

## Scope of Work Document: IT Services

### Overview:

#### Client Company Summary

### Scope of Services:

Lemur Technology LLC provides desktop support / management services to Client Company. Desktop support / management services offered by Lemur Technology LLC are designed to help to foster the following:

- Consistent usability of existing hardware
- Proactive actions to prevent / mitigate downtime
- Enhanced employee / patient experience at Client Company

Lemur Technology LLC provides desktop support services to Client Company.

- Weekly remote desktop scans for [up to two key employees] which include manual malware removal, cache cleaning, manual virus removal, and windows updates when necessary.
- On-Demand visits to the office after Windows updates to reconnect peripherals deemed by Microsoft not supported by Windows Updates.
- Printer and peripheral support for personal printers, label printers, and network printers.
- Internet trouble shooting after Comcast has been contacted.
- On-demand remote scans for the rest of the client company staff.
- On site and in-office hardware setup & configuration for new and existing staff.
- Unlimited consulting calls & inquiries.
- Management of Office 365 subscriptions
- On site and in-office hardware repair (as needed).
- Management of hardware asset inventory management spreadsheet

All services are provided on an unlimited basis.

Total cost: \$400/month

# Scope of Work Document: Website Services

## Overview:

### Client Company Summary

## Scope of Services:

Lemur Technology LLC provides website management services to Client Company. Website management services offered by Lemur Technology LLC are designed to help to foster the following:

- Accurate representation on search engines
- Desired patient flow and contact accessibility
- Repeat website traffic to see new content
- Reputation oversight for company
- Community growth
- Social media traffic
- Conversions

Lemur Technology LLC provides website management services to client company:

- Website updates to each page of the website.
- Blog entry updates
- Addition / deletion of photographs to the website
- Integration where possible of 3<sup>rd</sup> party services
- Constant Contact management
- Adjusting of various Wordpress (Content Management System, or CMS) settings to optimize performance.
- Backup of Wordpress website data files
- Update of Wordpress software and plugin files
- Customization of Wordpress website to meet the needs of each individual staff member at client company
- Monthly and on-demand reporting on website visibility and experience
- Search Engine Optimization – to be completed in a second phase
  - Includes on site optimization, content generation, link placement
- Management of client company's listings across platforms
- Creation of patient communication pathway (text, call, email, portal)
- General Updates client company's website content

All services are provided on an unlimited basis.

Total cost: \$600/month

## Scope of Work Document: Social Media

### Overview:

#### Client Company Summary

### Scope of Services:

Lemur Technology LLC provides Social Media services to Client Company. Social media services offered by Lemur Technology LLC are designed to help to foster the following:

- A consistent up-to-date presence
- Increased awareness of the client brand
- Stronger relationships with your current community
- Community growth
- Website traffic
- Conversions

The following social media services are offered by Lemur Technology LLC

- Facebook posting on client company page 1-2 times daily as directed by Client.
- Set up and administration of Facebook calendar.
- Facebook ad management per daily, monthly, and weekly budget. Evaluation of effectiveness of campaign.
- Forwarding of Facebook inquiries for response text by client company and posting of response.
- Administration of client company LinkedIn page
- Twitter posting on client Twitter Page
- Setup and administration of Twitter calendar
- YouTube video uploads & management
- Social Media responses
- Monthly reporting for Facebook / Youtube / LinkedIn / Twitter

All services are provided on an unlimited basis.

Total cost: \$1000-\$1500/month

# Scope of Work Document: Website Development

## Overview:

### Client Company Summary

## Scope of Services:

Lemur Technology LLC provides Website Development Services to Client Company. Website Development services offered by Lemur Technology LLC are designed to help to foster the following:

- Establish credibility for business / brand
- Increased awareness of the client brand
- Increased revenue for business
- Central point for customer communication
- Conversions

The following website services are offered by Lemur Technology LLC

- Basic Website \$1500
  - 5 pages of content
  - Google for Business
- Intermediate Website \$3000
  - Basic website with on-site optimization for SEO
  - 5 pages of content
  - Contact form
  - Google for Business and 3 other social media setup / optimizations
- Advanced Website \$6000
  - Basic website with on-site optimization for SEO
  - 10-15 pages of content, contact form, Google for Business and 5 Social Media setup / optimizations
- Premium Website \$12,000
  - Basic Website optimized for SEO
  - 15-25 pages of content
  - Contact Form
  - Google for Business and 5 other social media setup / optimizations
  - 12 months basic SEO services (\$7200 value)

E-Commerce, Online Voting, Credit Card Processing, and other functions available.

Note: Websites may use a theme or template as a starting point for customization. This will save you time and money as more time is spent on focusing on content and functionality that turns your visitors into customers.

## Scope of Work Document: SEO Services

### Overview:

#### Client Company Summary

### Scope of Services:

Lemur Technology LLC provides Social Media services to Client Company. SEO services offered by Lemur Technology LLC are designed to help to foster the following:

- Visibility on the major search engines
- Local SEO visibility on the Google business / maps / snack pack where applicable
- Strong visibility on key local directories / platforms
- Content sharing by target prospects
- Website traffic
- Conversions

The following SEO services are offered by Lemur Technology LLC

- Website Analysis and Recommendations for website change input.
- Recommendations to changes to website copy and structure for customer search friendly content (5 pages)
- Initial Industry / Market Research / competitor website / practices / searches
- Initial Keyword Research & inbound links research
- Recommend keywords that customers are searching for in your business
- Research major inbound links existing to the website & perform inbound linking.
- Website Image Review & website menu review
- Recommend customization of website menu and webpage titles
- HTML Changes for 5 pages. Add 5 pages for \$1000, 10 pages for \$1500.
- Profile Building (industry specific profiles)
- Recommendations for Website on page updating
- Write and modify copy for up to 2 web pages or external blog each month / install and generate on site blog content.
- Article reviewing for inclusion on website
- Establish and maintain inbound linking for website / forum posting / blog interactions

Recommended: Add more copy, inbound links, and blogs for just \$1200 monthly (double the hours, 12 hours). The following industries may incur a higher cost due to higher competition: dating, real estate, dieting, and healthcare.

Total cost: \$600-1200/month

## Scope of Work Document: Additional Services

### Overview:

#### Client Company Summary

### Scope of Services:

Lemur Technology LLC provides additional support / management services to Client Company. Desktop support / management services offered by Lemur Technology LLC are designed to help to foster the following:

- Peace of mind
- Increase revenue
- Increase organization operational efficiency

Lemur Technology LLC provides additional support services to Client Company.

- Secure Online Voting – Starts at \$250
  - Current clients use it for officer elections, representative elections, and resolutions
  - Safe – the system is secure with various levels of security
  - Fast – we do a fast setup of your ballot, candidates, options, and voter base information
  - Easy – just provide us with the details and your results are calculated in real time
- Credit Card Processing – Cost of terminal for in-store
  - Compliant – we obtain low cost EMV-chip enabled terminals shifting liability away from you.
  - Competitive – we can have your current processing rates reviewed
  - Online or Offline – we can provide terminals or online processing.
- E-Commerce - \$500 setup fee plus \$65/hour additional labor
  - Custom or Customized – we can set up an existing platform, i.e. Squarestore, Shopify, Etsy, etc or a custom shopping cart / gateway / merchant account seamless solution.
  - Integration – we can set up various platforms and customizations to match your existing website.
- Consulting
  - \$65/hour

Total cost: varies