



The Company that can give you at least 21x (Twenty One Times) more business!

Can u imagine doing 21x more Business?



21x.co.za Information and SEO + Google Improvement Options

Our Marketing Options Explained

This information pack forms part of your 21x Agreement

Right now, while you reading this – your competitors are using World Wide Web tools to advance their personal and corporate brands, generate revenue, increase customer loyalty, and recruit top talent in order to gain leverage in your industry.

This all sounds alarming but this is where 21X comes in – We are a scientific SEO and Internet Marketing Company that can and will help your business perform like it should, may it be by generating sufficient hits to your website or building your social media brand.

We assist businesses to perform better on Google/ Search Engines by offering the following Marketing Options:

OUR FOCUS IS TO ASSIST YOU AND TO DO THE THINGS NEEDED FOR GOOGLE TO “LIKE” YOUR BUSINESS We do this by providing Google with the information and criteria they need to optimize your Business properly.

We offer EIGHT EASY BRILLIANT Marketing Options for our Clients:

- 1. SEO** A Monthly SEO Maintenance Package on 12 Months Agreement - R2500 p.m.
- 2. Quick-SEO** We do many of the MAIN things Google will need to LIKE your Website and rank your Business higher for Specific Keywords - ONCE-Off R3,500 Package
- 3. SEO-PRO** An Advanced ONCE-Off R5.500 Package
- 4. Facebook Marketing** - R980 per month - Minimum Agreement Term 3 Months
- 5. Business Facebook Page** – Setup Fee R1500 Once off and Facebook Optimisation
- 6. New Professionally built Website** – On Google standards – R5.000 Once off plus R100 p.m. hosting
- 7. OnlineShop** – E-Commerce website with Merchant account – R5.000 Once off plus R100 p.m. hosting
- 8. New Website & Business Facebook Page** LIVE FEED from FB to your website – R5.500 +R100pm host





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21x
WEB



SEO-PRO An Advanced ONCE-Off R5.500 Package

SEO PRO Includes all the items listed in Option 2 above as well as all of the following:

1. We Check your Website **Meta Tags**: Title, Description, Keywords, Robots and send you/your Webmaster the corrections and recommendations.
(Meta Tags Determine how Google displays your Business Information)
We will ensure that your Meta Tags are correct and does not contain too many characters.
2. We Check **Composition** of your website
(Your Website must be on a Certain Standard to be Google Optimized)
We will help to ensure that your website is up to standard.
3. **Keyword Research**- The Word "Plumbers" is Searched for 201,000 times per month in S.A. while the Word "Plumber" is only Searched for 74,000 times.
It is very IMPORTANT to Find your Customers where most clients are looking for you!
4. **Keyword Clouds** – We check use of Keywords and Keyword relevance on your website.
(It's very important to see what Google see)
We will look at what Google see and make sure Google see your Business correct.
5. **SiteMap and robot Files**:
(Google wants you to have a Robot.txt file and Sitemap file on your website)
We Generate both these files and forward them to you/your webmaster.
6. **Check your Feedback form**
(Clients need a Feedback/Order or Comment Form on your Website)
We check this form, Optimise it and make suggestions for your Specific Business.
7. **Hit Counters**
Without a Hitcounter on your website you cannot check actual number of visitors.
We will make suggestions and send details to you/Your webmaster
8. Check **Fav (orite) Icon** and Create if necessary
(The Favourite Icon is the Little picture which identify your Business)
We will create FavIcon and send it to you/webmaster.
9. Register your Business with "**WebsiteOff**" .
(Your website should be online 24/7 365 days a year)
We will activate a Monitor to notify you immediately if and when your website goes offline.
10. Assisting you to create a **Live FEED from your Business Facebook Page** to your Website.
(You won't need to pay someone to make continual changes on your website)
When you make changes on Facebook it will be seen LIVE, immediately by your clients visiting your website.
(see www.opskop.co.za).

Please note:

Once you have entered into a written agreement with us, our staff will immediately start working for you, for the FULL DURATION OF THE AGREEMENT!

Payments are payable in ADVANCE on a Monthly basis, for the FULL contract period.

Payments are not subject to performance, but your performance through us is guaranteed.





SEO Terms of Agreement

Any website that is not displayed on PAGE ONE of Google cannot and will not perform like it should.

Our MAIN focus will be to get you listed * **ORGANICALLY** on PAGE ONE of Google and many other International and Local Search Engines and Business directories, for as many Keywords possible (normally max 10). All our Marketing efforts will be focussed with this in mind.

* **ORGANICALLY** –Organic Google results are those “real results” displayed on Google pages (not Ad-words) where clients have worked hard to get displayed on the centre, main sections of Google result pages, without paying Google for * **Ad-words** which are specific Keywords purchased by clients from Google, which entitles them to be listed on the Top, Right or bottom of Google result pages based on the amount they choose to pay to Google.

1. **It does take much time and many hours of hard physical labour by our staff to get you to rank well.** Many large Companies spend vast amounts of Money on a monthly basis, to be ON PAGE ONE. We achieve this starting with a nominal fee of between R2 500 up to R6 000 per month.
2. It is unreasonable and unwise to expect immediate results since most Businesses who are ranked well have often spent many years and much money to get there. The market is very competitive and those who rank well make much more money that those who rank poorly.
3. We do both SEO (Search Engine Optimisations) and SEM (Search Engine Marketing)
4. Position ONE on Page one STATISTICALLY gets 32.6% of all enquiries for specific keywords on Google (page two hardly yield any results).
5. **FACT: We can and will help your Business to rank well - We do this all the time!**
We get excited together with our clients, as we watch how their rankings improve!
6. **We are a marketing Company** - NOT an Advertising Company. Advertising Companies like newspaper generate quick results while Marketing Companies generate long term company growth and Branding awareness. Building your Business will generate “automatic” sales (passive income) for years to come.
7. While we do not focus on placing adverts for our clients, we do place some adverts on carefully selected websites. Our focus is to build up Internet credit for your Business so that you can continue to, over a long period of time and for years to come - enjoy the benefits of our work.
8. **Please do not expect instant results.** The work we will do for you will steadily BUILD your business following specific, scientific, carefully pre-planned steps and strategies. For this reason we enter into a 12 month written agreement with our clients. We know that it will take many working hours, to get quality results. Some Business owners think that it is a quick and easy job to rank well on Google. It is NOT! Most businesses who rank in the Top 10 (Page One) on Google for specific keywords, have done years of hard work, and have often spent tens of thousands to get there.
9. **We do NOT work with Google Ad-Words.** We regard Ad-words as another Advertising platform which only works for as long as you pay your monthly advertising fee. We normally recommend that our clients stop with their Ad-Word campaigns after they have been with us for 2-3 months.

10. We do not offer a Quick Fix solution, but **WE DO OFFER a long term Quality solution**, which will enhance the value of your Business, as well as the value of your website.
11. We send regular Google results per email.
12. We are available to our clients for strategy discussions and suggestions.
13. We follow our own strategies to promote and enhance our client's websites. We follow a work pattern and our staff will do specific jobs for your website at specific times. Records of all work done for our clients are kept on our Database. We do not disclose these strategies to our clients. We know how to get our clients into Good Google positions and we will do this over the next 12 months. This information is valuable and has been gained from **over 15 years personal experience in the industry.**
14. Clients can normally expect to start seeing Google ranking improvements from Month TWO.

Please note that you enter into a 12 month agreement with us.

Payments are made in ADVANCE on a Monthly basis.

You are liable for payment for the FULL TWELVE MONTH PERIOD.

If you are serious about promoting your Business, please do help us where possible in Marketing your business effectively.

We do not offer Free rides or "Fly now pay later options". Your Payments are not subject to performance, but your performance through us is guaranteed and based on payments received.

We attach our agreement for your written approval. Please send signed document back by Email to louis@21x.co.za

**Ons heg ons ooreenkoms aan vir u ondertekening en goedkeuring.
Stuur asseblief terug na louis@21x.co.za**

Friendly Pretoria regards / Vriendelike Pretoria groete
Louis Kearney

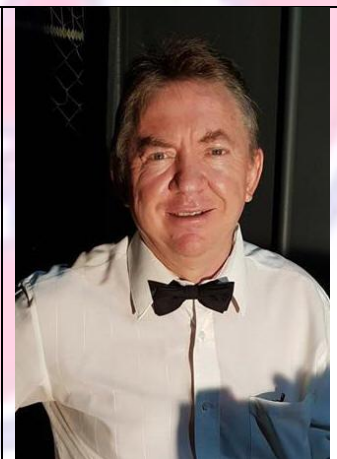


www.21x.co.za

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SKYPE: [LouisKearney1](https://www.skype.com/user/LouisKearney1)



Hold on to your DREAMS!! - Never let go of them and your dreams may just come true when you expect it the very least





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Business Marketing Agreement - Please Complete and Send to louis@21x.co.za

Full Names and Surname				
Business name				
Physical Address				
Website Address		www.		
Email address				
Cell Number				Office Number
Marketing Options (Please Circle the preferred Option)				<i>Initial Next to Option Chosen</i>
Option	Description	Price	Minimum Term	Initial
1.	SEO (Google Position Improvements)	R 2.500 p.m.	12 MONTHS	
2.	QUICK-SEO	R 3.500	ONCE OFF	
3.	SEO-PRO	R 5.500	ONCE OFF	
4.	Facebook Marketing	R 980 p.m.	3 months	
5.	New Business Facebook page Setup	R 1.500	ONCE OFF	
6.	New Online Shop -E-Commerce	R 5.000	R100 p.m. Host	
7.	New Website incl. Domain Registration	R 5.000	R100 p.m. Host	
8.	New Website and Facebook Busn. Page & Live Feed	R 5.500	R100 p.m. Host	
Existing Webmaster's Contact Details		Cell Number:		
		Email Address:		
Five keywords/phrases that best describe your Business?				

- I hereby request and Instruct **21X** to start Marketing my Business/Website/Services/Products with Immediate effect.
 - I understand and accept that I will be liable to pay the Once Off payment
- Options 1&4 Only**
- I agree and accept that I will be liable to pay the Monthly payment as nominated above and agree to pay the amount chosen above, by Electronic Funds Transfer (EFT), in Cash or by debit Order (please activate with your Bank), **By NO LATER THAN THE LAST WORKING DAY** of each and every month, for the full duration of the agreement.
- The full monthly marketing payment will be due for the month if this agreement is signed before the 20th day of the month.
 - I personally accept responsibility, in my capacity as Owner/Manager/Director/Member, for the full contract term payment.
 - I understand that this agreement may not be cancelled for whatever reason, within the **Minimum term Contract period**.
 - 21X undertakes to Market and Promote your Business. We will continue to do so for the full **Minimum term** and thereafter until receipt of a full calendar months' notice, in writing.
 - Payments are due for work done for your Business and time spent in doing work for you.
 - Full payment for the minimum contract term shall be payable within 7 days if I default in making my payments on time.
 - Payments are payable Monthly in Advance. An Invoice will be emailed to you shortly.

Signed aton this day of2018



Signature: Initials & Surname: ID Number: