

Search Engine Optimization (SEO) Contract with:
<http://www.yoursite.tld/> with refund policies and other terms and conditions

This contract is entered into between SEOLACE.COM and **Your Company's Name** (hereinafter referred to as "Client") on the **XX day of Month, 20XX**.

1. Agreement

SEOLACE.COM will provide Client with Search Engine Optimization Services (hereinafter referred to as "SEO") as described in this contract. SEOLACE.COM will use specific keywords and/or phrases to improve the search engine ranking of, and/or position the contents of the Client's website, <http://www.yoursite.tld/>.

2. Fees and Services

The total fee for the SEO services to be provided is \$500.00/USD Monthly or \$100.00/USD Monthly (Strikethrough whichever is not applicable) for at least for 4 consecutive months. All fees must be paid in full prior to the start of campaign at each recurring month.

SEOLACE.COM's SEO services are intended to serve two main purposes:

- 1) to provide the Client with increased exposure in search engines, and
- 2) to drive targeted online traffic to the site.

SEOLACE.COM's SEO Services will include (but are not limited to):

- Researching keywords and phrases to select appropriate, relevant search terms.
- Obtaining "backlinks" from other websites in order to generate link popularity and traffic.
- Editing and/or optimization of text for various html tags, meta tags, page titles, and page text as necessary.
- Analysis and recommendations on optimal website structure, navigation, code, etc. for best SEO purposes.
- Recommend, as required, additional web pages or content for the purpose of "catching" keyword/phrase searches.
- Create traffic and ranking reports for clientsite.tld and any associated pages showing rankings in the major search engines.
- All fees are refundable only if the client continued getting SEOLACE services for 4 consecutive months and SEOLACE.COM fails to get the site in top 10 rankings for the agreed keywords with the plan applicable.

3. 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.
- Permission to make changes for the purpose of optimization, and to communicate directly with any third parties, e.g., your web designer, if necessary.
- Unlimited access to existing website traffic statistics for analysis and tracking purposes.
- Authorization to use client pictures, logos, trademarks, web site images, pamphlets, content, etc., for any use as deemed necessary by SEOLACE.COM for search engine optimization purposes.
- 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. SEOLACE.COM can create site content at additional cost to the Client.

4. Client must acknowledge the following with respect to SEO services:

- All fees, services, documents, recommendations, and reports are confidential.
- SEOLACE.COM 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 or search engine at any time at the sole discretion of the search engine.
- 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, SEOLACE.COM will re-optimize the website/page based on the current policies of the search engine in question.
- Linking to "bad neighborhoods" or getting links from "link farms" can seriously damage all SEO efforts. SEOLACE.COM does not assume liability for the Client's choice to link to or obtain a link from any particular website without prior consultation.

5. SEOLACE.COM is not responsible for changes made to the website by other parties that adversely affect the search engine rankings of the Client's website.

6. The Client guarantees any elements of text, graphics, photos, designs, trademarks, or other artwork provided to SEOLACE.COM 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 SEOLACE.COM from any liability or suit arising from the use of such elements.

7. SEOLACE.COM 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, based on the hourly rate of \$10 per hour. Notwithstanding any other provision of this Agreement, SEOLACE.COM's obligation to provide free SEO services shall cease in the event the Client's conduct overwrites the SEO services provided. For example, if the client's webmaster uploads content without consulting SEOLACE.COM, then SEOLACE.COM's obligation to provide SEO services for free shall terminate.

Note: Such provisions explain what will happen if there is a problem. It is a good idea to pick a venue that is favorable to your company (the provision should indicate what state's law applies). You can choose whether you want to limit your dispute resolution options though. For example, many businesses require binding arbitration and prohibit lawsuits. Which option your business prefers depends on its size and the types and locations of its clients? Binding arbitrations are popular because they are generally cheaper, faster, and confidential.

Client Name: _____

Client Signature _____

Date: _____

Company Name: SEOLACE.COM

Signature _____

Date: _____