

Andes & Associates
EMAIL OF UNDERSTANDING TEMPLATE

Hi Client,

I really enjoyed our conversation yesterday and I look forward to working with you to further develop the content for CLIENTWEBSITE.COM.

This email is to summarize the substance of our conversation and outline the tasks to be done. But it is not comprehensive. We may change things as we go along and we will add items as well.

GOAL

The goal for the project is to develop the content of your website so that prospects understand and value the importance of your PRODUCT and contact you to purchase it. We will also work to drive traffic to your site with search engine optimization.

PREPARATION

The first step will be to develop a creative brief. My brief is very thorough, but I will streamline the process by inputting the information you have already given me.

STRATEGY & WRITING

Once the prep work is completed, we will strategize about which pages should be built or rewritten and in what priority. Once approved by you, I will write the pages.

SEARCH ENGINE OPTIMIZATION (SEO)

I will use relevant keyword phrases when writing your pages. I will also use them in writing the title and description tags, as well as the alt tags for images. Although I follow best practices for SEO and have had much success, I cannot guarantee you high rankings. Nobody reputable can.

KEYWORD PHRASE RESEARCH

I will use the Google Keyword Tool to research relevant keyword phrases in your industry. I will sort and prioritize them in consultation with you.

KEYWORD PHRASE TRACKING

I will put our keyword phrases in a spreadsheet so that we can track which keywords were used on which pages. This will be helpful to ensure we cast our net widely to attract as many prospects as possible.

PROJECT MANAGEMENT

I recommend we have an online project management system for all the members of the team. I use Basecamp, but if your web developer already has one he prefers, we can use his.

WORKING WITH WEB DEVELOPER

I will work with your web developer to ensure materials are uploaded accurately and in the best light. Your developer may contribute ideas to improve on my work.

TIMING

As mentioned to you, I cannot begin actual writing work for about two months. But we can get started on the creative brief process, which includes gathering testimonials, images, etc. I can give you homework until I'm ready to go. I'm happy to do testimonial interviews, image research, etc. if you don't have the time. It will just slow us down and cost you a little more.

WEB CONSULTING

Many other items will come up during the course of this project: tracking issues, social media tools, internal linking, blog commenting, online article writing opportunities, external linking opportunities, etc. I will provide consulting advice on these and other issues according to their relevancy to your project.

TERMS

\$135 / hour

Advance: \$500 (non-refundable unless I am unable to perform)

Billed weekly (or biweekly)

Due 10 days

Either party may stop the arrangement at any time, though payment will be due to me for hours worked until stop order.

ERRORS & OMISSIONS

Although I strive to be error free in all that I submit, errors or omissions can still occur. You are responsible for all material published.

COPYRIGHT

Copyright remains with WRITER until invoices are paid in full

CONFIDENTIALITY

WRITER will not share any confidential information acquired from working on this project with anybody else.

Attached is my invoice for the advance of \$500. You can either send a check to my address (ADDRESS) or pay this email address with your credit card via PayPal.com.

Thanks, again, CLIENT. I am really looking forward to working on "our" project together.