

Addendum to Internet Marketing Scope of Work 2018-2020

Coastal E Solutions, LLC dba 2K Web Group shall provide Search Engine Optimization services as outlined in the executed Internet Marketing Scope of Work 2018-2020 including expanded keyword research and all necessary services to increase organic traffic to the website (floridasforgottencoast.com) plus increase conversions made from organic traffic to the website. This includes adding pages and sections to the website, editing existing content, creating new specific keyword-rich and unique content, link building and any other efforts necessary to increase organic traffic with the goal of increasing conversions. The service will be provided at the rate of \$65 per hour, not to exceed \$28,500 for Search Engine Optimization. This addendum is retroactive to October 1st 2019.

Tana Kendrick, Member Manager
Coastal E Solutions, LLC dba 2K Web Group

Jun 16th 2020 nunc pro tunc Oct.1st 2019

John Solomon, Executive Director
Franklin County Tourist Development Council

Jun 16th 2020 nunc pro tunc Oct.1st 2019

Noah Lockley, Jr. Chair
Franklin County Board of County Commissioners

Jun 16th 2020 nunc pro tunc Oct.1st 2019