



## **Summer Sandbox Fling SEO Contest for Nonprofits Sponsored by LA Wolfe SEO & Marketing**

**Contest Sponsor:** LA Wolfe SEO & Marketing; 1425 W. Foothill Blvd, Suite 235, Upland, CA 91786.

**Contest Period:** Begins Monday, July 27, 2009 at 6:00 a.m. Pacific Time and ends August 27, 2009 at midnight Pacific Time. All entries must be received during the contest period to be eligible.

### **Contest Eligibility**

If you are a tax-exempt organization in the United States or Canada and can answer "yes" to any one of these three questions you can enter our contest!

1. Do you think your website is in the "Google Sandbox?"
2. Is your online visibility practically invisible?
3. Did you hire someone else to help with your website and it was a total waste of your financial resources?

If you answered "yes" to any of the above, you can enter to win a donation of pro bono search engine optimization (SEO) and searching engine marketing services to kick your organization's website into high gear.

### **Prizes Consist of Donated Pro Bono Services**

**1 Grand Prize Donation of Pro Bono Services:** Free, comprehensive website analysis and two hours of free consulting services to help you plan your long-term Internet success. Plus, free search engine optimization for your website! LA Wolfe SEO actually performs the SEO work for you! To help keep you going, you will also win one year of free ongoing SEO services. **Cash Value:** Comprehensive website analysis: \$250. Hourly consulting services: \$200 (\$100/hour). SEO Work: \$75 per page. Monthly SEO Services: Based on size of website; normally charged at a rate of \$5.00 per page per month.

**10 Second Prize Donations of Pro Bono Services:** Free, complete website analysis and two hours free consulting services. You will be given complete information about how to optimize your own website. **Cash value:** Comprehensive website analysis: \$250. Hourly consulting services: \$200 (\$100/hour).

**Obligation of Winners:** All winners must have an existing website. Winners who accept the services of LA Wolfe SEO & Marketing agree to be listed in press releases and on [www.lawolfe.com](http://www.lawolfe.com) website for marketing purposes.

## **How winners will be selected**

All entrants' websites will be carefully looked at. We will check your page rank, search index performance, and site structure. The selected winners will be website owners that we believe we can help the most with basic search engine optimization. Sites that have multiple "404 page not found errors;" dysfunctional hierarchy; broken scripts and site navigation are unlikely to benefit from SEO services without first being repaired. Therefore, the grand prize winner will have a website that is "SEO ready." Second prize winners may include websites that need site repairs, since the prize includes instructions on how to improve your website.

Your organizations' work should have, or be working towards tangible or significant positive impact on diversity, accessibility, civil or human rights, or the quality of life for people, animals, or the environment.

Send an email with the following information:

- Your name and title;
- The name of your organization;
- Contact information including email address, mailing address, and phone number;
- The FULL URL of the website you are entering; and
- Proof of tax exempt status (attach a .pdf or .doc, or .jpg of your IRS decision letter). If this information is on your website, you can just provide the URL. If you are registered in the IRS database, just say so (we know it can take one year or longer after your decision letter to actually be input into the IRS database, and some organizations are never listed in the IRS database online so a copy of your decision letter is fine).

## **Answer the following questions:**

**Note:** Because no reputable SEO company would agree to help you optimize your website without taking a thorough look at it, we will visit your website and read your mission statement and learn more about your organization from your website. We will also look at your source code, site layout, and content.

1. A brief blurb about your organization and what it does (250 words or less):
2. Do you have administrative access to your website? (Do NOT send us log in information at this time).
3. How long has your website been "live?"
4. How often do you update your website?
5. Type of site, i.e., Wordpress blog, HTML website, CSS site, flash, etc.

That's it! Now all you have to do is email your entry to: [law@lawolfe.com](mailto:law@lawolfe.com).