

Web Strategy | Web Design | Web Development | Internet Marketing | Website Design | Website Development | Websites | Web Designer | New Websites | Website Management | Web Developer | Web Application | Internet Application | Search Engine Optimization SEO | e-mail marketing | Email marketing | Website online training | Website CMS system content management system | Social Media

General Services Administration

Professional Services Schedule

Authorized Federal Supply **Schedule Price List**

FSC Group: Industrial Group: 00CORP

Special Item Number: 3

Contract Number: GS-00F-311DA Contract Period: 9/29/2016 to 9/28/2021

Business Size: Small Business

GoingClear, Inc.

dba: GoingClear Interactive www.goingclear.com

Boston Office:

175 McClellan Highway Boston, MA 02128

Phone: 617-649-7200 Fax: 617-366-2744

Contract Administrator & Business Contact:

Paul J. Scott

Phone: 617-366-2722

Email: paul.scott@goingclear.com

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order system are available through GSA Advantage!™, a menu-driven database system. The INTERNET address for GSA Advantage!™ is: GSAAdvantage.gov.

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Contract Information:

1A. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINS)

SIN RECOVERY DESCRIPTION

541-3 541-3RC Web Based Marketing Services

1B. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN: Please refer to pricing on the following pages.

1C. HOURLY RATES: (Services Only) Please refer to pricing on the following pages.

2. MAXIMUM ORDER*: \$1,000,000.00 per order

3. MINIMUM ORDER: \$100.00

4. GEOGRAPHIC COVERAGE:

Worldwide.

Definitions—

Domestic delivery is delivery within the 48 contiguous States, Alaska, Hawaii, Puerto Rico and Washington, DC; and to a CONUS port or consolidation point for orders received from overseas activities.

Overseas delivery is delivery to points outside of the 48 contiguous States, Washington, DC, Alaska, Hawaii, and Puerto Rico.

This contract may be used on a non-mandatory basis by the following activities: Executive agencies; other Federal agencies, mixed-ownership Government corporations, and the District of Columbia; Government contractors authorized in writing by a Federal agency pursuant to 48 CFR 51.1; and other activities and organizations authorized by statute or regulation to use GSA as a source of supply. U.S. territories are domestic delivery points for purposes of this contract. (Questions regarding activities authorized to use this Schedule should be directed to the Contracting Officer.)

- 5. POINT(S) OF PRODUCTION: N/A
- 6. DISCOUNT FROM LIST PRICES: Prices listed are GSA Net, Discount Deducted.

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7. QUANTITY DISCOUNT(S): None

8. PROMPT PAYMENT TERMS:

Discount1: 2 % if Payment is made within 15 days Discount2: 1 % if Payment is made within 20 days Net 30 days.

- 9A. Government Purchase Cards must be accepted at or below the micro-purchase threshold.
- 9B. Government Purchase Cards are accepted above the micro-purchase threshold. Contact contractor for limit. Yes
- 10. FOREIGN ITEMS: None
- **11A. TIME OF DELIVERY:** To be determined at time of task order.
- **11B. EXPEDITED DELIVERY:** Contact contractor's representative.
- 11C. OVERNIGHT AND 2-DAY DELIVERY: If available, contact the contractor for rates.
- **11D. URGENT REQUIRMENTS:** Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.
- **12. POINT OF PRODUCTION:** All services rendered under this contract will originate at the GoingClear, Inc. office in Boston, Massachusetts.
- 13. F.O.B. POINT: Destination

14 A. ORDERING ADDRESS:

GoingClear, Inc. 175 McClellan Highway Boston, MA 02128

14 B. ORDERING PROCEDURES: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in FAR 8.405-3

GoingClear, Inc. 175 McClellan Highway Boston, MA 02128

- **15. WARRANTY PROVISION:** Standard Commercial Warranty.
- 16. EXPORT PACKING CHARGES: None
- 17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE: N/A
- 18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE): N/A
- 19. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE): N/A
- 20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE): N/A
- 20A. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE): N/A
- 21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE): N/A
- 22. LIST OF PARTICIPATING DEALERS (IF APPLICABLE): N/A
- 23. PREVENTIVE MAINTENANCE (IF APPLICABLE): N/A
- 24A. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants): N/A
- 24B. SECTION 508 COMPLIANCE FOR EIT: As applicable
- **25. DUNS NUMBER:** 068937233
- 26. NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE: Contractor has an active registration in the SAM database.
- **27. THE SERVICE CONTRACT ACT (SCA):** The Service Contract Act (SCA) is applicable to this contract and as it applies to the entire OOCORP: The Professional Services Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29CRF 5413.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and/or when the Contractor adds SCA labor categories / employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and applicable wage determination (WD) number. Failure to do so may result in cancellation of the contract.

About GoingClear Interactive

GoingClear, Inc. was founded in 2001 on the principle of being the clearest way to the web for companies going online developing & enhancing their web presence. Our focus is designing engaging interactive website properties supported by a stable and scalable framework so that as your business continues to evolve, your website will be flexible enough to do the same. In addition to our core web design & development services, we provide complimenting website solutions ranging from your initial branding and website strategy to web hosting & domain registration as well as aggressive post launch web marketing activities such as SEO (Search Engine Optimization), Managed PPC, eNewsletter Creation and Sending along with other Internet marketing activities.

Today, years later, we have added award-winning designs to our portfolio, been featured in several publications, increased our technical base, built a superb team of web professionals from design and development to Internet marketing while continually focusing on driving demand and enhancing campaign effectiveness with each and every project we work on.

Our Mission = To develop strategic Internet Strategies & Web Properties that delivers results based on our clients' vision and goals and then to support them post-launch if needed as well.

Web Design

We design high-end user-friendly engaging website interfaces that preserve company image and enhance user interaction by creative call to actions (CTA).

Web Development

We develop powerful Internet applications that are scalable and reliable using open source technology and or simple Content Management Systems.

Internet Marketing

After your successful web presence has been developed – we can then drive relevant traffic to your new web property via creative Internet Marketing strategies.





Client Success:

We pride ourselves in working in various industries where our clients have a range of Internet needs from High-Performance Websites and unique Web Application Programming / Development to leveraged Content Management Systems.

Just Some of our satisfied clients



Through our 15+ years since we began and by aligning your business with GoingClear Interactive as your Web Design & Development Company, you will be tapping into the expertise that only an award-winning professional dedicated Internet services firm has to offer. We serve a diverse client mix in various industries, and we're always expanding. We draw on this experience to provide you with the best possible web development services producing exceptional web properties for our clients.



TO VIEW OUR COMPLETE MEDIA KIT, you can view it by clicking here.

Labor Categories & Rates

Labor Category	9/29/2016 to 9/28/2017
Web Design	\$146.60 per hour
Web Development	\$146.60 per hour
Web Management	\$146.60 per hour
Internet Marketing	\$146.60 per hour
Web Strategy	\$146.60 per hour

Labor Category Descriptions

Service	Detailed Description	
Web Development	Website Development services consist of Web Coding & Programming, Custom Web Application Development, Back-End Administrative Interface and or CMS Development, Database Development Management and Integration, Integration of 3rd party web software via APIs, Code Testing, Responsive mobile and tablet friendly web programming, PHP, HTML, CSS, JSON, Javascript, WordPress Development, WooCommerce Development, bootstrap, jQuery, and MySQL.	
Web Strategy	This is where we take time to work with our clients in the initial planning and discovery phase with a goal of learning everything we can, documenting all areas, functionality, design elements and more so that both our team and our clients are all on the same page and in sync with the project requirements. Key areas of Discovery and Web Strategy are: Defining Website Project elements, developing the Functional Web Project Specifications, assessing media assets from client and advising on key web items needed. In addition, Web Strategy is used throughout any project as well acting as project direction to assure a successful completed product.	
Web Design	One of our key services for any website project is our Web Design. We provide creative high-end web design that creates results. Through the use of engaging Call To Actions (CTAs) as well as user-friendly design for easy interaction between website users and the brand, we work closely with our clients to understand their needs and then turn it into efficient design and interfaces. In addition, designing supporting graphics whether they are digital graphics or print graphics also is offered to our clients by our designers.	
Web Management	Our Website Management and Maintenance services are for existing websites that are in need of updates, management and or maintenance. Typical Web Mgmt items are: content integration, formatting of content, photos, graphics and or text, updates to web pages, reviewing web forms and other miscellaneous tweaks and updates from our clients. In addition, it also consists of working with our clients to understand the nature of the request and then execution of the confirmed task.	
Internet Marketing	The goal of our Internet Marketing services is provide more traffic to your website. We do this by items such as SEO Search Engine Optimization, eNewsletter creation and sending with reporting, Google Analytics and Webmaster Tools Optimization, Social Media campaign development and optimization, copywriting, blogging, content marketing, and more.	

Web Design, Graphics, Web Development, Social Media and Internet Marketing Samples









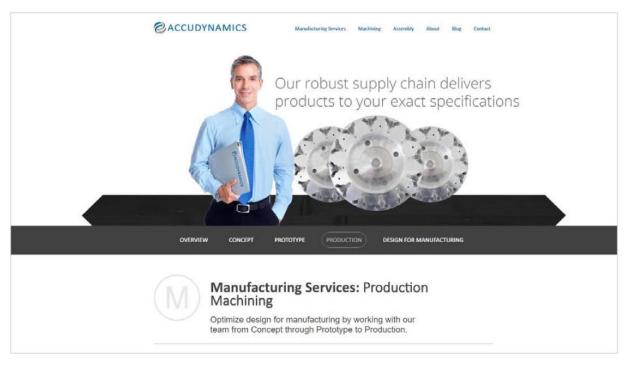


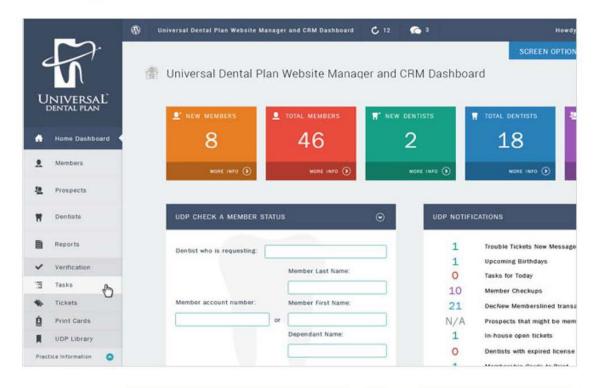


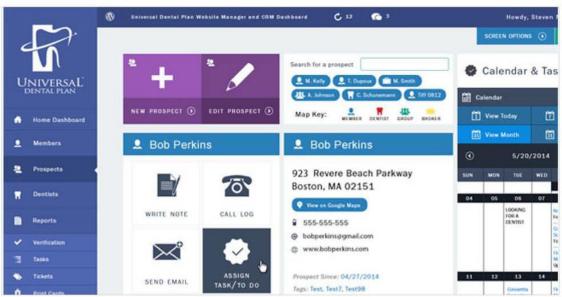




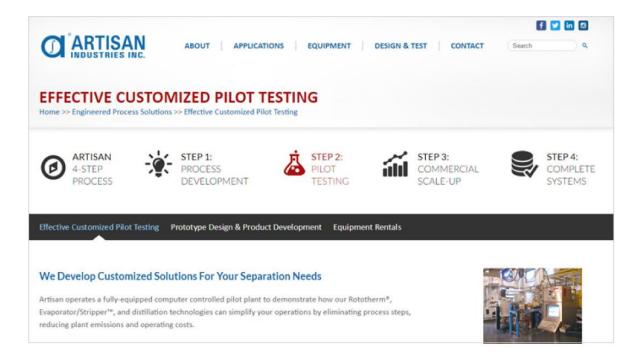




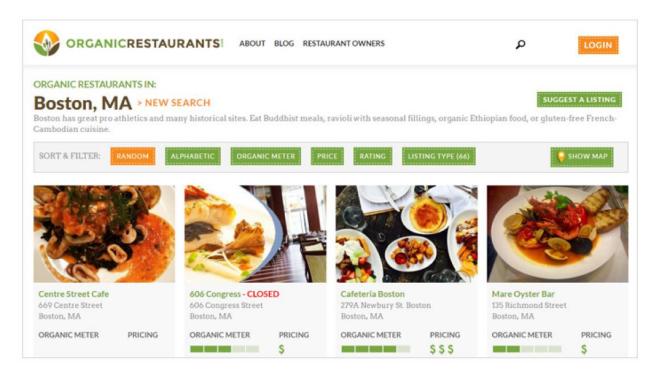












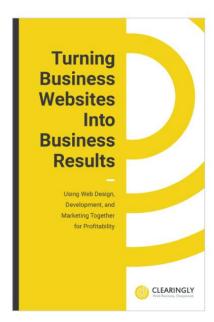








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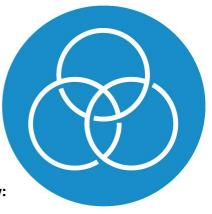






Video for your Website

GoingClear offers the expertise producing angaging videos for your website to feature a variety of interactive content for audiences. We offer video production, direction and integration of videos onto your website for people to review and share. Each video is optimized fo the performance quality is excellent across multiple browsers.



Website optimized video is good for audiences to review:

- Product Demonstrations
 Upcoming Events
- Company Message
- Video Testimonials
- Case Studies

- Unique Services
 Software Demo Walk-**Throughs**
 - Character Welcome messages

GoingClear offers the convenience and expertise of creating engaging videos for your website that are fully web optimized and display and interact in the most effective way while integrating in ways that do not weigh down on load times or affect bandwith issues.



How GoingClear Search Engine Optimization will grow your business:

GoingClear's expert SEO team will create a customize Internetmarketing plan for your business. We'll ask your product or service, who your target customers are, and what the key benefits you offer your customer. We'll then propose a target strategy to your business in front of the right people online using a variety of methods:

- Drafting original, highly optimized content and installing it in our website
- Submission of optimized pages to search engines
- · Link building campaigns
- Internet press releases
- · Submission of original articles to article sharing sites
- Social media marketing including Twitter and Facebook
- Managed Pay-Per-Click campaign

We help you with your Search Engine Optimization using a process developed through experience and backed by technical expertise. The process works in stages, and results build over time as your site climbs higher and higher in search engine visibility. As the results of SEO activities are measured, your customized SEO strategy can be adjusted and additional steps can be taken.

Contact GoingClear to learn more about how we integrate our SEO services into the development of our Web Properties.





Search Engine Optimization (SEO)

Search Engine Optimization is an Internet Marketing activity that brings more traffic to your website. SEO is an art and a science which gets you website to appear high up on the screen when someone searches for your product or service. Search engine traffic is so valuable it can bring in enough clients to sustain most busineses even without any other marketing. If you aren't prominent in search results, as far as your customers are concerned, you don't exist. If you website shows up at the top of search results then customers will go to your website. If your site is not highly visible in search results then the customer will go to your competition



There are many benefits to search engine optimization:

- Increased sales. Search engines bring pre-qualified customers to your website.
- Lower customer acquisition costs. There is no cost-per-click in organic search traffic so each search has a larger profet margin
- Credibility. Customers and suppliers take you more seriously when you are highly ranked
- Competitive advantage. When customers are driven to you website, they're not going to your competition.

Search Enging Optimization can be combines with pay per click advertising. Contact us to learn more about how GoingClear can help you with a combined portfolio of Pay-Per-Click and SEO services.



Internet Marketing

Maximize your Web Presence

With many ways to accomplish your Internet marketing goals of being more visible, driving more sales, increasing brand awareness and other call to action items that your website property demands, GoingClear offers flexible solutions to meet those needs.

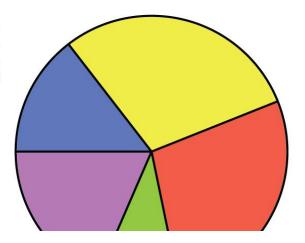
After determinging what your true Internet goals are, we devise a strategic plan that involves several Internet marketing techniques with will attain goals as well as allow a clear measure of ROI via proper & thorough execution.



GoingClear Internet Marketing solutions we typically integrate into an effective online campaign can be:

- Search Engine Optimization
- Pay Per Click PPC
- Web Optimized Copywrighting
- Social Media Development & Integration
- Email Marketing / eNewsletters
- Landing Page Development Strategies
- Affiliate Marketing Program Development

Proper Internet marketing strategy requires proper execution. With our Internet strategist and dedication to creating highly visible website properties, we pride ourselves in integrating creative Internet marketing solutions to meet the business goals of your project.



Internet Marketing

Social Media Development & Integration

Social Media is a term gainging popularity at lightening spedd. If you knew someone in Marketing, you probably have heard them mentioning the cool stories they read on Twitter. or the hot video makeing the rounds on Youtube, the connections made on LinkedIn or some other great benefit of some platform online. People often want to get the same benefits for their companies, but once they set on their social quest, they find it's not as easy as joining one of the platforms and distributing their Marketing materials.

Social Media is about interactions, conversations and giving. Inbound Marketing is the newest disruptive business "tool". It's not so much of a tool as it is a practice. Creating long term relationships with your clients through conversations, gicing them information to make their lives easier and correcting customer service mishaps are the new best practices in social marketing.



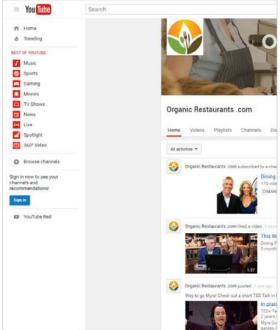
It takes time, effort and skill to implement social strategies and doing it on your own can be confusing or even frustrating. Instead of struggling through it on your own, connect with someone who understands the value of listening to your customers. Find your customers and join their conversation, don't make them try to find you.

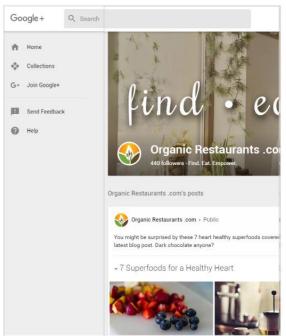


Showcase: Social Media















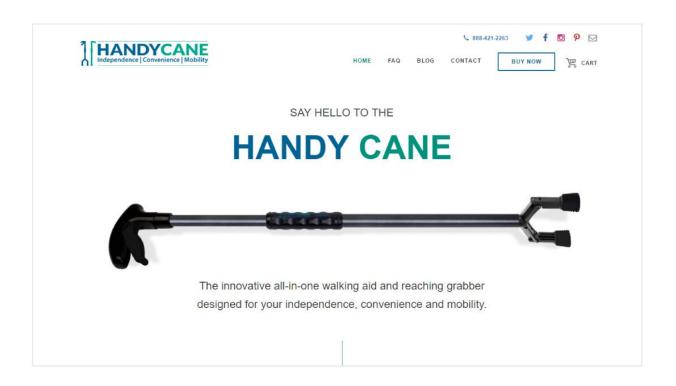


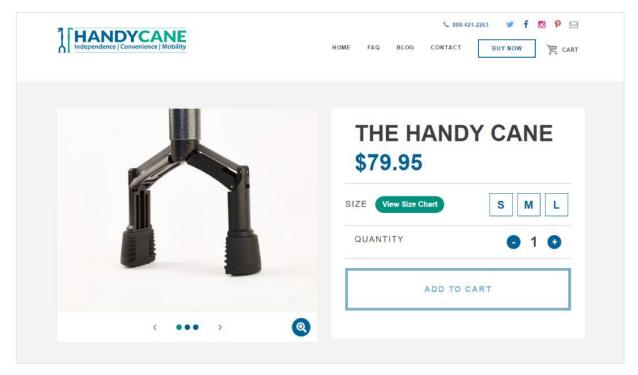




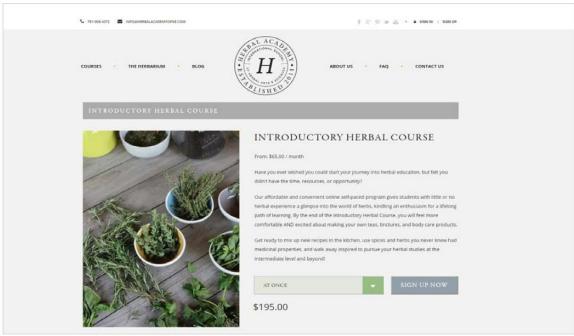








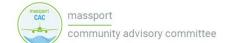




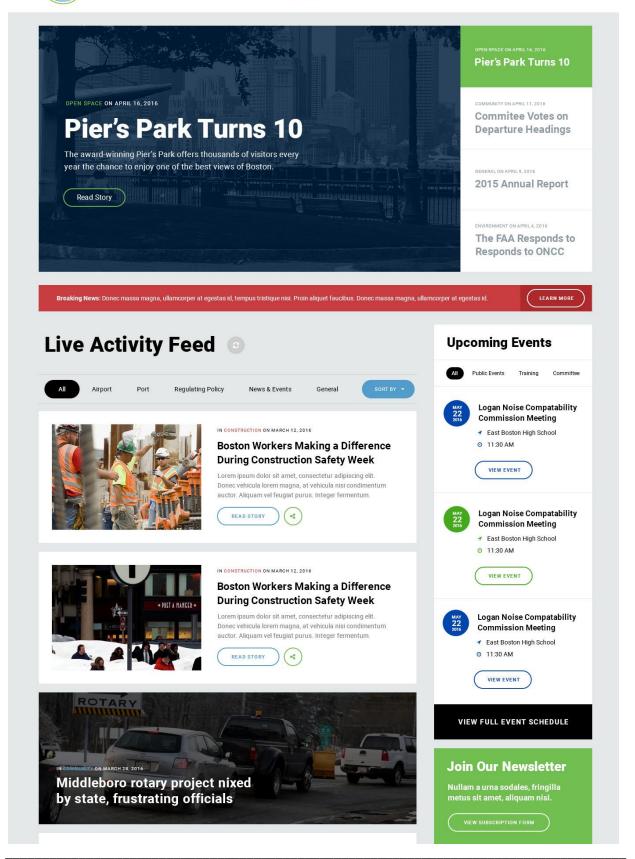
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Summary, Contract and Contact Information

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