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SEARCH ENGINE OPTIMIZATION SERVICES AGREEMENT

THIS AGREEMENT is made this <<CurrentDay>> day of <<CurrentMonth>>, <<CurrentYear>> by and between <<Company>> ("Company") and <<CustCompany>> ("Customer").

Recitals

- A. Company has experience and expertise in the development of Search Engine Optimization ("SEO") Strategies for Web Pages, Web Sites and other Computer Networks.
- B. Customer desires to have Company develop and deploy Search Engine Optimization Strategies, custom programming, keyword optimization and other services as outlined in Exhibit B, attached herein (the "Specifications").
- C. Company desires to develop Customer's SEO Strategy and Services on the terms and conditions set forth herein ("SEO").

Agreements

In consideration of the mutual covenants set forth in this Agreement, Customer and Company hereby agree as follows:

1. Development of Strategy and Optimization Services.

Company agrees to create, install, manage, develop and employ custom SEO strategies according to the terms listed on Exhibit A attached hereto.

2. Specifications.

Company agrees to develop the SEO pursuant to the Specifications set forth in Exhibit B.

3. Delivery Dates and Milestones.

Company will use reasonable diligence in the development of the SEO

Customer Initials _____ Company Initials _____

services and endeavor to deliver to Customer all deliverables and milestones, no later than <<DeliveryDate>>. Customer acknowledges, however, that this delivery deadline and the other payment milestones listed in Exhibit A, are estimates, and are not required delivery dates. Company will be retaining all documents, source code, keyword lists and other assets employed or created for Customer during the execution of this agreement. Customer will only receive the output formats of Company's work where applicable. The output is to be used only within the scope of the project as outlined in Exhibit A. Customer shall retain all of its intellectual property rights in any text, images or other components it owns and delivers to Company for use in the SEO services rendered under this agreement.

4. Services Provided.

SEO services are intended to provide Customer with preferential positioning in selected search engines and report results on an ongoing and timely basis. SEO services may include, but are not limited to:

4.1 Keyword Selection.

Company will provide a comprehensive list of << Insert the SEO Keyword Count >> keywords and phrases relevant to Customer's desired search terms.

4.2 Web Page Creation, Edits and Custom Programming.

Company will create or edit Customer's existing Web Pages to include various HTML tags, content, text or other elements as deemed necessary by Company in order to aid submissions to selected search engines and directories.

Company will register << Insert the SEO Domain Count >> additional domains to be used as gateways to improve SEO services. Registration shall be in Customer's name and a schedule of fees for maintaining the additional domains shall be billed to Customer accordingly.

Company will create << Insert the SEO Web Page Count >> additional Web Pages for the purpose of targeting specific agreed upon keyword or

phrase searches relevant to Customer's Web Site. These Web Pages will be placed in locations determined to be most effective and at Company's sole discretion.

Company may employ proprietary positioning techniques, coding and other resources, as it deems necessary to improve Customer's positioning. Company reserves the right to create specially coded Web Pages to prevent competitors from copying code or any resources employed by Company.

4.3 Software.

Company will install, update, upgrade and configure the following software packages ("the Installation" or the "Software") as required by the Specifications and provide documentation and instructions to Customer on using all Software installed by Company. Company shall provide <<Hours>> hours of training to Customer, and turn over all disks, CD-ROMs, Digital media, downloads, links or other Software purchased for Customer under this Agreement to Customer. Company shall not be responsible for keeping copies, back-ups or any other form of the Software after turning over the original copies to Customer. Company will not maintain the Installation, updates, or any daily tasks required for the maintenance of the Software under this Agreement unless otherwise specified in Exhibit B.

Company will not manage or maintain copies of licenses for any of the software packages or installations under this Agreement. All licenses for software installations will be turned over to Customer upon execution of this Agreement.

4.4 Services.

Company will individually submit Customer's Web Pages to the search engines and directories as stated in the Specifications.

<< Insert services related to paid inclusion programs and other disclaimers (if used). >>

Company will create custom reports for traffic and positioning of

Customer's Web Site, Web Pages and any additional Web Sites or custom Web Pages created by Company under this Agreement. Company will provide detailed reports as required by the Specifications and shall endeavor to provide the reports to Customer in a timely manner. Customer acknowledges that any reports provided by Company are to be considered estimates based on industry standard reporting software and techniques and shall never be construed as an exact counting of each and every submission.

<< Insert exclusions to reporting and other disclaimers (if any). >>

Company will provide editing services and continue to adjust all Web Pages, keywords and other media created under this Agreement for a period of <<Days>> days in order to increase the effectiveness of SEO services.

<<Insert exclusions to editing services and other disclaimers (if any). >>

Company will create and employ the following

DEMO CONTRACT

This demo contract has been truncated. The complete 7 page editable version of this document is available in the Contract Pack template collections

<https://www.proposalkit.com/html/legal-contract-templates/specialty-project-contracts/seo-services-contract.htm>

Once you purchase, download and install a retail Contract Pack that includes this contract, the complete version of this contract will be inserted into your project.

Customer Initials _____ Company Initials _____

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