

# Business Contracts



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## SEARCH ENGINE OPTIMIZATION SERVICES AGREEMENT

THIS AGREEMENT is made this \_\_\_\_ day of \_\_\_\_\_, 200\_\_ 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 & 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 services and endeavor to deliver to Customer all deliverables and milestones, no later than \_\_\_\_\_, \_\_\_\_\_. 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

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