

PURCHASING POLICY EXCEPTION FORM

FROM:

DATE: 12/20/2024

DEPARTMENT: Tourism Development

VENDOR: ITI Digital Marketing, Inc.

DEPT DIRECTOR/
MGR SIGNATURE:

Valerie Proctor

DATE: 1/7/2025

Amount of Invoice: \$12,000

Invoice Date: 9/25/2024

The attached request for disbursement does not appear to be in compliance with County Purchasing Policy, for the following reason:

The SEO services provided by ITI were inadvertently contracted for six months; they should have been contracted for 12 months.

The work was performed as neither the vendor or I realized it had been contracted for only 6 months; not the required 12 months.

Please forward all documentation with this form attached, and letter of explanation, to the Chief Procurement Officer.

TO: CHIEF PROCUREMENT OFFICER

Please review, and upon approval, forward to County Administration.

Caleb Ross - Date

Date: 1/16/2025

Resolution: Approved.

To process this disbursement, the request must be approved by the County Administrator.

TO: COUNTY ADMINISTRATOR

Please review, and upon approval, forward to the Finance Department for processing.

APPROVED FOR PAYMENT:

COUNTY ADMINISTRATOR (or designee):

DATE: 1-22-25

APPROVED FOR PAYMENT:

FINANCE DIRECTOR/

ASST. FINANCE DIRECTOR

APPROVED

By Joshua Stringfellow at 8:21 pm, Jan 23, 2025

Date:

ITI Digital, LLC
1606 Reynolds St
Brunswick, GA 31520 US
+1 9122220535
accounting@iti-digital.com
www.destinations2discover.com

Invoice

BILL TO

Mgr Tourism Tammy Heon
Hernando County
Purchasing Department
15470 Flight Path Dr
Brooksville, FL 34604

SHIP TO

Mgr Tourism Tammy Heon
Hernando County
Hernando County Tourism Office
Attn: Michelle Rose
205 E. Fort Dade Ave.
Brooksville, FL 34601

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
052426	09/25/2024	\$12,000.00	09/25/2024	Due on receipt	

P.O. NUMBER

Tammy Heon

SALES REP

FCE

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
	ITI Marketing	Advanced SEO - This project was implemented to boost Florida's Adventure Coast website's search engine rankings and online visibility through advanced SEO strategies and monthly performance tracking by ITI Digital. per agreement Tammy Heon & Franci Edgerly 9/30/24 contract period: 4/1/24 to 9/30/24	1	12,000.00	12,000.00

Contact ITI Digital, LLC to pay.

BALANCE DUE

\$12,000.00

Please mail payments to:

ITI Digital, LLC
c/o Arline & Wiggins CPAs, LLC
1606 Reynolds Street
Brunswick, GA. 31520

Memo

To: Carla Rossiter-Smith
From: Tammy J. Heon
cc: Cathy Teft
Date: January 16, 2025
Re: PPE - ITI Digital Marketing

Attached please find both the PPE form, and a letter of explanation on the various types of SEO Services performed on behalf of the Tourism Department.

I have reviewed the attached PPE with Valerie Pianta, Economic Development Director. We agree with the vendor, ITI Digital Marketing, that they did perform the SEO Services and should be paid in full at this time.

Additionally, we are in the process of amending the existing contract, (23-R0075) to include the SEO Services for the balance of the contract term.



Tammy J. Heon
Manager, Tourism Development

Valerie M.
Pianta

Digitally signed by
Valerie M. Pianta
Date: 2025.01.16
11:08:04 -05'00'

January 14, 2024

Clarifying the Difference Between SEO for DXP Widgets and Site-Level SEO

I appreciate you reaching out to me for clarification, as I understand how the distinction between the types of SEO can be difficult to understand without some context. I'll explain in detail to ensure there is no room for misunderstanding.

What is SEO?

SEO, or Search Engine Optimization, refers to the process of improving how content appears and ranks on search engines like Google. It helps people find your website when searching for related topics.

SEO can apply to different parts of your website, and in this case, there are two distinct levels of SEO work:

1. SEO for DXP Widgets (Included in the Contract)

This is **specific to the individual tools and features within the DXP platform** that we provide, such as:

- **Events Calendar:** Optimized to ensure individual events are discoverable online.
- **Places Pages:** Designed so each place page (e.g., restaurants, attractions) is structured for search engines.

This type of SEO involves:

- **Technical Setup:** Structuring widget-generated pages (e.g., URLs, meta descriptions, schema) to make them readable by search engines.
- **Automation:** Ensuring the widget content (events, places, itineraries) is automatically optimized when published.

In short, **this is SEO specifically for the functionality of the DXP widgets we deliver** to ensure the content they generate can be indexed and ranked by search engines.

2. Site-Level SEO (Not Included in the Contract)

This is a **comprehensive strategy that covers the entire website as a whole**. It involves optimizing aspects that are beyond the scope of the DXP widgets, including:

- **Keyword Research:** Identifying terms people search for to drive traffic to your site.
- **Content Optimization:** Ensuring your pages (e.g., homepage, blog) are written to target key search terms.
- **Backlink Strategies:** Building links from other websites to improve your site's authority.
- **Site Architecture:** Optimizing the overall structure and navigation of the website.
- **Performance Improvements:** Enhancing page load speeds, mobile usability, and overall site performance.

This type of SEO requires manual analysis and ongoing strategy. It is **not automated or specific to the widgets but focuses on improving the entire website's visibility**.

Summary of the Difference

- **Widget-Level SEO:** Automatically handled within the DXP widgets we provide, ensuring their content is technically optimized for search engines. This is included in the contract.
- **Site-Level SEO:** A larger, manual process that focuses on the whole website and requires specialized strategies. This is not included in the contract.

Franci C. Edgerly

Franci C. Edgerly
CEO/Founder
Mobile: 912-996-0044