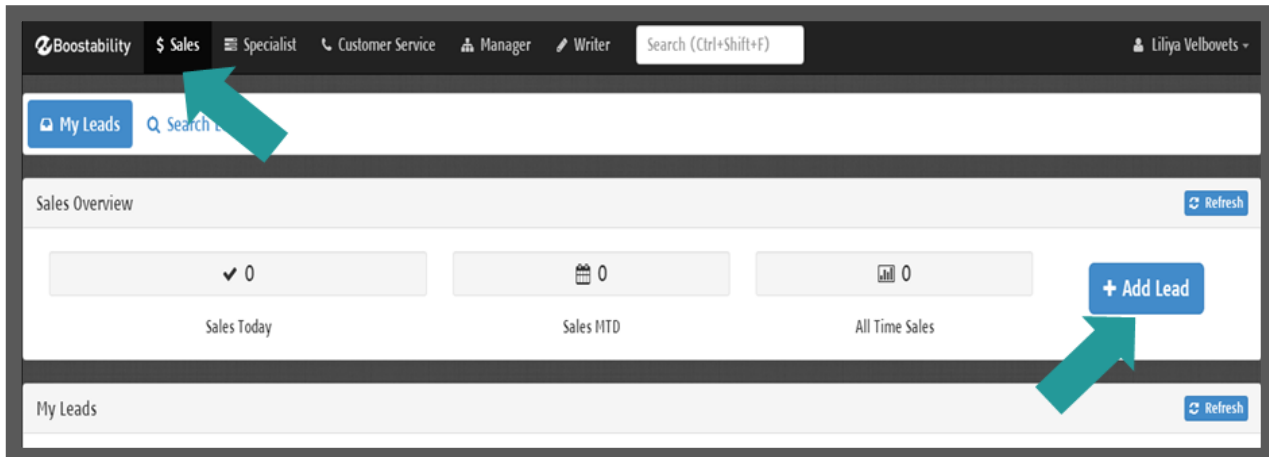
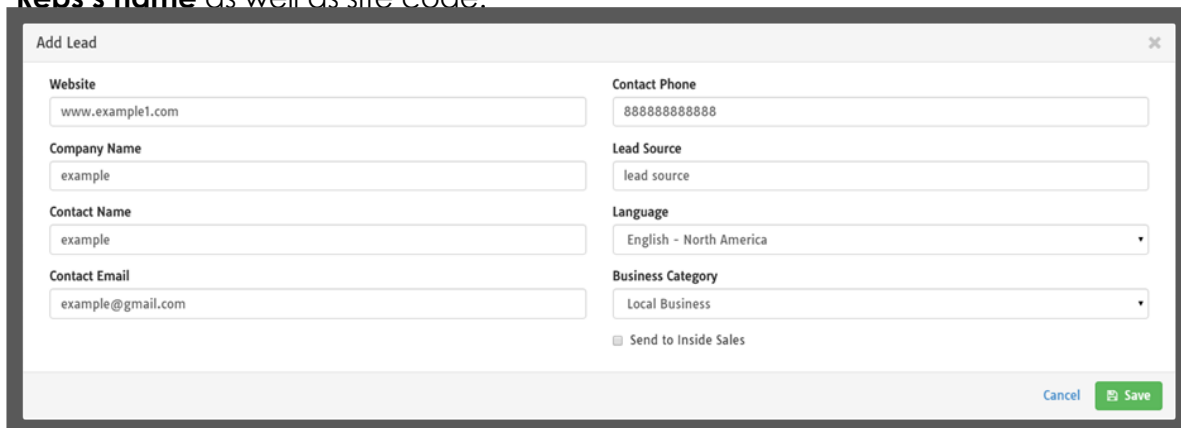


Selling an SEO Package

1. Submit a request for proposal
 - a. <https://docs.google.com/forms/d/1EpMSu02h1tE4rXXGaoOJzFxOHrSEGveW8nHhoWXYorC/viewform>
 - b. For the most accurate proposal, fill in all fields on the form
 - c. **IMPORTANT:** include the business name in the notes field of the form along with any additional information that will be helpful when creating the proposal.
 - d. Proposals will be turned around within 72 hours
2. Present proposal to customer and make sale!
3. Digital assistant enter order into Launchpad: <https://launchpad.boostability.com/#/login>
 - a. To obtain access to Launchpad, fill out a form on OnlineMatters: <https://leeenterprises.formstack.com/forms/fulfillmentsupport>
 - b. To enter an order in Launchpad, click on the "Sales" tab in the upper left corner, then click "Add Lead"



- c. Enter general company information and click "Save". In lead source, enter the **Sales Rep's name** as well as site code.



- d. Change the lead status to "Sold"

Note: All URLs in this document are links that can be found on OnlineMatters.

http://intranet.lee.net/online/other/html_2a6fcb16-403f-11e0-870b-001cc4c03286.html

- e. If the contact starts on a future date, change the "Campaign Start Date". By default, all campaigns start the day the order is entered and automatically renew. **Note: This field is also the billing date for the campaign.**
- f. When choosing the product, **always choose SEO** from the product list and add the retail price, then click "Calculate"

Recurring Products

SEO

\$ 1500.00

Proposed Charges

Calculate

+ SEO	\$1,500.00
Total Immediate Charge	\$1,500.00
Current Recurring Spend	\$0.00
New Recurring Spend	\$1,500.00

- g. **Important:** For billing purposes, enter the **THREE DIGIT MARKET CODE** into Merchant ID field in Advanced Merchant Info section, then click "Next"
 - h. Review order and click "Save"
4. To map SEO reports to the Amplified Reports Dashboard, submit a ticket to Online Matters or click [here](#). Select SEO Reporting. The customer must have an existing account set up in Amplified Reports.

This is a support request for:*

☐ New User Account
 ☐ Call Tracking Line Change
 ☐ Historical Data Reload
 ☐ Another Question or Issue
 ☒ SEO Reporting

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- Welcome Call

Review keywords and areas discussed with the customer and place information in a note below.

Use the following format: Keyword: [keyword or keyword phrase] Area: [area]

Enter your Note below


1. Has the client ever done SEO for their website before?

a. If yes, please provide more info:

2. How many Keywords are they expecting us to go after?

Welcome Call Schedule Date


08/14/2015



Time Frame

Specific Time

Morning



- 📈 Sales
🗨️ Customer Service

👤 Meagan Danielsen ▾

Customer Service Overview

🔄 Refresh

👤 6

Total Customers

✅ 6

Needs Initial Account Setup

🔧 0

Fix Account Setup

🚩 0

Keywords Needed

💳 0

Billing Suspensions

❓ 5

Unassigned Accounts

Customer Search

Customer Status

All Statuses ▾

Language

All Languages ▾

Show Only

All ▾

Search

🔍 Search

http://intranet.lee.net/online/other/html_2a6fcb16-403f-11e0-870b-001cc4c03286.html

8. For any cancelations, email hharman@boostability.com, jheywood@boostability.com and seoservices@lee.net the name of the customer and the date of cancellation. **Note: be sure to cancel the account before the renewal date. Otherwise they will be billed for another month.**

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