MACHUS
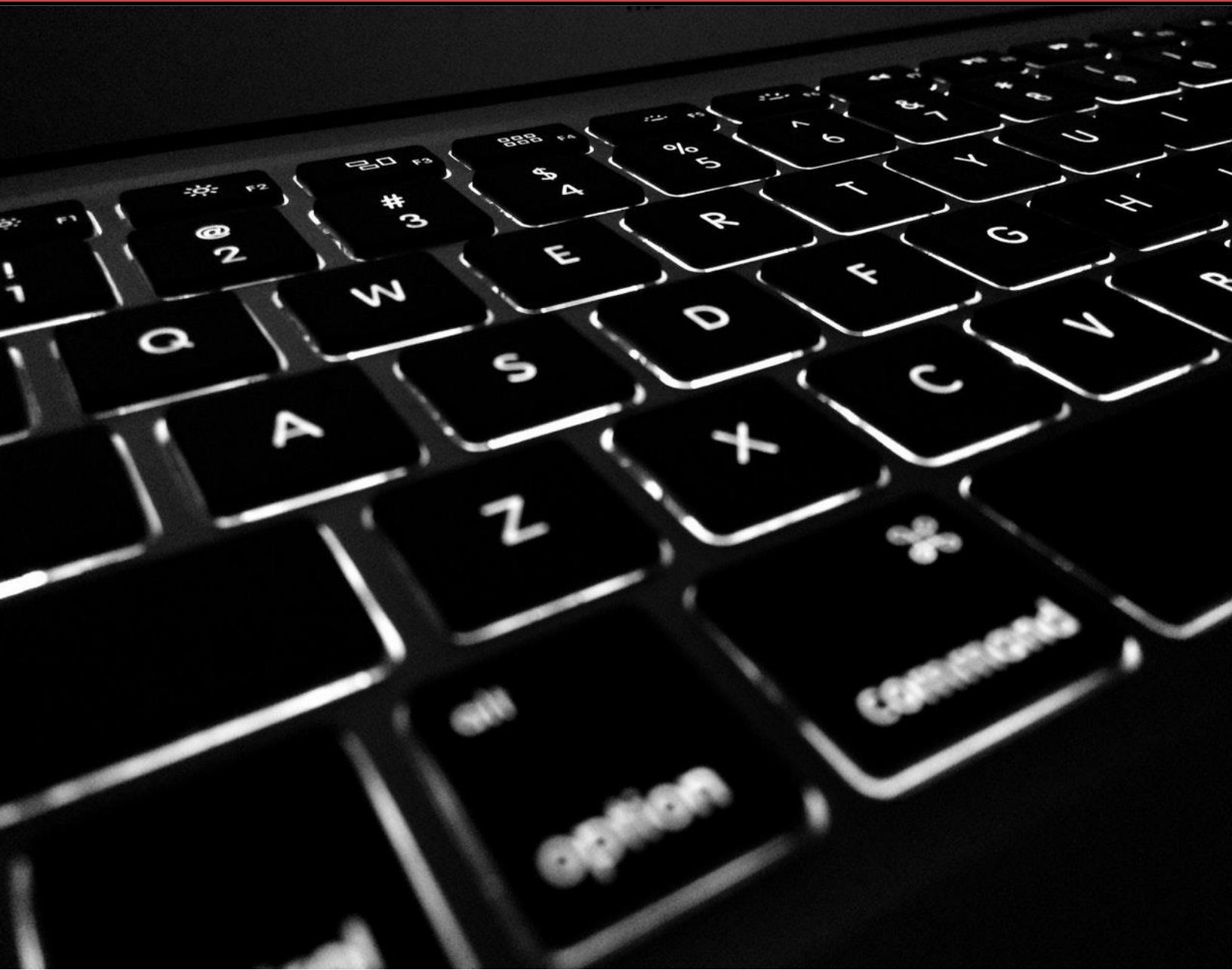
SERVICES AND PACKAGES

ABOUT MACHUS

Machus (pronounced "Mack-us") was started in 2006 by James Ussery and Farrah Macchiwalla. We are life and business partners consulting on technology, management and marketing. We believe we all should be able to live and work in the lifestyle we choose for ourselves. Our own nomadic lifestyle is done in such a way to support our clients wherever they are in the world.

It's a great experience to be able to work with so many different types of people and industries. Those perspectives allow us the ability to assist our clients even more because of the exposure to the various needs and problems we've had to solve. Those solutions give us the chance to link clients together to cross-market their abilities and services like a community.

FOR SOME – BUSINESS IS LIFE

Pricing needs to be affordable because we're all in this together. We have a small capable team with little to no overhead. This keeps Machus working with a competitive edge. Let us know if you want to discuss any part of our pricing and of course, if you would like to see something added to this list.

CONSULTING

Per Hour Rate
(minimum 30 minutes) $50.00 - $75.00

Business Consulting

As a small business owner, there are times when you find yourself doing it all. It can be overwhelming to tackle every aspect of your business and still help it grow to its full potential. That's where we come in. We help you focus on the "main thing" and identify where and when you need to bring in people to take over key responsibilities so that you can do what you do best. At times like these, it's important to have a sounding board to discuss possibilities, opportunities, see the pitfalls, and put in procedures. We've been there. We've successfully run our own companies and helped other businesses get over their humps. Whether this is at the conceptual stage of the business or even if you've been around for a while, it does help to have someone provide a fresh perspective on processes, ideas, technology, marketing, and even finances.

Small Business Financial Consulting

Financial Health Evaluation and Business Pricing Model Development –

A fledgling business often grapples with identifying profitability or even getting started in determining what they should be charging their customers. Sometimes it's a matter of digging into the details of what they do and what it's worth; other times it's a matter of evaluating the current business model and ascertaining the value of the goods and services that are provided. James and Farrah are here to talk to you and help you take your raw data and inputs and develop a model for you that's clear, understable, scientific, re-usable, and scalable. By using clear and organized thought process, you'll be amazed at how quickly a workable solution evolves.

Book Keeping and Financial Systems -

We've often seen small business owners struggle with managing the financial aspect of their business. Most often it's that a business owner hasn't even thought about the financial nuances of running a business, let alone how to set up a financial management system. We can work with you to understand your requirements, schedule, comfort zone, and help you set up a system that works for you and your

accountant. We help bridge the gap between the expectations of the tax system and your accountant and the limitations of your time and knowledge.

Project Requirements Analysis and Documentation

As technologists, we've often seen customers that have been burned by bad projects in their past. It all comes down to poor requirements and lack of defined goals. A client has a vision, but without the proper articulation and documentation of the vision, the execution team applies their own perspective to the requirements and goals. The end result bears no resemblance to what the client envisioned. What follows is frustration along with an enormous loss of time and money, and a really bad experience.

Our goal is to avoid that by taking the time to understand what our client is looking for, which includes asking the right questions and making sure that the client has thought through all the possible nuances of process they're looking to implement or change. We use a method that works for you to help you flesh out all the possibilities and along the way, we use clear documentation to ensure that all your requirements and goals are captured in an understable way and that these requirements and goals can be validated at the end of the project.

Project Management

A project can have just a few or even a multitude of moving parts. Imagine trying to run your business while managing special projects along the way. Carving time out to juggle all things can be quite a feat. That's why you need a project manager that can dedicate time to your project, manage budgets, evaluate timelines, and hold resources accountable for their contributions. Your project manager also keeps the team posted about what's upcoming and when so timelines are upheld and no bottle necks impact the smooth delivery of your project.

Technical Solutions Consulting

Strategic Discussions about technology in your business. Some consider us as a remote CTO role. We let you know your options on a number of things you may have never been exposed to. We provide alternative solutions, allowing you to expand options finding second opinions in order to save cost.

- Workflow: Services that allow you to semi-automate custom business processes that include human tasks. Task automation (build and / or source existing solutions)
- Information reporting (data collection/mining/reporting/conversion)
- Security/Encryption consulting

Web and IT Services

Per Hour Rate
(minimum 30 minutes) $35.00

Web Management

- Web configurations for major platforms (backend setups, plugins, etc)
- DNS management

Remote Technology Support

This service allows you to call, chat or email us for so many different things.

- Make updates/changes to your website
- Set up email on your phone or computer
- You may want to know which software you should look for to perform a special task
- We can help save you money on buying computers or tech gadgets by helping you research.
- Troubleshooting and technical support
- Technology training
- Backup solutions
- Remote support
- Mail Migration
    - To new mailboxes
    - Archive old employee mail
    - Download to Outlook PST files
    - Download to Thunderbird files
    - Download to .eml files in a zip
- Google drive file migration
- Sourcing online providers for any service based on requirements and budget
- Consulting on file structure and or storage management
- Windows and Linux server management
    - Managing windows users/groups
    - Managing Active Directory
    - Server Monitoring

RATE SHEET

Although Machus performs a number of services we maintain a partner network of trusted companies and talented individuals. Our network grows as we find and work with those that have met or exceeded our expectations. Machus will be your project manager for the following services.

Pcode	Name	Type	Setup Cost	Ongoing Cost
SEO01	SEO Organic Ranking Bronze	SEO	$250	$350
SEO02	SEO Organic Ranking Silver	SEO	$500	$700
SEO03	SEO Organic Ranking Gold	SEO	$750	$1,050
SEO04	SEO Organic Ranking Premium	SEO	$1,250	$1,750
PPC01	PayPerClick Starter	PPC	-	$225
PPC02	PayPerClick Pro	PPC	-	$375
PPC03	PayPerClick Premium	PPC	-	$750
PPC04	Custom Campaigns	PPC		Custom
Web01	Landing	Web Development	$350	$20
Web02	Single Page Site	Web Development	$525	$20
Web03	WordPress Base	Web Development	$875	$20
Web04	WordPress Medium	Web Development	$1,400	$20
Web05	WordPress Large	Web Development	$2,100	$20
Web06	WordPress Large (Products)	Web Development	$3,500	$30
Hosting	Hosting Packages	Hosting		

We also offer other customized marketing services based on our customers needs.

*All prices are listed in USD | Payment for SEO, AdWords and select other services are due in advance.

Search Engine Optimization

OnPage Setup

On Page Optimization Tasks:	Bronze	Silver	Gold	Premium
Search Engine Marketing Strategy Analysis	YES	YES	YES	YES
Detailed Site Analysis	YES	YES	YES	YES
Competitor Analysis	YES	YES	YES	YES
Traffic Analysis	YES	YES	YES	YES
Keywords Research	10	20	30	50
Initial Search Engine Ranking report	YES	YES	YES	YES
Site Pages Optimization	YES	YES	YES	YES
Title, Meta Tags Optimization in Proposed Pages	YES	YES	YES	YES
H1 Logo Alt Tag, Optimization in Proposed Pages	YES	YES	YES	YES
SEO friendly Navigation and Design Optimization	YES	YES	YES	YES
HTML Code and Meta-Content Optimization	YES	YES	YES	YES
301 Redirection	YES	YES	YES	YES
Images and Links Optimization	YES	YES	YES	YES
Google XML Sitemap Creation And Regular Updating	YES	YES	YES	YES
Robot.txt Optimization	YES	YES	YES	YES
Google Analytics Setup and Review	YES	YES	YES	YES

One Time Setup Fee | $250.00 | $500.00 | $750.00 | $1250.00

OnGoing Ranking Maintenance

Off Page Optimization Tasks (Monthly Ongoing Tasks):				
Directory Submission	200+	500+	700+	750+
Social Bookmarking	200+	500+	750+	1000+
Search Engine Submission	50+	100+	100+	100+
Article Distribution and Submission	50+	80+	100+	150+
Press Release Distribution and Submission	50+	80+	100+	150+
Classified Ads Creation & Posting	25+	50+	75+	100+
RSS Feed Submission	NO	YES	YES	YES
Blog Profile Creation	NO	NO	YES	YES
Blog Posting	NO	NO	YES	YES

Social Media Marketing Tasks:				
Social Bookmarking Button Implementation	YES	YES	YES	YES
SMO Submission in Bookmarking Site	YES	YES	YES	YES
Image Submissions	NO	YES	YES	YES
Video Optimization	NO	NO	YES	YES
Facebook Account and Pages Creation	YES	YES	YES	YES

Reporting

Search Engine Submission Report	One Time	One Time	One Time	One Time
Baseline Keyword Ranking Analysis Report	One Time	One Time	One Time	One Time
Keyword Ranking Analysis Report	Weekly	Weekly	Weekly	Weekly
Link Building Report	Weekly	Weekly	Weekly	Weekly
Traffic Report	Monthly	Monthly	Monthly	Monthly

Delivery Targets

Google, Yahoo or MSN Ranking Growth on Monthly Basis Compare to Baseline Report	Min 30% 30 Days	Min 40% 30 Days	Min 45% 30 Days	Min 45% 30 Days
	Min 40% 60 Days	Min 45% 60 Days	Min 60% 90 Days	Min 60% 90 Days
	Min 60% 90 Days	Min 70% 90 Days	Min 80% 90 Days	Min 80% 90 Days
We strive towards having a minimum of 30% keywords on the 1st Page of the Google Search Engine and 60% keywords on Google's top 3 pages and 80% on Google's top 10 pages within a period of 3 months.				
Traffic increase on organic search engine results	Guaranteed Growth	Guaranteed Growth	Guaranteed Growth	Guaranteed Growth

Ongoing Monthly Costs	**$350.00**	**$700.00**	**$1050.00**	**$1750.00**

*Articles must be supplied by the client.
*OnPage must be implemented as requested.
*If the client selects all high competition keywords or non-recommended keywords, this will affect the ranking growth delivery targets.
*We recommend that clients sign up for a minimum of 6-months to see proper growth of their SEO rankings.

Search Engine Optimization

Per Keyword Multiplier:

Outside of the preset packages you may create your own concepts using the following details. If you have other requirements or would like to customize packages further, please contact us with your requirements.

- One-time setup cost will be **$25.00** per keyword.
- Monthly cost will be **$35.00** per keyword.

Example calculations:

Keywords	Setup	Ongoing
1	$25	$35
2	$50	$70
13	$325	$455
24	$600	$840

Adwords/Pay Per Click

Tasks in AdWords Setup + Management:	Starter	Pro	Premium
Time spent (in hours)	15	25	50
Keyword Research	Yes	Yes	Yes
Campaigns	Yes	Yes	Yes
Ad Groups	Yes	Yes	Yes
Text or Graphic ads	Text ads	Both	Both
Ongoing bid management	Yes	Yes	Yes
Cost	$225	$375	$750

The cost listed above is the management cost for each block of hours.
The actual budget needed for AdWords will be determined and recommended based on several factors including but not limited to the CPC, keyword competition, and client's budget.
The marketing budget will be provided in the client's local currency.
The budget amount will need to be authorized by the client in Google AdWords directly.

Web Development

Machus has programmers, developers and designers in the network. They support different technologies and will be chosen based on the needs of the project. Quotes for custom development are based on detailed requirements. Machus consultants can work with you to create and or finalize these detailed documents if needed.

- Website, Web Application, Software Development
    - .NET
    - PHP
    - Javascript Frameworks
    - WordPress (Website, themes, plugins, and support)
    - DotNetNuke (Website, themes, modules, and support)
    - Laravel
    - API
- Testing (Website and Web Application)

WordPress Packages

Tasks	Landing	Single Page Site	Base	Medium	Large	Large (Products)
Theme Home Layout	Yes	Yes	Yes	Yes	Yes	Yes
Theme Inner Layout	No	No	1	2	3	3
Email Form	Yes	Yes	Yes	Yes	Yes	Yes
Basic Plugins	Yes	Yes	Yes	Yes	Yes	Yes
Content Pages	1	1	8	12	15	15
Products	No	No	No	No	No	50 simple
Cost to Build	**$350**	**$525**	**$875**	**$1,400**	**$2,100**	**$3,500**
Managed	Yes	Yes	Yes	Yes	Yes	Yes
Storage	Plenty	Plenty	Plenty	Plenty	Plenty	Plenty
Bandwidth	Plenty	Plenty	Plenty	Plenty	Plenty	Plenty
Email accounts	Y	Y	Y	Y	Y	Y
Cost to Host	**$15**	**$15**	**$15**	**$20**	**$20**	**$40**

* Website price doesn't include cost of themes and plugins
*Basic plugins include - Contact Form 7, ReCaptcha, All In One WP Migration, 301 ReDirects (if needed), Yoast SEO
*Paid plugins not included
*Time includes WordPress, theme, and basic plugin configuration. Content and images need to be provided by the client.

Hosting

These days there are so many hosting companies available. We're not reinventing the wheel. We use companies that work best for us and have the best service and support for our clients.

But it doesn't stop there. We're more than just a "website host". We have found some really great open-source productive web applications to assist you with your business. We charge very competitive hosting rates based on the server requirements the app needs to run smoothly. And just like that you have your very own LMS, CMS, CRM, ERP, Helpdesk etc on your company's domain.

Listing all the options here would be overwhelming. If you have custom requirements, let's have a call and find out what you need.

- Web panel or command line
- DevOps
- Virtual servers
- Virtual desktops
- IMAP Mail servers
- FTP/SFTP
- Cloud Services
- Cloud Storage
    - Data Syncrinization
    - Object Storage

Virtual Machine (VM/VPS)

A sample of the type of VMs we have access to spin up for your use for any project. We support Windows and Linux.

Server *	CPU	RAM	Storage	Bandwidth
HeavyDuty-3	24	96 GB	1600 GB	15 TB
HeavyDuty-2	16	64 GB	1280 GB	10 TB
HeavyDuty-1	8	32 GB	640 GB	6 TB
Large-2	6	16 GB	320 GB	5 TB
Large-1	4	8 GB	160 GB	4 TB
Medium-2	2	4 GB	80 GB	3 TB
Medium-1	1	2 GB	55 GB	2 TB
Small	1	1 GB	25 GB	1 TB

Included: Daily backups. Excluded: Server management