Board Agenda Item #	II D
Date:	December 10, 2015
To:	MPS Board of Directors
From:	Caprice Young, Ed.D., CEO & Superintendent
Staff Lead:	Alfredo Rubalcava, Chief External Officer
RE:	SEO and Reputation Enhancement proposal by RegisterEverywhere.com

Proposed Board Recommendation

I move that the board approve the Search Engine Optimization (SEO) and Reputation Enhancement proposal by RegisterEverywhere.com

Background

Magnolia Public Schools essentially needs two online services to ensure the right stakeholder target market is reached, and more importantly that target market's opinion of Magnolia Public Schools is not tainted with inaccurate narratives spun by outside agitators. These goals will be accomplished by improving our Reputation Enhancement and SEO capabilities.

1) Reputation Enhancement - this is so when people conduct searches on Google using particular keywords, the mischaracterizations and misrepresentations associated with Magnolia Public Schools are moved lower in the search rankings. All the while, a variety of accurate sites, information and pages are getting listed higher on Google for those particular keyword searches. Based on that objective, the fee will cost $6,500 per month with a 6-month minimum commitment. The details can be found in the attached Reputation Enhancement proposal.

2) SEO - this is so when people search for particular keywords like "top high schools in Los Angeles (or, Orange, San Diego or San Jose)" or "top science high schools in Los Angeles (etc.)", our actual site of magnoliapublicschools.org (or pages within our site) comes up higher on Google. As shown in the benchmark ranking report attached, of the 56 targeted key phrases that people may search for in Google, almost none of them landed magnoliapublicschools.org on the first (or second) page of Google. The fee for this service will be $2,300 per month, with a 6-month minimum commitment. The details can be found in the attached SEO proposal.

Why Register Everywhere, Inc.?

They were referred to Magnolia Public Schools by our PR firm, Larson Communications. Register Everywhere, Inc. is one of the oldest search engine optimization companies in America. They have been serving the organic marketing needs of clients since November of 1994. At RegisterEverywhere.com, the client is the focal point. They are known for their top customer service. And, they succeed in doing for themselves what they claim they will do for us. If you check Google's organic search result rankings for keywords like search engine placement, search

engine promotion, search engine ranking services, search engine optimization services, or first page ranking you will note RegisterEverywhere.com's prominent first page rankings, and they happen to be competing against the best of the best search engine optimization companies in the world. As a professional services contract, a bid process was not required; however, the staff considered other companies of varying price points and consider Register Everywher to be the best value for the expenditure.

Budget Implications

The whole scope of the SEO and Reputation Enhancement work will cost $52,800 for a period of six months. After such time, MPS will make a determination if we want to extend the scope of work and time with a new proposal. Multiple measures will determine this extension, including new student enrollment and Magnolia's image with its external audience.

Name of Staff Originator:

Alfredo Rubalcava, Chief External Officer

Attachments

Reputation Enhancement and Search Engine Optimization (SEO) service proposal by RegisterEverywhere.com
Keyword Rankings (grouped by SE)

Reputation Enhancement Project

Magnolia Public Schools

Objective: The intent of this engagement is to promote positive online properties for Magnolia Public Schools, and by doing so lessen the prevalence of negative online properties. Currently, a Google search for a variety of keywords brings up negative results such as the alleged fiscal mismanagement, unfortunate sexting incident from an individual, and the Gulen connection. The intention of this project is to push those negative stories further down in the search results, and in their place deliver positive online properties.

Deliverables:

Depending on the service option selected, we will deliver the below four (4) items. Each of our service options use a mix of custom sites and blogs. All online properties we build, and any positive online properties we find, will have a proper link building campaign deployed to rank those online properties higher.

   1. Custom sites - These are custom sites that we build from scratch. We will register the domains and host these sites as well. These sites will be populated with positive content.

   2. Blogs - We will use blogging platforms like Blogger, Tumblr, Weebly and others to populate positive content.

   3. Link Building - Upon building positive online properties, we need to rank them highly. To that end we use one-way backlinks that we will be pointing to our custom sites, and blogs, as well as to positive new stories we find online. Our linking methodology is quite unique in the industry, as we do not use any forums, blogs, classified ad sites, or articles. Most SEO companies use the above mentioned, and in many cases use black-hat software like SENuke, which as noted by Matt Cutts of Google, sites that aggressively use such black-hat linking methodologies will ultimately get penalized by Google. Please search for "Google Penalty" for more details.

4. Reporting - We will provide screen captures of search results when we begin the project, which the Client can use as a benchmark. We will also provide screen captures of search results as we achieve our objectives.

Timeframe:

Depending on the service option selected, it can take us one (1) to three (3) weeks to build all online properties. Link building is an on-going process.

Target Key Phrases

Magnolia Public Schools
Magnolia Charter Schools
Magnolia Science Academy
Magnolia LAUSD
Magnolia STEM School
Magnolia Charter High School

Select Service Option

For any keyword search, there are 10 listings on each page of a search engine. Please select the service option you prefer:

☐ **10 online properties** - aims to position 10 positive properties on 1st page of search results: $5,000/month

☐ **20 online properties** - aims to position 20 positive properties on 1st & 2nd pages of search results: $6,500/month

☐ **30 online properties** - aims to position 30 positive properties on 1st, 2nd, & 3rd pages of search results: $8,000/month

Set-up Fee: $0 – Waived as courtesy
Duration: Each option above requires a 6-month commitment. After the 6 months are up, the account will be treated as a month-to-month service. Client can stop renewal after the 6 months are up by emailing support@registereverywhere.com prior to the next renewal date.
Terms: http://www.registereverywhere.com/terms.php
Payment Method: Visa, MasterCard, American Express, Discover
Offer Date: 11/23/15
Offer Good Through: 12/7/15
Questions? 1.800.585.3222 option 1 or Raffi@registereverywhere.com

No Guarantee

Although we will do everything possible to ensure our positive properties rank higher than the negative online properties that are currently ranked highly, we cannot guarantee our results, as much like anyone else in the industry, we do not have full control over search engines.

No Refund Policy

Reputation enhancement is a very labor intensive undertaking. As such, once our work commences we do not offer any refunds.

1007 S. Central Ave Suite 206, Glendale, CA 91204

Payment Details:

Full Name on Card: _____

Card #:_____

Exp Date: _____   CVV (3 or 4 digit number): _____

Billing Address: _____

Monthly Fee: $_____ (enter dollar amount of the service option you selected)

Cardholder Signature: _____

Approval of Project by:

Today's Date: _____

Full Name of Contact: _____

Contact Work Phone: _____ Contact Cell Phone (optional): _____

Contact Email: _____

To execute the above - PDF and email to Raffi@registereverywhere.com or fax to: 1.818.246.8216. Thank you.

Project: Magnoliapublicschools.org

Objective: Improve ranking on Google, Bing, Yahoo!, Ask, and AOL Search targeting the key phrases below for the purpose of driving quality traffic and leads to the site. As usual, the most emphasis will be placed on Google, as it has the most market share. Please see the breakdown of search market share below:

Search Engine	Percent of Search Market Share
Google	67%
Bing	16.5%
Yahoo!	12.1%
Ask	2.8%
AOL Search	1.7%

Source: ComScore

Deliverables:

1) On-site optimization - which ensures pages of the site have proper meta tags, and keyword-to-content ratio.
2) Off-site optimization – one-way link building from well established sites, including review sites (RegisterEverywhere.com fully controls and owns all sites). Our linking methodology is quite unique in the industry, as we do not use any forums, blogs, classified ad sites, or articles. Most SEO companies use the above mentioned, and in many cases use black-hat software like SENuke, which as noted by Matt Cutts of Google, sites that aggressively use such black-hat linking methodologies will ultimately get penalized by Google. Please search for "Google Penalty" for more details.
3) Work with Client, Client's technical writer(s), and Client's Web Developer(s) to ensure the best possible search engine optimization results for Client.

Timeframe:

For ranking results to come to fruition, it can take as little as 4 weeks from the time the on-site optimization is fully complete on the target site of Magnoliapublicschools.org, to as much as 24 weeks. On-site optimization implementation will take 3-5 working days to complete. Off-site optimization is an on-going process.

Target Key Phrases

1. Science high schools in California
2. Best science high schools
3. Top high schools
4. Top high schools in California
5. Top high schools in Los Angeles
6. Top high schools in Orange County
7. Top high schools in San Fernando Valley
8. Top high schools in San Diego
9. Top high schools in Santa Clara
10. Top charter high schools in CA
11. Top charter high schools in Los Angeles
12. Top charter high schools in Orange County
13. Top charter high schools in San Fernando Valley
14. Top charter high schools in San Diego
15. Top charter high schools in Santa Clara
16. STEM high schools in California
17. Top STEM high schools
18. Math high schools in California
19. Top math high schools in Los Angeles
20. Top math high schools in CA
21. Top math high schools in San Fernando Valley
22. Top math high schools in San Diego
23. Top math high schools in Santa Clara
24. Technology high schools in California

25. Technology high schools in LA
26. Technology high schools in San Fernando Valley
27. Technology high schools in San Diego
28. Technology high schools in Santa Clara
29. Top technology high schools in Orange County
30. Top technology high schools in San Diego
31. Top technology high schools in Santa Clara
32. Top technology high schools in CA
33. Robotics high school class
34. Engineering high school
35. Engineering high schools in California
36. Top engineering high schools in Orange County
37. Top engineering high schools in San Diego
38. Top engineering high schools in Santa Clara
39. Top engineering high schools in CA
40. Magnet high schools in LAUSD
41. Magnet high schools in Los Angeles
42. Magnet high schools in San Fernando Valley
43. Magnet high schools in San Diego
44. Magnet high schools in Santa Clara
45. Gifted education high schools
46. College-ready high schools
47. College-ready high schools in Los Angeles
48. College-ready high schools in San Fernando Valley
49. College-ready high schools in San Diego
50. College-ready high schools in Santa Clara
51. College prep high schools in CA
52. Top college prep high schools in California
53. Best college prep high schools in Los Angeles
54. Best college prep high schools in Orange County
55. Best college prep high schools in San Diego
56. Best college prep high schools in Santa Clara

Duplicate Sites

Search engines like Google will typically give preferential listing to one of any number of duplicate sites, and that one is usually the oldest registered domain. As such, for any duplicate sites the client owns, all those will need to do a 301 re-direct pointing to Magnoliapublicschools.org.

Web Hosting

Client must ensure the site stays up and running. If the site goes down for long periods of time, rankings will be lost.

Reporting Tools

We will provide the Client with monthly ranking reports upon request. Moreover, we see Google Analytics is installed on your site, and we assume you have full access to it. If you do not have access to it, assuming we are provided access to the site, we can add Google Analytics and grant you access to it so you can login and view your site's traffic and stats at any time.

Access to Site

Although RegisterEverywhere.com will make all search engine optimization related changes for the client (we will need login credentials), it is advised the Client have access to a web developer to make other non-SEO related changes to the site, like sales copy and image changes.

Overwriting Our Work

Client must ensure that our work is not overwritten. Some of the on-site work we do may involve adding new pages to the site. Before making any changes to the site, the Client and/or the Client's web developer(s) should download the site to their computers first.

No Refund Policy

Search engine optimization and organic Internet marketing is a very labor intensive undertaking. As such, once our work commences we do not offer any refunds.

Our Fees

Total Key phrases: 56

Set-up Fee: $0 – Waived as courtesy
Monthly Fee: $2,300 – Minimum 6 months. After the 6 months are up, the account will be treated as a month-to-month service. Client can stop renewal after the 6 months are up by emailing support@registereverywhere.com prior to the next renewal date.
Request for additional keywords: Requires another proposal.
Terms: http://www.registereverywhere.com/terms.php
Payment Method: Visa, MasterCard, American Express, Discover
Offer Date: 11/23/15
Offer Good Through: 12/7/15

Customer Support

At RegisterEverywhere.com the client is our focal point. We would love to hear from you!

Business Hours: Mon-Fri 9A-6P PST, excluding all Federal Holidays
Address: 1007 S. Central Ave 206, Glendale, CA 91204
Tel: 1.800.585.3222 (telephone support available during all business hours)
Email: support@registereverywhere.com (support via email available during all business hours)

No Minimum Ranking Guarantee

There is no minimum ranking guarantee offered, but our entire goal is to rank the site as highly as possible on the first page of major search engines like Google, Yahoo!, and Bing.

About RegisterEverywhere.com:

We are one of the oldest search engine optimization companies in America. At RegisterEverywhere.com, the client is our focal point. We will do everything humanly possible to keep our clients happy; to a point where they are not only continuing their patronage with us, but are referring other clients to us as well. At RegisterEverywhere.com the proof is in the pudding. If you check Google's natural search result rankings for keywords like search engine placement, search engine promotion, search engine ranking services, search engine optimization services, or first page ranking you will note RegisterEverywhere.com's prominent first page rankings, and we happen to be competing against the best of the best search engine optimization companies in the world.

To Proceed With Search Engine Optimization Project:

Access to Site:

Login URL: _____

Username: _____

Password: _____

Email address of tech deploying our instructions: _____

Payment Details:

Full Name on Card: _____

Card #: _____

Exp Date: _____   CVV (3 or 4 digit number): _____

Billing Address: _____

Cardholder Signature: _____

Approval of Project by:

Today's Date: _____

Full Name of Contact: _____

Contact Work Phone: _____ Contact Cell Phone (optional): _____

Contact Email: _____

To execute the above - PDF and email to support@registereverywhere.com or fax to: 1.818.246.8216. Thank you. We look forward to serving you and pushing your site on the first page of Google, Bing, Yahoo!, Ask, and AOL Search; above your competitor's sites!

RegisterEverywhere.com™
We Bring Traffic
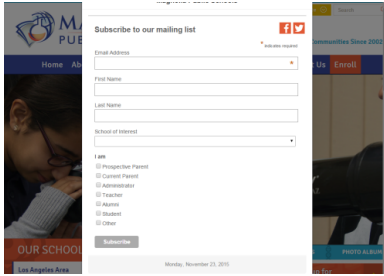
magnoliapublicschools.org

Magnolia Public Schools

1% visibility in all search engines

Keywords: 56 | **Search engines:** 3 | **Compare with:** Previous | **Date:** Nov 23, 2015

Visibility: by Search Engine

G **Google**	1%
b **Bing US**	0%
Y **Yahoo!**	1%

Keyword Rankings: Summary

Search engine	Top 1	In top 10	In top 50	Not in top 50
G **Google**	0	0	3	53
b **Bing US**	0	0	2	54
Y **Yahoo!**	0	0	1	55

Keyword Rankings: by Search Engine

G **Google**

Keyword	Rank	Previous rank	Ranking URL
Best college prep high schools in Los Angeles	>50	–	
Best college prep high schools in Orange County	>50	–	
Best college prep high schools in San Diego	>50	–	

Best college prep high schools in Santa Clara	>50	-	
Best science high schools	>50	-	
College prep high schools in CA	>50	-	
College-ready high schools	>50	-	
College-ready high schools in Los Angeles	>50	-	
College-ready high schools in San Diego	>50	-	
College-ready high schools in San Fernando Valley	>50	-	
College-ready high schools in Santa Clara	>50	-	
Engineering high school	>50	-	
Engineering high schools in California	>50	-	
Gifted education high schools	>50	-	
Magnet high schools in LAUSD	>50	-	
Magnet high schools in Los Angeles	>50	-	
Magnet high schools in San Diego	>50	-	
Magnet high schools in San Fernando Valley	>50	-	
Magnet high schools in Santa Clara	20	-	http://msasc.magnoliapublicschools.org/
Math high schools in California	>50	-	

Robotics high school class	>50	-	
Science high schools in California	>50	-	
STEM high schools in California	>50	-	
Technology high schools in California	>50	-	
Technology high schools in LA	>50	-	
Technology high schools in San Diego	>50	-	
Technology high schools in San Fernando Valley	>50	-	
Technology high schools in Santa Clara	>50	-	
Top charter high schools in CA	>50	-	
Top charter high schools in Los Angeles	>50	-	
Top charter high schools in Orange County	>50	-	
Top charter high schools in San Diego	>50	-	
Top charter high schools in San Fernando Valley	>50	-	
Top charter high schools in Santa Clara	40	-	http://msasc.magnoliapublicschools.org/
Top college prep high schools in California	>50	-	
Top engineering high schools in CA	>50	-	
Top engineering high schools in	>50	-	

Orange County			
Top engineering high schools in San Diego	>50	-	
Top engineering high schools in Santa Clara	>50	-	
Top high schools	>50	-	
Top high schools in California	>50	-	
Top high schools in Los Angeles	>50	-	
Top high schools in Orange County	>50	-	
Top high schools in San Diego	>50	-	
Top high schools in San Fernando Valley	>50	-	
Top high schools in Santa Clara	>50	-	
Top math high schools in CA	>50	-	
Top math high schools in Los Angeles	>50	-	
Top math high schools in San Diego	>50	-	
Top math high schools in San Fernando Valley	>50	-	
Top math high schools in Santa Clara	41	-	http://msasc.magnoliapublicschools.org/
Top STEM high schools	>50	-	
Top technology high schools in CA	>50	-	
Top technology high schools in	>50	-	

Orange County

Keyword	Rank	Previous rank	Ranking URL
Top technology high schools in San Diego	>50	-	
Top technology high schools in Santa Clara	>50	-	

Bing US

Keyword	Rank	Previous rank	Ranking URL
Best college prep high schools in Los Angeles	>50	-	
Best college prep high schools in Orange County	>50	-	
Best college prep high schools in San Diego	>50	-	
Best college prep high schools in Santa Clara	>50	-	
Best science high schools	>50	-	
College prep high schools in CA	>50	-	
College-ready high schools	>50	-	
College-ready high schools in Los Angeles	>50	-	
College-ready high schools in San Diego	>50	-	
College-ready high schools in San Fernando Valley	>50	-	
College-ready high schools in Santa Clara	>50	-	
Engineering high school	>50	-	
Engineering high schools in California	>50	-	
Gifted education high schools	>50	-	

Magnet high schools in LAUSD	>50	-	
Magnet high schools in Los Angeles	>50	-	
Magnet high schools in San Diego	>50	-	
Magnet high schools in San Fernando Valley	>50	-	
Magnet high schools in Santa Clara	>50	-	
Math high schools in California	>50	-	
Robotics high school class	>50	-	
Science high schools in California	>50	-	
STEM high schools in California	>50	-	
Technology high schools in California	>50	-	
Technology high schools in LA	>50	-	
Technology high schools in San Diego	>50	-	
Technology high schools in San Fernando Valley	>50	-	
Technology high schools in Santa Clara	24	-	http://msasc.magnoliapublicschools.org/
Top charter high schools in CA	>50	-	
Top charter high schools in Los Angeles	>50	-	

Top charter high schools in Orange County	>50	-
Top charter high schools in San Diego	>50	-
Top charter high schools in San Fernando Valley	>50	-
Top charter high schools in Santa Clara	>50	-
Top college prep high schools in California	>50	-
Top engineering high schools in CA	>50	-
Top engineering high schools in Orange County	>50	-
Top engineering high schools in San Diego	>50	-
Top engineering high schools in Santa Clara	>50	-
Top high schools	>50	-
Top high schools in California	>50	-
Top high schools in Los Angeles	>50	-
Top high schools in Orange County	>50	-
Top high schools in San Diego	>50	-
Top high schools in San Fernando Valley	>50	-
Top high schools in Santa Clara	>50	-
Top math high schools in CA	>50	-

Keyword	Rank	Previous rank	Ranking URL
Top math high schools in Los Angeles	>50	-	
Top math high schools in San Diego	>50	-	
Top math high schools in San Fernando Valley	>50	-	
Top math high schools in Santa Clara	>50	-	
Top STEM high schools	>50	-	
Top technology high schools in CA	>50	-	
Top technology high schools in Orange County	>50	-	
Top technology high schools in San Diego	>50	-	
Top technology high schools in Santa Clara	42	-	http://msasc.magnoliapublicschools.org/

Y Yahoo!

Keyword	Rank	Previous rank	Ranking URL
Best college prep high schools in Los Angeles	>50	-	
Best college prep high schools in Orange County	>50	-	
Best college prep high schools in San Diego	>50	-	
Best college prep high schools in Santa Clara	>50	-	
Best science high schools	>50	-	
College prep high schools in CA	>50	-	
College-ready high schools	>50	-	

College-ready high schools in Los Angeles	>50	-
College-ready high schools in San Diego	>50	-
College-ready high schools in San Fernando Valley	>50	-
College-ready high schools in Santa Clara	>50	-
Engineering high school	>50	-
Engineering high schools in California	>50	-
Gifted education high schools	>50	-
Magnet high schools in LAUSD	>50	-
Magnet high schools in Los Angeles	>50	-
Magnet high schools in San Diego	>50	-
Magnet high schools in San Fernando Valley	>50	-
Magnet high schools in Santa Clara	>50	-
Math high schools in California	>50	-
Robotics high school class	>50	-
Science high schools in California	>50	-
STEM high schools in California	>50	-
Technology high schools in California	>50	-

Technology high schools in LA	>50	-	
Technology high schools in San Diego	>50	-	
Technology high schools in San Fernando Valley	>50	-	
Technology high schools in Santa Clara	20	-	http://magnoliapublicschools.org/
Top charter high schools in CA	>50	-	
Top charter high schools in Los Angeles	>50	-	
Top charter high schools in Orange County	>50	-	
Top charter high schools in San Diego	>50	-	
Top charter high schools in San Fernando Valley	>50	-	
Top charter high schools in Santa Clara	>50	-	
Top college prep high schools in California	>50	-	
Top engineering high schools in CA	>50	-	
Top engineering high schools in Orange County	>50	-	
Top engineering high schools in San Diego	>50	-	
Top engineering high schools in Santa Clara	>50	-	
Top high schools	>50	-	
Top high schools in California	>50	-	

Top high schools in Los Angeles	>50	-
Top high schools in Orange County	>50	-
Top high schools in San Diego	>50	-
Top high schools in San Fernando Valley	>50	-
Top high schools in Santa Clara	>50	-
Top math high schools in CA	>50	-
Top math high schools in Los Angeles	>50	-
Top math high schools in San Diego	>50	-
Top math high schools in San Fernando Valley	>50	-
Top math high schools in Santa Clara	>50	-
Top STEM high schools	>50	-
Top technology high schools in CA	>50	-
Top technology high schools in Orange County	>50	-
Top technology high schools in San Diego	>50	-
Top technology high schools in Santa Clara	>50	-

Report created: Nov 23, 2015 by Register Everywhere, Inc