDIA

## ALL DONE FOR YOU

### EXPECTATIONS

1. ORGANIC SOCIAL MEDIA GROWTH TAKES TIME AND CONSISTENCY.
2. CONTENT IS FOCUSED ON VISIBILITY, ENGAGEMENT, AND BRAND TRUST.
3. RESULTS VARY BASED ON INDUSTRY, AUDIENCE, AND POSTING CONSISTENCY.
4. VIDEOS ARE CREATED AND POSTED, BUT DIRECT LEAD CONVERSION IS NOT GUARANTEED.
5. PERFORMANCE IMPROVES AS THE ACCOUNT GAINS DATA AND ENGAGEMENT.
6. PLATFORMS: INSTAGRAM & FACEBOOK
7. CONTENT IS CREATED IN BULK.

### 1 VIDEO POST A WEEK

INCLUDES FOUR PROFESSIONALLY EDITED SHORT-FORM VIDEOS PER MONTH DESIGNED TO INCREASE BRAND AWARENESS AND ENGAGEMENT. CONTENT IS OPTIMIZED FOR INSTAGRAM REELS AND FACEBOOK, FOCUSING ON CONSISTENCY, MESSAGING, AND VISUAL QUALITY TO KEEP YOUR BRAND ACTIVE AND VISIBLE.

BEST FOR:

- MAINTAINING AN ACTIVE SOCIAL PRESENCE
- BRAND AWARENESS AND CREDIBILITY
- LIGHT, CONSISTENT CONTENT OUTPUT

# LAUNCH TIMELINE

## SAMPLE TIMELINE

WEEK 1

### ONBOARDING DAY

WEB DESIGN BUILD  
LEAD SYSTEM SETUP  
CAMPAIGN BUILD  
CONTENT PLANNING  
VIDEO CREATION  
EDITING

#### ONBOARDING MEETING

WE DEFINE BUSINESS GOALS, TARGET AUDIENCE, OFFER POSITIONING, BUDGET, & TIMELINE

- ✓ 60-90 MINUTE KICKOFF MEETING IN OUR OFFICE
- ✓ PROVIDE BRAND ASSETS

### CONTENT DAY

#### CONTENT DAY

WE WILL PLAN WITH YOU AND SCHEDULE A DAY TO FILM CONTENT THAT ALIGNS WITH YOUR STRATEGY.

- ✓ 30-60 MINUTE MEETING IN OUR OFFICE
- ✓ YOU GIVE US CLEAR FEEDBACK ON WHAT PROGRESS WE HAVE MADE

WEEK 2

WEB DESIGN APPROVAL  
ADS GO LIVE

#### WEB DESIGN APPROVAL MEETING

WE GET YOUR FEEDBACK ON THE WEBSITE DESIGN AND CONTENT.

- ✓ 30-60 MINUTE MEETING IN OUR OFFICE
- ✓ YOU GIVE US CLEAR FEEDBACK ON WHAT PROGRESS WE HAVE MADE

POSTING BEGINS  
OPTIMIZATION

SEO BUILD  
AD OPTIMIZATION

FINAL WEBSITE EDITS

# CONTRACT SUMMARY - PART 1

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## **SCOPE OF WORK**

LOCAL KLICKS PROVIDES ONGOING DIGITAL MARKETING SERVICES INCLUDING WEBSITE MANAGEMENT, LOCAL SEO (INCLUDING GOOGLE BUSINESS PROFILE OPTIMIZATION), PAID ADVERTISING MANAGEMENT, AND CONTENT CREATION. SERVICES ARE DELIVERED BASED ON THE CLIENT'S SELECTED PLAN AND THE ACCESS/ASSETS THE CLIENT PROVIDES.

## **OUT-OF-SCOPE WORK & ADDITIONAL SERVICES**

THE SCOPE OF WORK ABOVE (AND ANY ACCOMPANYING SCOPE BOOKLET/CHECKLIST PROVIDED BY LOCAL KLICKS) CLEARLY DEFINES WHAT IS INCLUDED IN THE CLIENT'S PLAN. IF THE CLIENT REQUESTS ADDITIONAL MARKETING SERVICES, REVISIONS, OR TASKS THAT FALL OUTSIDE OF THE DEFINED SCOPE, LOCAL KLICKS MAY COMPLETE THAT WORK AT THE COMPANY'S STANDARD HOURLY RATE, BILLED SEPARATELY, UNLESS OTHERWISE AGREED IN WRITING.

LOCAL KLICKS WILL COMMUNICATE WHEN A REQUEST IS OUT-OF-SCOPE AND, WHEN APPLICABLE, WILL PROVIDE AN ESTIMATE OR CONFIRMATION BEFORE PROCEEDING. OUT-OF-SCOPE WORK REQUIRES WRITTEN APPROVAL BEFORE WORK BEGINS AND IS SCHEDULED BASED ON AVAILABILITY.

## **TERM & PAYMENTS**

- TERM: THIS AGREEMENT BEGINS ON THE START DATE AND CONTINUES ON EITHER A MONTH-TO-MONTH OR WEEK-TO-WEEK BILLING BASIS, DEPENDING ON WHAT THE CLIENT SELECTS AT SIGNUP.
- PAYMENT DUE DATE: PAYMENTS ARE DUE ON THE CLIENT'S SUBSCRIPTION DATE (MONTHLY OR WEEKLY).
- WORK BEGINS AFTER FIRST PAYMENT: SERVICES BEGIN AFTER THE FIRST PAYMENT IS SUCCESSFULLY RECEIVED.
- DELAYED APPROVALS: PAYMENTS CONTINUE EVEN IF CONTENT, ACCESS, OR APPROVALS ARE DELAYED BY THE CLIENT.
- FAILED PAYMENTS: IF A PAYMENT FAILS OR BECOMES OVERDUE, SERVICES WILL PAUSE IMMEDIATELY UNTIL THE ACCOUNT IS BROUGHT CURRENT. PAUSED TIME DOES NOT REMOVE PAYMENT OBLIGATIONS FOR THE ACTIVE BILLING PERIOD.
- NON-REFUNDABLE PAYMENTS: ALL PAYMENTS ARE NON-REFUNDABLE ONCE BILLED DUE TO RESERVED PRODUCTION CAPACITY AND LABOR ALLOCATION.

## **CLIENT RESPONSIBILITIES**

CLIENT AGREES TO PROVIDE REQUIRED ACCESS AND MATERIALS WITHIN 7 BUSINESS DAYS TO PREVENT DELAYS, INCLUDING (AS APPLICABLE): GOOGLE ACCESS, GOOGLE BUSINESS PROFILE ACCESS, WEBSITE HOSTING/DOMAIN/DNS ACCESS, AD ACCOUNT ACCESS, LOGOS/BRAND ASSETS, PHOTOS/VIDEOS, OFFERS, AND ACCURATE BUSINESS DETAILS.

- FAILURE TO PROVIDE ACCESS MAY PAUSE WORK, BUT BILLING WILL CONTINUE PER SCHEDULE.
- CLIENT IS RESPONSIBLE FOR THE ACCURACY OF BUSINESS INFORMATION, CLAIMS, PRICING, PROMOTIONS, AND COMPLIANCE-RELATED APPROVALS.
- APPROVAL & COMPLIANCE: CLIENT IS RESPONSIBLE FOR APPROVING ANY CLAIMS, OFFERS, PRICING, AND COMPLIANCE-SENSITIVE INFORMATION BEFORE PUBLISHING. LOCAL KLICKS MAY DECLINE TO PUBLISH CONTENT THAT VIOLATES PLATFORM POLICIES, LAWS, OR COMPLIANCE STANDARDS.
- UNRESPONSIVENESS: IF THE CLIENT IS UNRESPONSIVE OR DOES NOT PROVIDE REQUIRED INPUTS FOR 14+ DAYS, TIMELINES WILL EXTEND AND WORK MAY BE PAUSED UNTIL REQUIRED MATERIALS ARE RECEIVED; BILLING CONTINUES PER THE SELECTED SCHEDULE.

# CONTRACT SUMMARY - PART 2

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## **PROJECT SCHEDULING & ONBOARDING WINDOWS**

- INITIAL SETUP TIMELINE: INITIAL SETUP AND OPTIMIZATION IS TYPICALLY COMPLETED WITHIN 30 DAYS, ASSUMING TIMELY ACCESS AND APPROVALS.
- ONBOARDING WINDOW: LOCAL KLICKS ONBOARDS NEW CLIENTS DURING THE FIRST WORKWEEK OF EACH MONTH, DEFINED AS THE FIRST MONDAY THROUGH FRIDAY OF THE MONTH.
- ONBOARDING ACTIVITIES WILL OCCUR ON THE FIRST MONDAY, TUESDAY, WEDNESDAY, THURSDAY, AND FRIDAY OF THE MONTH.
- DEPENDING ON HOW THE MONTH BEGINS AND AVAILABILITY, ONBOARDING MAY START ON THE FIRST MONDAY AND CONTINUE THROUGH THAT FIRST FRIDAY.
- SCHEDULING NOTE: ONBOARDING TIMING MAY AFFECT WHEN IMPLEMENTATION BEGINS IF THE CLIENT SIGNS UP LATER IN THE MONTH. IN THOSE CASES, ACCESS COLLECTION AND PREPARATION MAY OCCUR IMMEDIATELY, WITH THE STRUCTURED ONBOARDING WORKFLOW EXECUTED DURING THE NEXT AVAILABLE ONBOARDING WINDOW.

## **COMMUNICATION & POINT OF CONTACT**

- SINGLE POINT OF CONTACT: CLIENT WILL ASSIGN ONE (1) PRIMARY POINT OF CONTACT AUTHORIZED TO SUBMIT EDITS, APPROVALS, AND DECISIONS. LOCAL KLICKS WILL FOLLOW INSTRUCTIONS FROM THAT PERSON ONLY.
- PRIMARY COMMUNICATION METHOD: TEXT MESSAGE IS THE PREFERRED COMMUNICATION METHOD.
- BEST TIME TO REACH US: MONDAY–FRIDAY AROUND 1:00 PM EST IS THE BEST TIME FOR RESPONSES AND CHECK-INS.
- STANDARD RESPONSE TIME: LOCAL KLICKS TYPICALLY RESPONDS WITHIN ONE (1) BUSINESS DAY. SAME-DAY RESPONSES ARE NOT GUARANTEED.
- SUPPORT: SUPPORT@LOCALKLICKS.COM OR 540-299-2718
- HOURS: MON–FRI, 7AM–3PM EST
- MEETINGS: MEETINGS ARE AVAILABLE BY REQUEST WHEN NEEDED

## **EXCLUSIVITY**

EXCLUSIVITY APPLIES ONLY TO WEBSITE + LOCAL SEO SERVICES AS FOLLOWS:

- LOCAL KLICKS WILL NOT PROVIDE WEBSITE AND LOCAL SEO MANAGEMENT FOR ANOTHER BUSINESS IN THE SAME PRIMARY CATEGORY AND LOCATION AS THE CLIENT (AS DEFINED BY THE CLIENT'S PRIMARY GOOGLE BUSINESS PROFILE CATEGORY AND PRIMARY SERVICE AREA/LOCATION).

IMPORTANT CLARIFICATION: THIS EXCLUSIVITY DOES NOT APPLY TO PAID ADVERTISING OR CONTENT CREATION SERVICES. LOCAL KLICKS MAY PROVIDE PAID ADS AND/OR CONTENT SERVICES TO OTHER BUSINESSES IN THE SAME GENERAL SERVICE CATEGORY AND AREA.

# CONTRACT SUMMARY - PART 3

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## **WEBSITE EDITS & REVIEW POLICY (WORDPRESS ONLY SITES)**

TO KEEP PRODUCTION EFFICIENT AND PREVENT SCATTERED FEEDBACK:

1. EDIT SUBMISSION METHOD (REQUIRED): ALL WEBSITE EDIT REQUESTS MUST BE SUBMITTED THROUGH THE FORM PROVIDED BY LOCAL KLICKS - LISTED HERE
  - THIS IS THE ONLY METHOD LOCAL KLICKS WILL ACCEPT FOR WEBSITE EDIT REQUESTS.
  - TEXT MESSAGES, EMAILS, CALLS, LOOM NOTES, OR VERBAL REQUESTS ARE NOT CONSIDERED OFFICIAL EDIT SUBMISSIONS.
2. DESIGN REVISION LIMIT:
  - THE CLIENT IS ALLOWED UP TO TWO (2) ROUNDS OF WEBSITE DESIGN/LAYOUT EDITS PER DESIGN DELIVERY/REVISION CYCLE UNLESS ADDITIONAL REVISIONS ARE QUOTED AND APPROVED IN WRITING.
  - SITE EDITS NEED TO BE SUBMITTED 7 DAYS AFTER SENT TO THE CLIENT - THIS HELPS US MAINTAIN TIMELINES ON FULFILLMENT
3. DESIGN VS. SEO RESPONSIBILITY:
  - CLIENT MAY REQUEST EDITS TO DESIGN/LAYOUT ELEMENTS (SECTIONS, IMAGES, PAGE LAYOUT, BRANDING).
  - LOCAL KLICKS IS RESPONSIBLE FOR SEO CONTENT AND SEO IMPLEMENTATION, INCLUDING ON-PAGE STRUCTURE, HEADINGS, METADATA, INTERNAL LINKING, AND SEO-FOCUSED COPY WHERE APPLICABLE. CLIENT MAY PROVIDE FACTUAL CORRECTIONS OR BRAND PREFERENCES, BUT LOCAL KLICKS RETAINS FINAL CONTROL OF SEO DECISIONS TO PROTECT PERFORMANCE AND CONSISTENCY.
4. REVIEWS: LOCAL KLICKS MAY INCLUDE INTERNAL REVIEW STEPS (E.G., DESIGN REVIEW AND SEO REVIEW) PRIOR TO SENDING DELIVERABLES TO THE CLIENT.

## **PAID ADVERTISING TERMS**

- AD SPEND IS SEPARATE: ADVERTISING SPEND/BUDGET IS SEPARATE FROM LOCAL KLICKS' MANAGEMENT FEES AND IS PAID DIRECTLY BY THE CLIENT TO THE ADVERTISING PLATFORM UNLESS OTHERWISE STATED IN WRITING.
- NO PERFORMANCE GUARANTEES: LOCAL KLICKS DOES NOT GUARANTEE COST PER LEAD, ROAS, CONVERSIONS, OR REVENUE. RESULTS VARY BY MARKET, COMPETITION, LANDING PAGE QUALITY, BUDGET, AND OFFER STRENGTH.
- CLIENT RESPONSIBILITY: CLIENT IS RESPONSIBLE FOR PRICING, FULFILLMENT CAPACITY, LEAD HANDLING SPEED, AND SALES PROCESS.

## **ACCOUNTS, ACCESS, & THIRD-PARTY FEES**

- CLIENT OWNERSHIP: THE CLIENT OWNS THEIR BUSINESS ACCOUNTS (GOOGLE, META, AD ACCOUNTS, DOMAINS, HOSTING) UNLESS OTHERWISE AGREED IN WRITING.
- ACCOUNT CREATION & TRANSFER: IF LOCAL KLICKS CREATES ACCOUNTS OR ASSETS ON THE CLIENT'S BEHALF, THEY WILL BE TRANSFERRED TO THE CLIENT UPON REQUEST AFTER ALL OUTSTANDING BALANCES ARE PAID.
- THIRD-PARTY COSTS: THIRD-PARTY COSTS (HOSTING, DOMAINS, PLUGINS, TOOLS, CALL TRACKING, EMAIL/SMS FEES, REPORTING SOFTWARE, AD SPEND, ETC.) ARE PAID BY THE CLIENT UNLESS OTHERWISE STATED IN WRITING.
- THIRD-PARTY PLATFORM CHANGES: LOCAL KLICKS IS NOT LIABLE FOR OUTAGES, POLICY CHANGES, SUSPENSIONS, PLATFORM UPDATES, OR PERFORMANCE SHIFTS CAUSED BY THIRD-PARTY PLATFORMS.

# CONTRACT SUMMARY - PART 4

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## **OWNERSHIP & PORTFOLIO RIGHTS**

- UPON FULL PAYMENT, THE CLIENT OWNS ALL FINAL DELIVERABLES CREATED FOR THEM (WEBSITE ASSETS PRODUCED BY LOCAL KLICKS AND WRITTEN CONTENT CREATED BY LOCAL KLICKS).
- LOCAL KLICKS RETAINS THE RIGHT TO DISPLAY COMPLETED WORK IN ITS PORTFOLIO AND MARKETING MATERIALS UNLESS THE CLIENT REQUESTS OTHERWISE IN WRITING.

## **VIDEO & MEDIA LIABILITY**

CLIENT IS RESPONSIBLE FOR OBTAINING PERMISSION FROM ANYONE FILMED OR PHOTOGRAPHED. LOCAL KLICKS IS NOT LIABLE FOR DISPUTES OR CLAIMS ARISING FROM MEDIA CONTENT PROVIDED BY THE CLIENT OR CAPTURED AT THE CLIENT'S REQUEST.

## **TERMINATION**

EITHER PARTY MAY CANCEL WITH 30-DAY WRITTEN NOTICE. ALL FEES DUE PRIOR TO THE CANCELLATION EFFECTIVE DATE MUST BE PAID IN FULL. IF NOTICE IS GIVEN MID-BILLING CYCLE, SERVICES CONTINUE THROUGH THE END OF THE PAID PERIOD UNLESS OTHERWISE AGREED IN WRITING.

## **DISCLAIMERS**

LOCAL KLICKS CANNOT GUARANTEE RANKINGS, LEAD VOLUME, OR REVENUE. RESULTS DEPEND ON ALGORITHMS, COMPETITION, MARKET CONDITIONS, BUDGET, AND CLIENT RESPONSIVENESS (INCLUDING TIMELY ACCESS, APPROVALS, AND CONTENT).

## **DISPUTES & CHARGEBACKS**

CLIENT AGREES TO CONTACT LOCAL KLICKS IN WRITING TO RESOLVE BILLING OR SERVICE DISPUTES IN GOOD FAITH PRIOR TO INITIATING A CHARGEBACK. CHARGEBACKS FOR SERVICES RENDERED OR RESERVED PRODUCTION CAPACITY ARE NOT PERMITTED.

## **LIMITATION OF LIABILITY**

TO THE MAXIMUM EXTENT PERMITTED BY LAW, LOCAL KLICKS' TOTAL LIABILITY FOR ANY CLAIM RELATED TO THIS AGREEMENT WILL NOT EXCEED THE AMOUNT PAID BY THE CLIENT IN THE MOST RECENT BILLING PERIOD. LOCAL KLICKS IS NOT LIABLE FOR INDIRECT, INCIDENTAL, SPECIAL, OR CONSEQUENTIAL DAMAGES.

## **GOVERNING LAW & VENUE**

THIS AGREEMENT IS GOVERNED BY THE LAWS OF THE COMMONWEALTH OF VIRGINIA. ANY DISPUTES WILL BE HANDLED IN THE APPROPRIATE COURTS LOCATED IN OR SERVING WINCHESTER/FREDERICK COUNTY, VIRGINIA, UNLESS OTHERWISE REQUIRED BY LAW.

NAME \_\_\_\_\_

DATE \_\_\_\_\_

SIGN \_\_\_\_\_

## CONTACT US

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**MAIN LINE: (540) 299-2718**

**EMAIL: SUPPORT@LOCALCLICKS.COM**

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**OPERATING HOURS: M-F 7:00 AM - 3:00PM**

**LOCATION: 9 N LOUDOUN ST, SUITE 300A, WINCHESTER, VA 22601**

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**WEBSITE**



**INSTAGRAM**



**FACEBOOK**



**LOCALCLICKS**

Turning Clicks Into Clients

