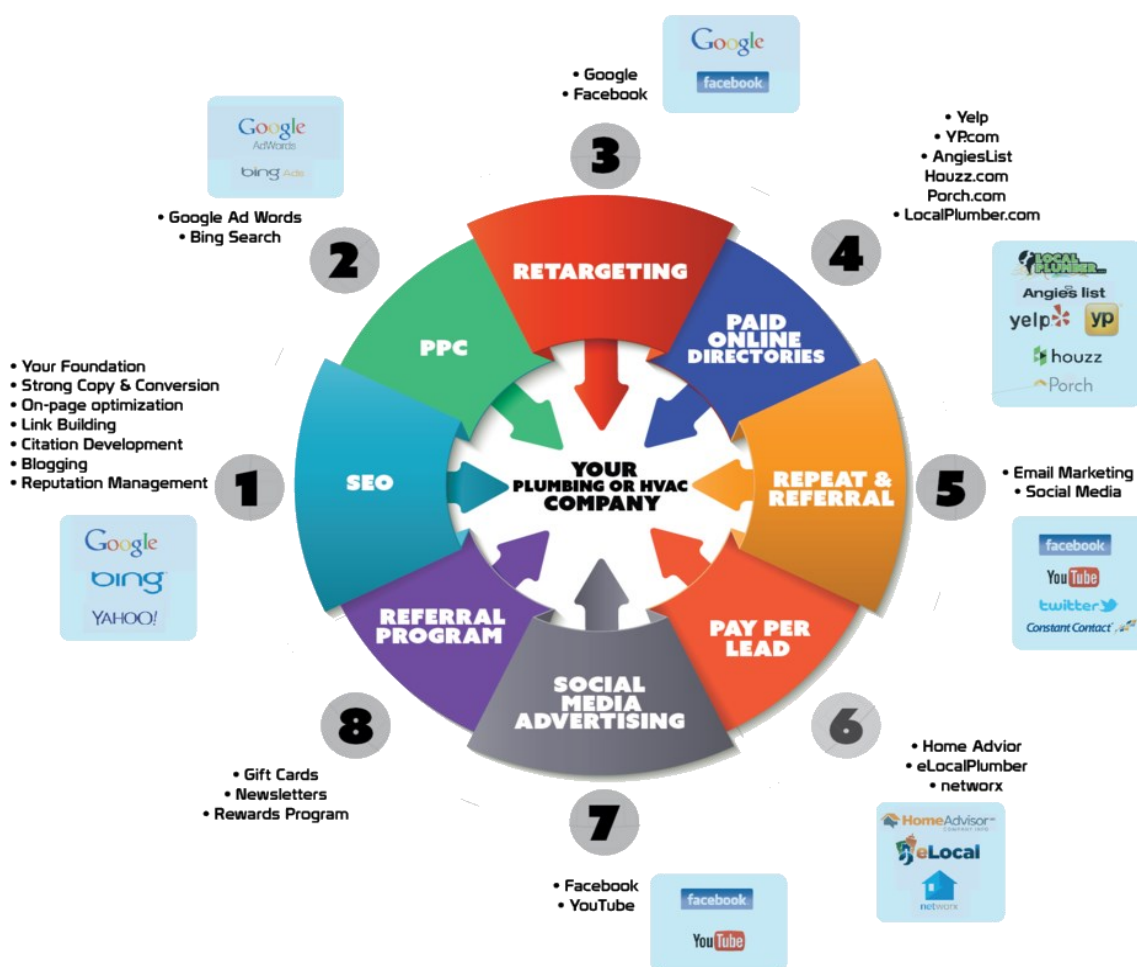




## LUXE MEDIA DIGITAL GROWTH AND MARKETING OVERVIEW

We look forward to working with you to elevate your online presence with a strategic focus on Search Engine Optimization SEO, Advanced Entity Optimization (AEO), Google Maps Optimization (GMO), Social Media Management, and HIPAA-compliant digital solutions.

Our goal is to increase patient acquisition, enhance brand authority, and maximize revenue for your clinic by optimizing Ethos Family Dental's digital footprint. Below is a visual representation of our "Digital Growth Framework," designed to help leading dental practices dominate their market.



*Jeremy Joergers*



## THE PROGRAM

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Our proposed services include:

At Luxe Media, we implement a comprehensive **SEO** strategy tailored to enhance **Ethos Family Dental's** online presence. Our approach starts with a **custom local strategy**, optimizing key **onsite SEO elements**, including meta tags, headers, and content. To strengthen search performance, we conduct **technical SEO enhancements**, ensuring fast load speeds and mobile-friendly usability.



- **Search Engine Optimization (SEO)** To boost local visibility, we manage **citation building**, ensuring consistent online listings. Regular **routine audits** help maintain **SEO** health, while **content silos** structure website information for relevance and ranking. We produce fresh, **monthly content** to engage users and support **SEO** objectives. Additionally, we oversee **conversion rate optimization (CRO)** to turn visitors into patients and manage **Google Business Profile (GBP)** updates for local engagement. Luxe Media's data-driven **SEO** approach positions Ethos Family Dental for long-term digital growth and increased patient acquisition.
- **Answer Engine Optimization (AEO)** to position **Ethos Family Dental** as the preferred response in AI-driven search results. Our AEO services include implementing **structured content** to ensure clarity and relevance, optimizing for **AI-friendly search** to enhance compatibility with emerging technologies, and integrating **voice search tactics** to capture voice-activated inquiries. By adhering to **E-E-A-T best practices**—emphasizing expertise, authoritativeness, and trustworthiness—we ensure that your dental practice stands out in the evolving digital landscape.
- **Google Maps Optimization** We will use **GMO** to enhance **Ethos Family Dental's** visibility in local search results. Our **Google Business Profile (GBP) optimization** ensures the practice's listing is fully optimized using industry best practices. We conduct **regular citation building** across relevant directories and citation sources to establish consistency and credibility.
- To further improve rankings, we implement a **Google Map stacks strategy**, creating citations directly on Google Maps to strengthen proximity signals. Our team focuses on **two core keywords** and strategically enhances their local ranking within a defined **geo-circle** surrounding the practice. By refining these elements, we work toward securing top placement in the **local map pack** and **local finder** results, increasing patient discovery and engagement.



- **Social Media Management** we understand the power of a strong **social media presence** in building brand awareness and engaging potential patients. Our team will manage your practice's social media accounts, ensuring a consistent and professional online presence. We will create and schedule **12 high-quality posts per month**, each with engaging captions tailored to your brand and designed to resonate with your audience. Additionally, we'll provide performance tracking and insights, so you can see how your social media efforts are contributing to your overall marketing success. By keeping your social media active and engaging, we help position your practice as a trusted and recognizable name in your community.
- **Pay-Per-Click (PPC) advertising** is not a one-size-fits-all approach. That's why we take the time to discuss PPC with you, ensuring that when the time is right, we implement a customized **PPC strategy** tailored specifically to **Ethos Family Dental's** needs. Our goal is to craft a campaign that aligns with your practice's objectives, bringing in high-quality leads efficiently and effectively.
- When you're ready, our team will carefully design and manage your **custom PPC program**, selecting the best ad structure, keywords, and messaging to maximize your return on investment. From setting up targeted ad groups to refining ad copy and optimizing landing pages, we handle every detail. We continuously monitor and adjust campaigns, ensuring your ads perform at their highest potential, driving measurable growth for your practice.
- **HIPAA Compliance:** All of Luxe Media's software solutions involving patient interactions are meticulously designed to be HIPAA compliant, ensuring that healthcare providers can confidently engage with their patients while adhering to stringent regulatory requirements (45 CFR § 164.502). This commitment enables doctors to focus on patient care without compromising on security.
- **Chatbot:** The chatbot feature provides an easy-to-use interface across your website and social media platforms, allowing patients to quickly access information and schedule appointments. This responsiveness enhances patient engagement while maintaining HIPAA compliance.
- **AI Answering Service:** Our AI answering service operates 24/7, managing patient inquiries efficiently. Patients can receive immediate responses, ensuring their concerns



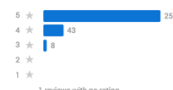


are addressed while safeguarding sensitive information, all in line with HIPAA standards.

- **Reputation Management:** With our reputation management tools, practices can monitor and respond to patient feedback effortlessly. This proactive approach allows clinics to build trust and credibility while ensuring all interactions are HIPAA compliant.
- **Contact Us:** The "Contact Us" feature simplifies communication with a user-friendly form for patients to submit inquiries. This ease of use ensures that personal information is protected, complying with HIPAA's security requirements.
- **Patient Forms:** Our patient forms facilitate secure digital submissions, allowing patients to complete necessary documents online. This streamlined process enhances efficiency and ensures compliance with HIPAA regulations.
- **Automatic Reminders:** Our automatic reminders keep patients informed of upcoming appointments, making it easy for them to manage their schedules. These reminders enhance attendance and engagement, all while adhering to HIPAA standards.



Nixco Plumbing Inc. review summary



4.8  
★★★★★  
302 reviews

[Write a review](#)  
[Request appointment](#)

4.8 on Google, Feb 02, 2017

Robert Kipp

Sump pump problem and main drain was evaluated promptly and were able to fix problem in about 3 hours. A bit high on price but after watching the complicated work done efficiently was very satisfied w... [more](#)

5 on Angies List, Nov 07, 2016

Ann Wilson

Our hot water heater was old and we determined it was better to get new one rather than replace parts. Nixco removed the old one, installed new within several hours. Installer repositioned the new one... [more](#)



## CONTRACT AGREEMENT

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This Agreement is made between Luxe Media ('Company') and Dr. Irena Maredia, owner of Ethos Family Dental ('Client'), for the provision of digital marketing services. This Agreement shall be in effect for a period of twelve (12) months, commencing on the date of execution.

### 1. Payment Terms:

- For the first three (3) months, Client agrees to pay Luxe Media a monthly fee of \$1,200.
- Beginning in the fourth (4th) month, the monthly fee shall increase to \$2,999.
- Luxe Media agrees to honor the \$2,999 monthly rate for as long as Dr. Irena Maredia remains the owner of Ethos Family Dental.

### 2. Automatic Renewal:

- This Agreement shall automatically renew for an additional twelve (12) months unless Client provides written notice of cancellation \*\*at least thirty (30) days prior to the renewal date\*\*.
- Failure to provide such notice will result in \*\*automatic renewal\*\* under the same terms and conditions.

### 3. Agreement & Acceptance:

- By signing below, both parties acknowledge and agree to the terms outlined in this Agreement.

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Authorized Representative, Luxe Media

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Dr. Irena Maredia, Ethos Family Dental





## TERMS & CONDITIONS

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**LUXE MEDIA LLC:** Engagement. Client, by its execution hereof, engages Luxe Media LLC as an independent consultant to perform the services outlined in the proposal on the reverse side of these Terms and Conditions of Service ("Terms and Conditions"). These Terms and Conditions, together with the terms and provisions contained on the reverse side of the Terms and Conditions, are hereinafter referred to collectively as the "Agreement."

**Term.** This Agreement shall become effective on the date accepted by Luxe Media LLC on the reverse side of this Agreement and shall continue for one full year (12 months) and then continue on a month-to-month basis thereafter. This Agreement may be terminated immediately by Luxe Media LLC if (i) Client fails to pay any fees as and when due hereunder, or (ii) Client ceases to cooperate with Luxe Media LLC or otherwise makes it difficult for Luxe Media LLC to perform the services contracted hereunder, or (iii) Luxe Media LLC discovers that Client is utilizing its website for any purpose that violates federal, state, or local law.

**Fees and Payments. During the Term.** Client agrees to pay in full when due the monthly fees for the service selected by Client on the reverse side of this Agreement. The first monthly fee shall be due upon acceptance of this Agreement by Luxe Media LLC. All subsequent monthly fees under this Agreement shall be due on the same calendar day of each successive month (i.e., if the Agreement is accepted on May 10, subsequent monthly fee payments shall be due on June 10, July 10, etc.). Client acknowledges and agrees that any fee not paid within ten (10) days after its due date shall bear interest at the rate of 1.5% per month from such tenth (10th) day until paid. Once paid, all fees shall be nonrefundable. Luxe Media LLC reserves the right, at any time and from time to time, to increase the monthly and other fees charged by Luxe Media LLC for the services provided hereunder upon forty-five (45) days' prior notice to Client.

**General Changes.** Unless otherwise provided in the Proposal, Client is allowed three design changes to the initial design. Client shall pay additional charges for changes in excess of the three design requests or after sign-off of design, at Luxe Media LLC's standard hourly rate of \$75.00 per hour. Such charges shall be in addition to all other amounts payable under the Proposal, despite any maximum budget, contract price, or final price identified therein.

**Substantive Changes.** If Client requests or instructs changes that amount to a revision in or near excess of 50 percent (50%) of the time required to produce the Deliverables, and/or the value or scope of the Services, Luxe Media LLC shall be entitled to submit a new and separate Proposal to Client for written approval. Work shall not begin on the revised services until a fully signed revised Proposal and, if required, any additional retainer fees are received by Luxe Media LLC.

**Timing.** Luxe Media LLC will prioritize performance of the Services as may be necessary or as identified in the Proposal, and will undertake commercially reasonable efforts to perform the Services within the time(s) identified in the Proposal. Client agrees to review Deliverables within the time identified for such reviews and to promptly either (i) approve the Deliverables in writing or (ii) provide written comments and/or corrections sufficient to identify the Client's concerns, objections, or corrections to Luxe Media LLC. Luxe Media LLC shall be entitled to request written clarification of any concern, objection, or correction. Client acknowledges and agrees that Luxe Media LLC's ability to meet any and all schedules is entirely dependent upon Client's prompt performance of its obligations to provide materials and written approvals and/or instructions pursuant to the Proposal, and that any delays in Client's performance or Changes in the Services or Deliverables requested by Client may delay delivery of the Deliverables. Any such delay caused by Client shall not constitute a breach of any term, condition, or Luxe Media LLC's obligations under this Agreement.

**Client Authorization.** Client authorizes Luxe Media LLC to (i) access without limitation Client's website to analyze its content and structure; (ii) alter Client's website as necessary or desirable in Luxe Media LLC's sole and absolute discretion for purposes of search engine optimization, and for any other purpose agreed to by Client and Luxe Media LLC; (iii) upload such pages and content to the Client's website as Luxe Media LLC deems appropriate in its sole and absolute discretion for purposes of search engine optimization; (iv) make use of all of Client's logos, trademarks, copyrights, website images, and similar items to create informational pages and for other uses deemed necessary by Luxe Media LLC to provide the services subscribed for hereunder; and (v) communicate with third parties as Luxe Media LLC deems necessary in its sole discretion to perform Luxe Media LLC's services hereunder, including but not limited to Client's web designer.

**Client Consent to Installation of Telephone Tracking Number.** Client consents to the placement of a telephone tracking number on Client's website and on off-site videos, and further consents to the recording of all telephone calls that are routed through the telephone tracking number. Client understands that the telephone tracking number will remain on the Client's website and embedded in Client's off-site videos during the Term. Within a reasonable time after the termination of this Agreement, the telephone tracking number will be removed from Client's website, but will remain on Client's off-site videos. Client may request that Client's off-site videos be removed by LUXE MEDIA LLC, but understands that LUXE MEDIA LLC will not separately remove the embedded tracking number from Client's off-site videos, even upon termination of this Agreement. At the termination of this Agreement, and provided that Client has paid in full all of the fees due hereunder, including any interest due on the fees payable hereunder, Client will port the telephone tracking number to Client at no cost to LUXE MEDIA LLC. Upon termination of this Agreement, Client shall have sixty (60) days from the effective date of termination to move its website to another website host. If Client has not, by the end of such sixty (60) day period, moved its website to a new website host, LUXE MEDIA LLC shall have the authority and right, without notice to or the consent of Client, to remove Client's website from LUXE MEDIA LLC's server, with no liability to LUXE MEDIA LLC for such removal.

**Client Acknowledgments.** Client makes the following acknowledgments: (i) that LUXE MEDIA LLC cannot control or exert influence over the policies or operations of any search engine companies or any other third parties regarding the content of the sites that are accepted by the search engine companies or other third parties; (ii) that LUXE MEDIA LLC will not be responsible for any changes or alterations to Client's website made by Client or any third parties that negatively impact the rankings or visibility of Client's website; (iii) that because the results of the services to be provided by LUXE MEDIA LLC hereunder depend upon a number of factors outside of LUXE MEDIA LLC's control, LUXE MEDIA LLC cannot guarantee the results of its services to Client; (iv) that because the utilization of certain keywords and key phrases are very competitive, and because search engines are constantly changing search engine ranking algorithms, LUXE MEDIA LLC cannot guarantee that Client's website will



achieve the highest search result position in any search engine or consistent search result positions in the top rankings; (v) that certain search engine companies may affect the rankings of new and/or unproven companies (for example, "sandboxing"); (vi) that search engines will, from time to time, drop listings without specific causes; and (vii) that while LUXE MEDIA LLC shall use commercially reasonable diligence to promptly submit and/or effect a change in rankings of Client's website, some search engines may take several months or longer to list and/or effect a change in rankings.

**Force Majeure** LUXE MEDIA LLC shall not be liable for, nor considered to be in breach under this Agreement due to, delay or failure to perform under this Agreement as a consequence of any conditions that are beyond LUXE MEDIA LLC's reasonable control after exercising commercially reasonable efforts.

**DISCLAIMERS OF LIABILITY.** IN ADDITION TO ANY DISCLAIMERS OF LIABILITY FOUND ELSEWHERE IN THESE TERMS AND CONDITIONS, LUXE MEDIA LLC SHALL NOT BE LIABLE TO CLIENT FOR INDIRECT, SPECIAL, EXEMPLARY OR CONSEQUENTIAL DAMAGES, AND SPECIFICALLY DISCLAIMS ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE OR IMPLIED WARRANTIES ARISING FROM COURSE OF DEALING, LOST PROFITS, WHETHER FORESEEABLE OR BASED ON BREACH OF CONTRACT OR WARRANTY, STRICT LIABILITY OR NEGLIGENCE ARISING UNDER OR IN CONNECTION WITH THIS AGREEMENT, NOTWITHSTANDING THE FAILURE OF ANY REMEDY PROVIDED IN THIS AGREEMENT. LUXE MEDIA LLC MAKES NO REPRESENTATION OR WARRANTY OF ANY KIND OR NATURE, WHETHER EXPRESS OR IMPLIED, WITH RESPECT TO ANY PRODUCTS OR THIRD PARTY CONTENT OF, OR SOFTWARE, EQUIPMENT OR HARDWARE OBTAINED FROM, ANY THIRD PARTIES.\*\*

LUXE MEDIA LLC will not be responsible for results due to any alterations or overwrites made to a website by another party, as Client understands that this can adversely affect the search engine rankings of Client's website(s), nor for the effect of Client linking to any particular websites without the prior consultation and approval of LUXE MEDIA LLC.

Client Representations and Warranties; Indemnity. Client represents and warrants to LUXE MEDIA LLC the following: (i) that Client owns the URL listed on the reverse side of this Agreement; and (ii) that Client owns or has the absolute and unrestricted right to use and to grant to LUXE MEDIA LLC the right to use all graphics, photos, designs, intellectual property and artwork, and any element or elements thereof, that Client furnishes to LUXE MEDIA LLC. Client indemnifies and holds harmless LUXE MEDIA LLC and LUXE MEDIA LLC's owners, officers, directors, and employees from and against any and all liabilities, costs and expenses (including but not limited to reasonable attorneys' fees and costs incurred at trial, appeal or other legal proceeding) arising out of or with respect to any breach by Client of any of the foregoing representations and warranties, or the breach of any representations and warranties contained elsewhere in this Agreement, and/or the failure by Client to comply with any covenant of Client contained in this Agreement. If Client is a company, the individual signing this Agreement represents and warrants that the execution of this Agreement has been authorized by all necessary action of the Client, and that the undersigned has full authority to sign on behalf of and bind the Client hereunder.

**Governing Law/Arbitration.** This Agreement shall be governed by and under the laws of the State of Florida without regard to conflict of laws principles. Any controversy or claim arising out of or under, or relating to, this Agreement, including but not limited to authority to sign this Agreement, contract formation issues, fraud or the breach of any provision hereof, shall be settled by arbitration administered by the American Arbitration Association in accordance with its Commercial Arbitration Rules, and judgment on the award rendered by the arbitrator may be entered in any court having jurisdiction thereof. Notwithstanding the foregoing, in any arbitration hereunder, the arbitrator shall have no authority to award any relief outside the scope of all disclaimers stated in this Agreement. All arbitration proceedings brought hereunder shall be located exclusively in Miami-Dade County, Florida.

**Miscellaneous** This Agreement may not be assigned by Client without the prior written consent of LUXE MEDIA LLC which may be withheld or denied by LUXE MEDIA LLC in its sole and absolute discretion. The terms and conditions of this Agreement shall inure to the benefit of and be binding upon the successors and permitted assigns of the parties hereto. The prevailing party in any suit, action or proceeding (including, but not limited to, an arbitration proceeding) arising out of or in connection with this Agreement shall be entitled to an award of reasonable attorneys' fees, costs and disbursements incurred by it in connection therewith. Any failure by LUXE MEDIA LLC to insist upon strict compliance with any of the terms, covenants or conditions of this Agreement shall not be deemed a waiver of such term, covenant or condition, nor shall any waiver or relinquishment of any right or power hereunder at any one or more times be deemed a waiver or relinquishment of such right or power at any other time or times. All previous communications about the subject matter of this agreement, either oral or written, are hereby abrogated and withdrawn, and this agreement constitutes the entire agreement between Client and LUXE MEDIA LLC with regard to the subject matter hereof. No terms, conditions, understandings, or agreements purporting to modify or vary the terms of this document shall be binding unless hereafter made in writing and signed by both Client and LUXE MEDIA LLC. There are no third-party beneficiaries of or to this Agreement or any of the provisions hereunder. This Agreement may be executed in counterparts, each of which shall be deemed an original, and all of which shall constitute one and the same instrument. Any signature to this Agreement that is transmitted by fax or email transmission shall be considered an original signature for all purposes. It is the intent of the parties hereto that all provisions of this Agreement shall be enforced to the fullest extent possible. Accordingly, if any arbitrator determines that the scope and/or operation of any provision of this Agreement are too broad to be enforced as written, the parties hereto intend that the arbitrator should reform such provision to the minimum extent necessary to render such provision enforceable. If, however, any provision of this Agreement is held to be illegal, invalid, or unenforceable under present or future law, and not subject to reformation, then such provision shall be fully severable, and this Agreement shall be construed and enforced as if such provision was never a part of this Agreement. The rule of construction that an ambiguity in a contract will be construed against the drafter is hereby waived by both parties hereto.



By signing this Agreement below, Client acknowledges and affirms that Client has read and fully understands the Terms and Conditions of Service on the reverse side of this Agreement, which Terms and Conditions form an integral part of this Agreement.

## LUXE MEDIA LLC

## CLIENT

### LUXE MEDIA LLC

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By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_