

SEO Authority Search Engine Optimisation (SEO) Contract

This agreement is hereby entered into between Green Gecko Consulting Ltd, trading as SEO Authority (hereinafter referred to as "SEO Authority" and _____ (hereinafter referred to as "Client") on the ____ day of _____, 20__.

1. "SEO Authority" agrees to provide the Client with Search Engine Optimisation Services (hereinafter referred to as "SEO") as described in this agreement. "SEO Authority" is authorised to use the specific keywords and/or phases determined and agreed as part of any SEO analysis and recommendations report or that have been provided direct from the "Client". "SEO Authority" will aim to improve the ranking of, and/or positioning the contents of the Client's URL(s) being:

http://www._____.com in the search engines and/or directories that are most frequently used and so deemed major search engines by the general public are defined as: Google.com, Bing.com, Yahoo.com & Dmoz.org

2. "Client" agrees to pay "SEO Authority" a fee as stated in the "SEO Proposal." A minimum of 50% of the total fee must be received prior to the start of any services provided. "Client" agrees to pay the outstanding balance of the agreed fee/s within 30 days of the issue-date of the final invoice. SEO Services are intended to provide "Client" with preferential positioning in selected search engines and if agreed, report results on an ongoing and timely basis. SEO Services include:

- **2.1** Research keywords and phrases to select appropriate, relevant search terms. Keywords are listed in the "SEO Proposal".
- **2.2** Edit various html tags and page text as necessary prior to submission to selected search engines and directories.
- **2.3** Create as required additional web pages for the purpose of "catching" keyword/phrase searches.
- **2.4** Submit Client's pages to the search engines / directories stated in this agreement.
- **2.5** Create inbound links from third party sites that point back to the to "Client" webpage with the aim of increasing inbound link count.

3. For the purposes of providing these services, Client agrees to provide:

- **3.1** "SEO Authority" with FTP access to the website for uploading new pages, and making changes for the purpose of optimisation if on-site changes are not to be implemented by the Client themselves.
- **3.2** Client authorises "SEO Authority" use of all client logos, trademarks, Web site images, etc, for use in creating informational pages and any other uses as deemed necessary by "SEO Authority" for search engine positioning and optimisation.
- **3.3** If "Client" website is light in textual content, "Client" will provide additional relevant text content in electronic format for the purpose of creating additional web pages. "Client" agrees to provide content, for example 200 to 500-word "articles" about each of their keyword phrases, unless by specific agreement that the "SEO Authority" will create this on "Client" behalf.

4. "Client" acknowledges the following with respect to services:

- **4.1** "SEO Authority" 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. Client site may be excluded from any directory at any time at the sole discretion of the search engine or directory. "SEO Authority" will resubmit those pages that have been dropped from the index.)
- **4.2** Due to the competitiveness of some keywords/phrases, ongoing changes in search engine ranking algorithms and other competitive factors, "SEO Authority" does not guarantee search engine results page increases or consistent higher ranking positioning for any particular keyword, phrase or search term. However, if "SEO Authority" fails to achieve at least one top 30 position in one of the above stipulated major search engines, "SEO-Authority will start over "SEO" services to achieve this with no cost to Client.
- **4.3** Some search engines and directories may take as long as 2 to 4 months, and in some cases longer, after submission to list your site.
- **4.4** Occasionally, search engines will stop accepting submissions for an indefinite period of time.

- **4.5** Occasionally, search engines will drop listings for no apparent or predictable reason. Often listing will “reappear” without any additional submissions. Should the listing not reappear, “SEO-Authority” will re-submit the site based on the current policies of the search engine in question.

5. “Client” acknowledges the following with respect to link building services if agreed as part of the “SEO Proposal”.

Link Building

- **5.1** If stated on the agreed proposal, “SEO Authority” shall provide the link building services as specified on the website: www.seo-authority.com
 - **5.2** The number of links or submissions stated in proposal is the number of links/submissions that “SEO Authority” will provide on the link building report. The number is correct at the point at which the report is generated and quality controlled, whereupon it will be emailed to the Customer.
 - **5.3** The “SEO Authority” does not own any of the sites that links will be placed on as such “SEO Authority” offer no guarantee for the length of time each link will remain live after the point at which it has been confirmed and reported on the Customer link report. “SEO Authority” will provide a onetime replacement link service for any one-way link that is removed by the website owner within 3 months of the customer link report being issued.
6. The “SEO Authority” is not responsible for changes made to the Web site by other parties that adversely affect the search engine rankings of the Client’s Web site.
7. Additional Services not listed herein or in the “SEO Proposal” will be provided for £35 per hour. For example, writing additional content for website pages or to increase the number of inbound links needed as part of a link building campaign.
8. “Client” guarantees any elements of text, graphics, photos, designs, trademarks, or other artwork provided to “SEO Authority” for inclusion on the website above are owned by “Client”, or that “Client” has received permission from the rightful owner(s) to use each of the elements, and will hold harmless, protect, and defend “SEO Authority” and its subcontractors from any liability or suit arising from the use of such elements.
9. “SEO Authority” is not responsible for “Client” overwriting SEO work to “Client” site. I.E. “Client” webmaster or designated third party making changes and uploading over work already provided. “Client” will be charged an additional fee for re-establishing SEO work undertaken, based on the hourly rate of £35 per hour.
10. The following provisions set out the entire liability of “SEO Authority” (including any liability for the acts or omissions of its employees and sub contractors) to “Client” in respect of any breach of the Agreement and any representation, statement or tortious act or omission (including negligence) arising out of or in connection with the Agreement. All warranties, conditions and other terms implied by statute or common law are excluded from the Contract to the fullest extent permitted by law. Nothing in these conditions excludes or limits the liability of “SEO Authority” for death or personal injury caused by “SEO Authority” negligence or fraud or fraudulent misrepresentation. Subject to:
- **10.1** “SEO Authority” shall not be liable for any loss of profits, loss of business, depletion of goodwill or similar losses or for any special, indirect or consequential loss, costs, damages, charges or expenses howsoever arising; and
 - **10.2** “SEO Authority” total liability in contract, tort (including negligence or breach of statutory duty), misrepresentation, restitution or otherwise, arising in connection with the performance or contemplated performance of the Agreement shall be limited to 100% of the total fees received by “SEO Authority” in the calendar year in which the incident occurs.
 - **10.3** The provisions of this Clause 10.1 shall continue to apply notwithstanding the termination or expiry of this Agreement.

Client Name

Client Signatory

Date

Company Name

Company Signatory

Date

Please sign, scan and return via email to info@seo-authority.com or print, sign and return via post to:

The Accountancy Partnership, Offices A13 & A14, Champions Business Park, Arrowe Brook Road, Wirral CH49 0AB

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Commercial in Confidence