



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** 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



The Company that can give you at least 21x (Twenty One Times) more business!
 Can u imagine doing 21x more Business?



Business Marketing Agreement - Please Complete and Send to ANELDA@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 Monthly premium 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 contract term.
- 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 of 2018

Signature: Initials & Surname: ID Number:



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WEB



Quick-SEO A R 3.500 ONCE-OFF Package

Quick SEO includes the following as well as few more options not listed below:

1. Checking if your website is actually **on Google**, and placement if it's not on Google Results (Many people believe their website is on Google-Then we discover it is NOT)
We place your Website on Google!
2. Submitting your website to many **Search Engines**
(There are literally thousands of Search Engines-Not just Google or Yahoo)
We submit your Site to many Search Engines!
3. Placing your Business on **Google Maps**. This is the quickest way to be displayed on Google PAGE ONE.
(Please remember to forward the verification code to us which will be sent by Google to your Postal address)
We ensure that you will be on Google Maps!
4. **Google +**
(This is important to get good Google rankings)
We add you on Google+!
5. Creation of your professional **Business FACE BOOK Page**
(This is a Business FaceBook Page-Important for good GOOGLE Rankings)
We build it for you and send the address to you my Email!
6. Registering your Website on **LARGE POWERFUL Websites** with powerful Google Rankings
(This is VERY IMPORTANT to get good Google Rankings)
We Register your Business!
7. Creation of **IMPORTANT Backlinks**
(Your Website must be Cross linked and have links back to it)
We Create Powerful Backlinks to your Business website!
8. Placement of Adverts on Relevant Related **Business websites**
(You must Advertise to get Business exposure)
We Advertise your Business so that you can get more Calls and do more Business-MORE BACKLINKS!
9. Placement on **South Africa's Largest Search Engine**
(People must find YOU when they Search for you)
We place the Listing for your Business website-More Calls!
10. **Check Broken Links**, Buttons, do Spell checks, check Email address and Links on the website.
(Bad spelling and Broken links makes a bad impression and discredit you on Google)
We Check for Broken Links, do Spell checks, check Email address and Links on the website.



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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:

- 11. 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.
- 12. 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.
- 13. **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!
- 14. **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.
- 15. **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.
- 16. **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.
- 17. **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
- 18. 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.
- 19. 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.
- 20. 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 – R2.500 per month for minimum term of 12 months - SEO + Google Position Improvements

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

Our main focus will be to get you listed ORGANICALLY on PAGE ONE of Google for up to 10 Keywords as soon as possible. We continually monitor all Google positions and Website Hits.

OUR GUARANTEE: We guarantee to improve your Google position within 90 days. You may cancel the written agreement with us after 90 days, in writing, if we have NOT SUCCEEDED IN IMPROVING YOUR CURRENT GOOGLE POSITION AFTER 90 days. We further agree to continue marketing your Business for the remaining of the 12 month agreement if we have not succeeded to improve your current GOOGLE position – **FREE OF CHARGE!**

We trust that the Information provided below will be sufficient to assist you to make a positive decision so that we can immediately proceed in enhance your current Google positions.

OUR MAIN FOCUS IS THE IMPROVEMENT OF YOUR GOOGLE POSITIONS FOR SPECIFIC PRE-DETERMINED KEYWORDS-TO PAGE ONE ON GOOGLE

If you are not at least displayed on Google Page ONE, this simply means that Google does NOT LIKE YOUR WEBSITE! To get Google and other Search Engines to “Like” your Business website, we will need to do a lot of work to and around your website.

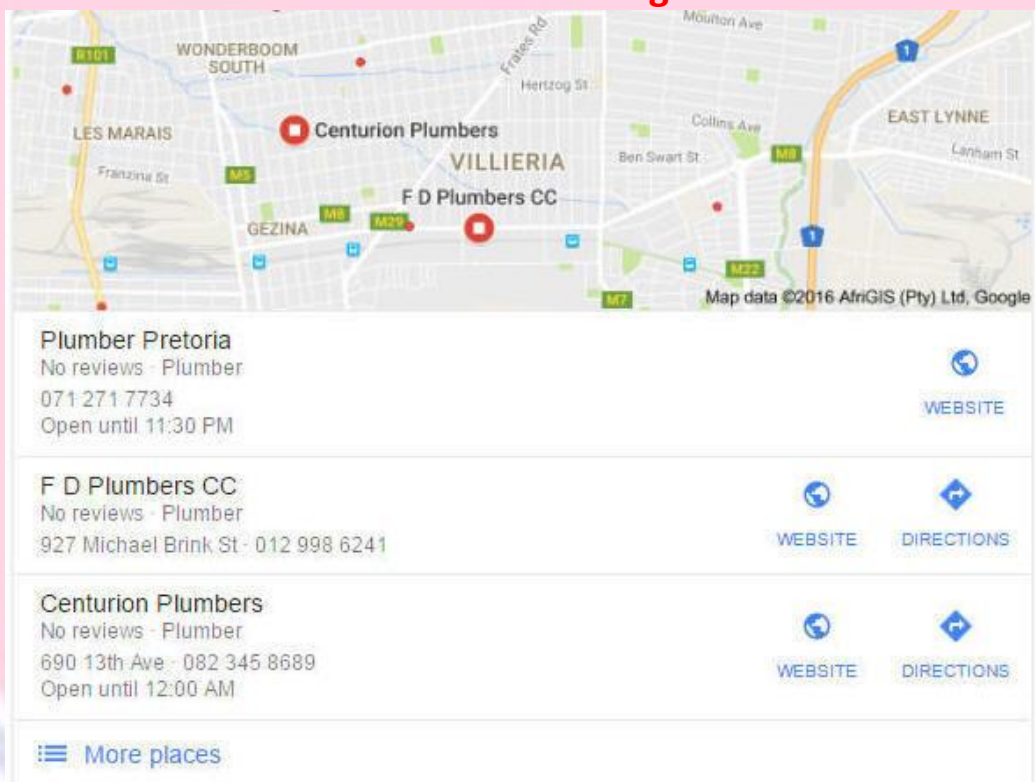
Some of the Work we will do for your Business Website includes the following:

1. Analysis of the existing position of your Business on the International and Local Internet
2. Determining the bet THREE Keyword phrases to focus on in cooperation with Website owner
3. Determining the current Google positions for specific keywords currently 25 keyword/keyword phrases)
4. We regularly monitor 1 Keyword, 2 keyword and 3 Keyword phrases
5. Compilation of a 12 month Marketing plan for your Website and prioritising of most important actions.
6. Study of your Competitor websites so that we can defeat them effectively and display your results above theirs on Google and other Search engines
7. Changes made to your website and monitoring of Google results – In Cooperation with you as client (mostly changes to main web page as well as other important internal coding).
NB. Our Service does not include structural or cosmetic updates or changes to your website
8. Website “Content” Analysis
9. Analysis and changes to Meta Tags –“Keyword”, “Description”, “Robot” and “Title” and determining “relevance”.
10. Placing on Google+
11. Placing on Google Maps – Address and Contact information
12. Facebook Link and Likes
13. Placing of your website on other National and International Search Engines (more Backlinks and exposure not just on Google)
14. Placing your telephone number/s direct on Google results. The Benefit of this is that clients can contact you directly without the need to always go into your website to get your contact details
15. Creation of “backlinks”
16. Improvement of your website “Mozrank” and website Sentiment
17. Improving your Alexa Ranking. The Alexa ranking is an important gauge to measure how Google sees your website and how it will be prioritised
18. Continues monitoring of your results
19. Monthly “spreadsheet” sent to you by email so that you too can measure our success with your website

(It can waste a lot of time to try to give through detailed information of all the work we do for clients. For this reason we rather spend the time to do the work and get the results

20. Google Analytics code placed on coding of the Website to monitor where clients come from
21. Determining the Keywords/Search Phrases used by clients who did get to your website.
22. If possible, placing of Website Hit Counter on website
23. Scientific analysis and continuous application of information on website Marketing strategies to enhance Google positions continually
24. Use of "Keyword Cloud" to determine Under-and-Over use of Keywords on your website
25. Determination and planning of best wording to display to potential clients on Google & other Search Engines
26. Placement of advertisements for your Business on other strong websites. The result of this is Twofold: Creating strong backlinks for your website and exposure of your Business website on many other platforms and getting business from there as well.
27. Placing of your Business on South Africa's strongest search engine (12million hits per month)
28. TAGS and "relevance of the Tags" used on your website
29. Determining and Improvement of your Website's "Domain" and "Page Authorities"

EXAMPLE: The first 3 results for a "Plumbers Pretoria" search on Google are all our clients.



Ad-hoc Plumbers Pretoria Call 24 Hours:0861 886 644

www.adhoc.co.za/

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www.247plumberpretoria.co.za/

Call 071 271 7734, **Pretoria Plumbers**, Centurion **Plumbers**, 24 hour **Plumbers** Emergency plumber in Pretoria.

Professional Plumbing Call 072 243 9121 Plumbers Pretoria

www.affordableplumbing.co.za/

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SEO BESIGHEIDS VOORSTEL – R2 500 p.m. Opsie

ONS HOOF FOKUS IS VERBETERING VAN U GOOGLE POSISIES VIR SPESIFIEKE VOORUITBEPAALENDE SLEUTELWOORDE – NA GOOGLE BLADSY EEN!

Indien u nie goed op Google lê nie, beteken dit dat Google nie van u Webtuiste hou nie (Google Likes u not). Om Google en ander Soek enjins Nasionaal en Internasionaal te kry om u webtuiste te “Like” moet baie werk aan en rondom u besigheids webtuiste gedoen word.

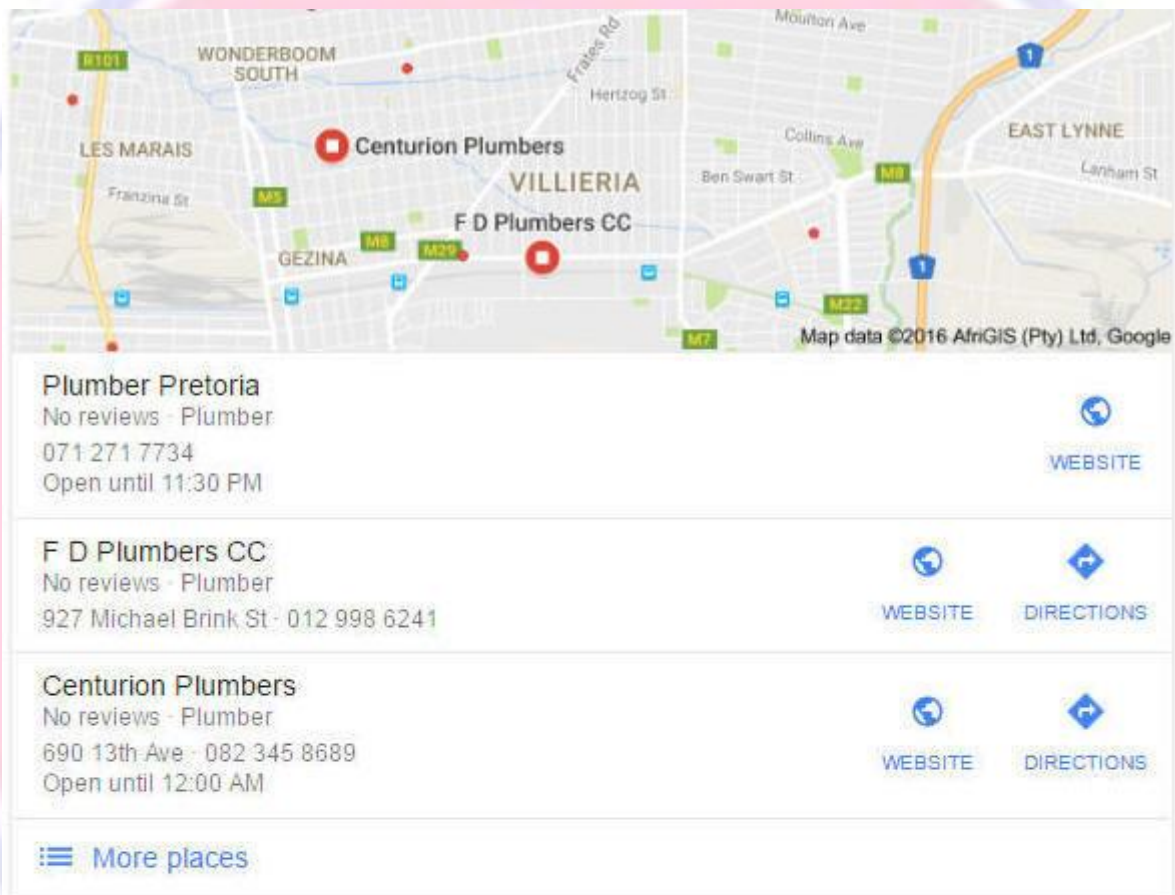
Ons vertrou dat die inligting hieronder verskaf voldoende is vir u om 'n positiewe besluit te neem sodat ons dadelik kan begin om u Google posisies te verbeter.

Van die werk wat ons vir U besigheid sal doen sluit die Volgende in:

1. Ontleding van huidige stand van die besigheid op die Internet
2. Bepaling van DRIE beste sleutelwoord frases om op te fokus in oorleg met u as kliënt en eienaar van u website
3. Bepaling van huidige Google posisies vir spesifieke sleutelwoorde (tans 25 sleutelwoord frases) beide op Google.com en Google.co.za.
Ons moniteer en bestuur 1 Sleutelwoord-, 2 Sleutelwoord- en 3 Sleutelwoord frases voortdurend.
4. Saamstel van 'n Bemerkings PLAN vir besigheid - 12 maande plan en prioritisering van belangrikste aksies.
5. Bestudering van u “kompetiese” se websites sodat ons hulle effektief op Google kan “verslaan” en u website bo Kompetisie se resultate op Google kan vertoon.
6. Verandering op u Website en monitering van effek op Google resultate – Met goedkeuring van u as eienaar (hoofsaaklik verandering van bewoording op Hoof Web bladsye asook belangrike interne kodering). LW. Geen strukturele of kosmetiese veranderinge word gedoen nie.
7. Website “Content” Analisering.
8. Ontledings en verandering van Meta Tags –“Keyword”, “Description”, “Robot” en “Title” en bepaling van beste “relevance” daarvan.
9. Plasing op Google+
10. Plasing op Google Maps – Adres en Kontak info
11. Facebook Link en likes vermeerdering
12. Plasing van u website op ander Internasionale Soek enjins (meer Backlinks en blootstelling)- Nie net Google nie!
13. Plasing van u telefoon nommer/s direk op Google resultate. Voordeel daarvan is dat kliente u direk vanaf Google kan skakel sonder om altyd eers in u website in te moet gaan.
14. Skepping van “backlinks”
15. Verbetering van u Website se “Mozrank” en website Sentiment
16. Verbetering van u Alexa Ranking. Die ranking is goeie maatstaf om te sien hoe Google u Website sal prioritiseer.
17. Voortdurende monitering van resultate
18. Maandelikse “spreadsheet” per epos aan u wat ons vordering met u besigheid website op Google toon (Dit neem eenvoudig te veel tyd in beslag om voortdurend detail van al ons werk gedoen vir al ons kliënte deur te gee - daarom beskou ons hierdie dokument as voldoende. Daarom gee ons nie detail van al die werk wat ons doen nie maar wel van die resultate)
19. Google Analytics kode geplaas op website om te moniteer wie en van waar u kliënte kom
20. Bepaling van Sleutelwoord Frases wat gebruik is deur mense wat by u website uitgekome het
21. Indien nodig en moontlik - plasing van 'n website Counter op u website(tensy u dit andersens verkies)

22. Wetenskaplike ontledings en voortdurende toepassing van inligting om u Google posisies voortdurend te verbeter
23. Keyword Cloud om oorgebruik en ondergebruik van sleutelwoorde op u website te monitor
24. Bepaling van beste bewoording om aan potensiele kliente te vertoon op Google self (ons werk trek deur vanaf Google na alle ander soek enjins soos bv. Microsoft)
25. Plasing van advertensies vir u besigheid op ander sterk Websites. Die gevolg daarvan is skepping van sterk "Backlinks" asook blootsteeling en moontlike verkryging van ekstra besigheid.
26. Plasing van u Besigheid op Suid Afrika se sterkte soek enjin.
27. TAGS en "relevance of the Tags" gebruik op u website
28. Verbetering van Website se "Domain" en "Page Authorities"

VOORBEELD: Die eerste 3 soek resultate vir "Plumbers Pretoria" Is almal ons kliënte.



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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 than 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

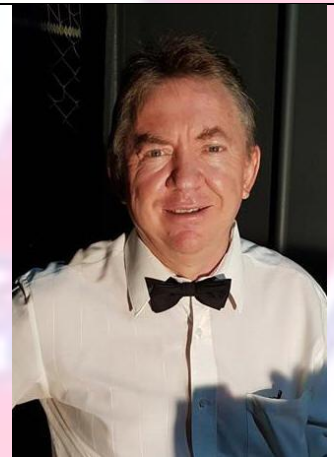


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Louis@21x.co.za

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

