

SEO Work Agreement

1. DEFINITIONS

The Client - Business Name:

Business Address:

Client Contact - Full Name:

Phone Number:

The Provider - S.E.O. Tropolis

Provider Contact - Zachary E. Isaacson, 419-290-9153

This contract is entered into between **The Provider** and **The Client** on the ____ day of _____, 20__

1. PROCESS

- I. The SEO Service Provider will include (but are not limited to): Researching keywords and phrases to select appropriate, relevant search terms. Obtaining “back links” from other related websites and directories in order to generate link popularity and traffic.
- II. Editing and/or optimization of text for various html tags, meta data, page titles, and page text as necessary.
- III. Analysis and recommendations on optimal website structure, navigation, code, etc. for best SEO purposes.
- IV. Recommend, as required, additional web pages or content for the purpose of “catching” keyword/phrase searches.
- V. Create traffic and ranking reports for the website and any associated pages showing rankings in the major search engines, once a month 5-10 days after every end of the month.

2. MATERIALS

- I. For the purposes of receiving professional SEO services, Client agrees to provide the following: Administrative/backend access to the website for analysis of content and structure. Give an FTP access to the main site for uploading new pages, and making changes for the purpose of optimization OR approval to go through 3rd Party Permission to make changes for the purpose of optimization, and to communicate directly with any third parties, e.g., your web designer, if necessary.
- II. Unlimited access to existing website traffic statistics for analysis and tracking purposes.
- III. Website email address for the purposes of requesting links (something contact@clientwebsite.com) and making it official that we are working for the marketing campaign of the company.
- IV. Authorization to use client pictures, logos, trademarks, website images, pamphlets, content, etc., for any use as deemed necessary by the provider for search engine optimization purposes.
- V. If Client's site is lacking in textual content, Client will provide additional text content in electronic format for the purpose of creating additional or richer web pages. The provider can create site content at additional cost to the Client.
- VI. The Client guarantees any elements of text, graphics, photos, designs, trademarks, or other artwork provided to the provider for inclusion on the website above are owned by the Client, or that the Client has received permission from the rightful owner(s) to use each of the elements, and will hold harmless, protect, and defend the provider and its subcontractors from any liability or suit arising from the use of such elements.

3. CONFIDENTIALITY/ FEES

1. The Client must acknowledge the following with respect to SEO services: All fees are non-refundable. All fees, services, documents, recommendations, and reports are confidential.

4. SEARCH ENGINE POLICIES/CLIENT CHANGES

- I. The provider has no control over the policies of search engines with respect to the type of sites and/or content that they accept now or in the future. The Client's website may be excluded from any directory or search engine at any time at the sole discretion of the search engine or directory. Due to the competitiveness of some keywords/phrases, ongoing changes in search engine ranking algorithms, and other competitive factors, the provider does not guarantee #1 position or consistent top 10 positions for any particular keyword, phrase, or search term. The SEO service provider does not also guarantee immediate results for this service and long term result. Google has been known to hinder the rankings of new websites (or pages) until they have proven their viability to exist an amount of time. This is referred to as the "Google Sandbox Or Google Dance." The provider assumes no liability for ranking/traffic/indexing issues related to Google Sandbox penalties. Occasionally, search engines will drop listings for no apparent or predictable reason. Often, the listing will reappear without any additional SEO. Should a listing be dropped during the SEO campaign and does not reappear within 30 days of campaign completion, the provider will re-optimize the website/page based on the current policies of the search engine in question.
- II. Some search directories offer expedited listing services for a fee. If the Client wishes to engage in said expedited listing services (e.g., paid directories), the Client is responsible for all paid for inclusion or expedited service fees. The provider can offer a list of expedited listing services upon request. Linking to "bad neighborhoods" or getting links from "link farms" can seriously damage all SEO efforts. The provider does not assume liability for the Client's choice to link to or obtain a link from any particular website without prior consultation.
- III. The provider is not responsible for changes made to the website by other parties that adversely affect the search engine rankings of the Client's website.
- IV. The provider is not responsible for the Client overwriting SEO work to the Client's site. (e.g., Client/webmaster uploading over work already provided/optimized). The Client will be charged an additional fee for re-constructing content.

The total monthly fee for the SEO service is \$_____. The client may pay the provider after 5 to 7 days on the succeeding month. If the client fails to pay after 5 to 7 days, the SEO work will be terminated.

Each party represents and warrants that on ____/____/20____, they are authorized to enter into this agreement in entirety and duly bind their respective principals by their signature below:

Client Name and Signature

Provider Name and Signature