



HANDSHAKE LINKS CONSULTING SERVICES

STATEMENT OF WORK

SOW Number	##### <i>(a number will be created once signed up)</i>
Service	Link Building Monthly Campaigns
Subscription term	12 months <i>(a number needs to be agreed upon, although the minimum length available is 6 months)</i>

Handshake Links and the entity signing below ("Subscriber") hereby enter into this Statement of Work ("SOW") pursuant to the terms and conditions of the Master Subscription Agreement found at <https://site.HandshakeLinks.co.uk/about/master-subscription-agreement> unless there is a separately negotiated agreement between Subscriber and Handshake Links (the, "MSA").

An Engagement Manager will be assigned to manage your Link Building monthly campaigns. This SOW together with the MSA shall hereinafter be referred to as the "Agreement". Handshake Links and Subscriber are sometimes referred to herein individually as a "Party" and collectively as the "Parties". This SOW shall become effective upon the date last signed by the Parties (the "Effective Date").

Company:	Handshake Links
Website:	https://site.handshakelinks.co.uk/link-building-service
Desc:	Link Building British Company

1. Link Building Service

Subscriber is ordering Link Building Services as provided under this SOW (the "Consulting Services"). The following three phases-project will be executed once per month (herein called Campaign or Iteration):

- 1.1. Content Building
- 1.2. Prospect Listing
- 1.3. Backlink Outreach
- 1.4. Support and Monitor
- 1.5. Project Management

1.1. Content Building

Every month Handshake Links will work with Subscriber to coordinate a monthly workshop in which a content will be created and promoted via link building. This workshop takes between one and two hours and its focus is on choosing a page in the Subscriber's website to build external links to, a new one can be created is non is available. If necessary, during this workshop, the parties will brainstorm a new content to be created.

Lead by the Engagement Manager, the Subscriber will need to understand the two types of content available, and choose one to be worked on any given month:

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1.1.1. Text-based Content

These are articles or blog posts that are designed to attract backlinks. A Content Outline document will be created by Handshake Links, approved by Subscriber and then sent to a writer.

Handshake Links is not responsible for building the content itself, however the Engagement Manager will be available to provide guidance and vision to the writer hired by the Subscriber.

In case the Subscriber wants Handshake Links to hire a contractor for the job, a trusted partner, person or agency, will be selected following a budget previously approved by Subscriber and the price paid to the writer is then added to next invoice to be sent by Handshake Links.

For examples of content outline documents and article ideas that will be worked on, please see the page

<https://site.HandshakeLinks.co.uk/link-building-articles/text-based-content>.

1.1.2. Webtool

Also called “widgets”, webtools are actual applications that can provide value to the linking prospect.

For ideas, commercial information and examples of webtools, please see the page <https://www.HandshakeLinks.com/about/webtool-content-examples>.

Handshake Links has Solution Architects who can design a special form, a small game or a dashboard that brings value, entertain or present market data in your website.

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Handshake Links is not responsible for building the webtool itself, however the Engagement Manager will be available to provide guidance and vision to the developer hired by the Subscriber.

In case the Subscriber wants Handshake Links to hire a contractor for the job, a trusted partner, person or agency, will be selected following a budget previously approved by Subscriber and the price paid to the writer is then added to next invoice to be sent by Handshake Links.

Content building is the first phase of the Campaign and it is all about coming up with an asset (piece of content) that could attract backlinks. The activities required for this phase to be completed are:

- 1.1.3. Select content type - After initial setup there will be necessary some live interaction via conference call to choose the content that should be created, Text-based Content or Webtool. The deliverable expected after this meeting is a Content Outline Document in case of text-based or a Functional Design Document in case of a webtool.
- 1.1.4. Produce content - The Engagement Manager and the Subscriber will be both responsible to making sure that this activity doesn't take more than one week to complete.
- 1.1.5. Publish content - The content created will need to be approved by Subscriber and published before we continue to the next phase, the Prospect Listing.

The activities in this phase require the use of third-party applications that will aid with research and insights. They will be configured and managed by Handshake Links:

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1.1.6. Buzzsumo - This application will be used to research what your target market is sharing and talking about. We will come up with some topics we can use to build your content later on.

1.1.7. SEM Rush - This application will provide a comprehensive list of backlinks already pointing to the Subscriber's website. Together we will examine the out of box dashboards, understand the data model and discover how we can leverage the information it provides.

These are paid applications but it is part of the service package, therefore there is no extra fees for the Subscriber. Handshake Links is not responsible for these applications and any technical issues will rely on their own support and their own service level agreements to correct them.

1.2. Prospect Listing

The second phase of the service is to build a list of linking prospects, or website owners who might want to create a link from their site or blog to the content we have created in the first phase. Prospecting steps:

1.2.1. Choose link types

There are eighteen types of links to work with and Handshake Links will choose five to use with the content created. During the initial workshop the Engagement Manager needs to make sure to explain the types of links and the reason behind the five chosen for that particular monthly iteration:

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- Link roundups, Resource pages, Guest posting, Sponsored posts, Link reclamation, Bridge method, Online PR, Local blogger, Manufacturer links (ecommerce only), Video links, Directory links, Professional organisations, Conference and event links, Blog and forum commenting, Wikipedia links, Infographics, Skyscraper method, Broken link building.

1.2.2. Configure lists

For every link type an email template will be prepared to be used on the next phase. Also a mailing list will be created to hold all prospects discovered on every single link type. To build the mailing lists and the email templates the following application will be used:

- MailChimp - For every different link type we need to setup a different mailing campaign to send to website owner to get them to add the link pointing to the Subscriber's content we are promoting. MailChimp is the system of choice because of the APIs available (for integration work) and the reports we have available at the end of each campaign.

1.2.3. Discover prospects

To discover prospects who can create backlinks, Handshake Links will use three application:

- Google "Extreme Search" - Google can be used as a research tool when we search for queries using operators. Handshake Links has an extensive list of operators that will be used to build a list of prospective backlinkers on behalf

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of the Subscriber. This research is manual and will require as many as 10 hours of work to build the best possible list of prospects.

- Buzzsumo - Again this application can be used, but with a focus on prospecting some linking targets (websites, and contact info, that would possibly link back to the content we are promoting. Handshake Links uses the paid version of this application and because of that the Engagement Manager will be able to gather some details from LinkedIn as well.
- EmailCrawler - Proprietary application, owned and developer by Handshake Links, that helps finding the email address of website owners as well as their profile on Twitter.

1.2.4. Listing prospects

At the end of this phase the Subscriber has access to the full list of businesses that could create backlinks (the prospects). With this deliverable at hand, the monthly iteration should continue to the outreach phase.

1.3. Backlink Outreach

This phase will be executed by the Engagement Manager who will run all mailing campaigns, using MailChimp, but will also contact prospects with LinkedIn, Twitter, on-site contact form and/or telephone. The backlinks published as a result of this effort will be added to the monthly report.

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1.4 Support and Monitor

All backlinks published need to be monitored so they don't get removed or point to the wrong page. The application SEM Rush will be used for that but Google Analytics could help understand the sites that are actively sending traffic. If the Subscriber wants to provide Handshake Links the ability to extend the monitoring possibilities, access to their Google Analytics account will need to be granted. The Subscriber will have access to such reports from the restricted area on Handshake's website.

1.5. Project Management

Handshake Links will provide an Engagement Manager who will be Subscriber's main point of contact throughout the services engagement. During the project kickoff, the Handshake Links Engagement Manager will discuss timeline constraints with Subscriber and ensure that all parties agree to a Project Plan. Both Parties will mutually agree on launch and success measures as a component of the Project. The Handshake Links Engagement Manager responsibilities may include:

- Create and manage a Project Workbook that will define the tasks, dependencies, timelines, budget, action items and resources for the campaigns.
- Authorizing the provision of Handshake Links Personnel and managing assigned personnel according to the defined scope of the campaigns.
- Providing weekly status reports focusing on budgets, scope, and timeline

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- Managing any major changes in scope and notification to Subscriber of such change.
- Providing direction and support to project teams within scope of the Project

Post Go-Live Support

Handshake Links will provide up to one (1) week of post Go-Live* assistance. Handshake Links will use this week to facilitate a seamless transition to the Handshake Links Advocacy (Support) organization. This includes Handshake Links working with Subscriber to collaboratively resolve questions that are raised during the rollout and communicate to Handshake Links Advocacy Subscriber's current implementation configuration.

*Go-Live is defined as Subscriber Agents responding to end user (customer) tickets in a production environment.

2. Project Assumptions

2.1. All reports, link redirects and any other functionality that runs under Handshake's domains, accounts or servers, including the restricted area of Handshake Links' website and shared documents and folders, will only be available during the length of this SOW. Subscriber may request a raw copy of all of its data in electronic format up until 30 days after service is cancelled. After data Handshake Links can delete all data at its sole discretion.

2.2. Link building service will only be provided in one language that could be English, Spanish, Italian or Portuguese.

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2.3. Subscriber will take part on the monthly workshop, hire writer or developer and publish the content created on a scheduled manner. If dates for any given monthly campaign the original monthly cycle of activities will continue, include the payment schedule.

2.4. Subscriber is aware that custom reports are not part of the SOW.

3. Fees and Expense

The Project will be billed on fixed Fee basis for the sum of £###,##### (the "Fees"). In addition, Subscriber shall reimburse Handshake Links for any costs for travel, lodging, communications, shipping charges, contractors hired and any out-of-pocket expenses incurred by Handshake Links in connection with providing the Services (collectively, "Expenses,"). Subscriber agrees to pay the Fees on the Effective Date and the Expenses upon receipt of invoice. For avoidance of doubt, Subscriber shall remain responsible for reimbursement of such Expenses actually incurred, regardless whether this Statement of Work is terminated or modified prior to performance of the Services.

Handshake Links requires the payment of all Fees for the Project prior to delivery of Services pursuant to this SOW. Any changes to this SOW will be rendered in writing and agreed upon by Handshake Links and Subscriber in the form of a Change Order. Subscriber shall pay any additional Fees associated with such Change Order prior to delivery of any Services pursuant to such Change Order. Fees are non-refundable except as expressly stated in the MSA. Payment shall be made in accordance with Section 3 of the MSA.

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