

Exhibit A_SOW



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Prepared for: Seattle City Light (Month 2)

Action Plan: The intent of this engagement is to promote a positive brand image of Seattle City Light on the Internet by promoting positive stories about the utility company that are consistent with its environmentally-positive brand and to thereby lessen the prevalence of any negative or less-relevant stories. Since Seattle City Light's General Manager and CEO is so entwined with the utility's online reputation, we will also target results that come up when searching for his name alone, but only insofar as they are directly connected to Seattle City Light's online reputation.

Brand Enhancement / Clearing Plan: Enhances online branding and clears negatives by blanketing search results with positive content. Typically for businesses or individuals; often companies may use to create a positive buzz around the company as well as suppress any negatives associated with the company or executives at the company.

Price - \$5,000

Package Includes:

- **Premium news site articles** – Written and published by top 100 Quantcast authors. These writers are very effective in getting higher initial rankings to news sites and will rise very well on their own over time. In addition, these news sites have high PR ratings which will increase the value of the news article to the search engines. This content is written to RANK.
- **Premium Minisites** – Professionally designed by our graphic designer with engaging content that is written to rank for your keyword
- **News Videos** – Professionally produces news videos to accompany the news articles. Posted to our news site and optimized to rank for your keyword
- **PR6+ Blogs** – These articles are written by a premium blogger. These authors have incredibly large followings and write about a number of different industries. We find a blogger in an industry related to your field so that when they post articles about the company the audience wants to read and share the article. These blogs are very authoritative and when you add on the increased social engagement they are an incredibly powerful tool. Additionally, these blog articles have backlinks in them that we can link to your positive assets, strengthening them as well.
- **Press Release** – Nationally distributed to all major media outlets. This press release will be created with links to positive digital assets we create. Press Release's help to create organic content to rank on your behalf since often times they are picked up by other news channels and provide additional converge to improve your results. This content is written to RANK.
- **Command Center** – Ground breaking technology that will provide daily insight into the progress we are making on your behalf. You will have 24/7 access to monitoring your campaign, and protect against any potential online threats. The command center allows you to review your SERP (Search Engine Results Page), manage content, approve reviews, and access your brand assets. We want you to feel fully involved and informed throughout the entire process.
- **SEO Strategy Team** – Sets up your campaign with SEO tactics in mind, optimize content, and track the progress of each piece of content. Our strategy is developed by our Advisory Board of SEO experts including Google board members, Top business minds, and distinguished members of the online community.
- **Writing Staff** - Creates doctorate level content written to rank. Our writers are a network of influential bloggers, top 100 Quantcast writers, and Google authorship writers. These individuals have extensive networks of followers that will enhance your content outside of your current audience and grow exponentially.
- **Dedicated Strategist** – Available to constantly monitor and adjust your campaign along the way to ensure all elements of your campaign
- **Link Building** – Link Building in the form of highly authoritative sites. Link is placed on industry specific blogs that have high domain authority in which content is relevant to their niche

*Exact strategy subject to change based on SEO updates, practices, and best case options. This allows Brand.com to optimize the best possible assets and strategy for the client as SEO results change on a frequent and uncontrollable basis.