



Search Engine Optimization Services Agreement (Lite)

Puget Sound Technologies LLC, *Professional SEO*

Prepared by Scott McClure

Puget Sound Technologies LLC

Terms of Agreement

1. AUTHORISATION

THIS AGREEMENT is made this _____ day of _____ 2015, by and between Puget Sound Technologies LLC ("Company") and _____ ("Client").

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. Client desires to have Company develop and deploy Search Engine Optimization Strategies, custom programming, keyword optimization and other services as outlined in The SEO Proposal, attached herein (the "Specifications").
- C. Company desires to develop Client'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, Client and Company hereby agree as follows:

2. INTRODUCTION

Using website Search Engine Optimization (SEO) services provided by Company, the Client accepts the following Terms and Conditions. Please read this entire section carefully. By placing an order with our Company for the SEO services, you confirm that you are in agreement with and bound by the Terms and Conditions below.

3. AGREEMENT

1. Company agrees to provide Client with Search Engine Optimization (SEO) and Reporting Services to improving the ranking of of the artoftthesmiles.com in Google and other major search engines for the specific keyword phases. The SEO efforts will improve the position in many search engines, however, for the reporting purposes we will use Google search engine only as its reach surpasses all the other search engines combined.
2. Client agrees to pay Company a fee for the one time package due before the beginning of the work and monthly package due on the first day of the month the services are being rendered for. This payment starts after the one time package has been completed and the report for the completion of the onetime package has been sent to the Client (usually between **30 and 60 days** from the start of the project).
3. The service will be based on the keywords agreed by Company and the Client. Company will try to get the agreed position for all the keywords agreed on, however due to the unpredictable

nature of the Search engines reserves the right to substitute some of the keywords with similar related keywords. We also promise that no less than **50%** of the agreed keywords will have the **TOP 10 position**.

4. For the purposes of providing these services, Client agrees to provide:
 - Give Company FTP access to the site for uploading new pages, and making changes for the purpose of optimization.
 - Client authorizes Company use of all Client logos, trademarks, web site images, etc., for use in creating informational pages and any other uses as deemed necessary by Company for search engine positioning and optimization.
 - If Client's site 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 or proofread the content created by Company depending on the package selected.

6. Client acknowledges the following with respect to services:
 - Company 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. (Company will resubmit those pages that have been dropped from the index.)
 - Due to the competitiveness of some keywords/phrases, ongoing changes in search engine ranking algorithms and other competitive factors, Company does not guarantee #1 positions or consistent top 10 positions for any particular keyword, phrase or search term. However, if Company fails to achieve a top 10 position in the Google search engine for the keyword phrases chosen within **180 days** of this contract, Company will start over "SEO" services at no cost to Client for a further period of **six months** or until the position is reached.

7. If the Client chooses to have the one time service and no monthly services Company will maintain, at no additional charge, the keyword placement for **30 consecutive days** from the date the website is in the top **10 positions** in the Google search engine for the keyword phrases selected. Client understands that after this **30 day** period, work may need to be done on a monthly basis in order to keep the site in the top **10 positions**. If a maintenance plan is not enstated, Company is under no obligation to maintain any positioning on the artofthesmiles.com. Some search engines and directories may take as long as 3 to 6 months, and in some cases longer, after submission to list your site. Occasionally, search engines will stop accepting submissions for an indefinite period of time.
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, Company will re-submit the site based on the current policies of the search engine in question.

8. Company 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.

9. Additional Services not listed herein or in the SEO Proposal can be provided at an additional cost. For example, purchasing keywords beyond the scope provided in the SEO proposal, or creating more landing pages than provided in original Proposal.

10. Client guarantees any elements of text, graphics, photos, designs, trademarks, or other artwork provided to Company for inclusion on the website above are owned by 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 Company and its subcontractors from any liability or suit arising from the use of such elements.

- 11. Company is not responsible for Client’s overwriting SEO work on Client’s site. ie / Client webmaster making changes and uploading over work already provided. Client will be charged an additional fee for re-constructing Meta Tags, etc based on the hourly rate.
- 12. Due to the unpredictable nature of search engines Company is not responsible any loss of revenue due to the ranking or placement or the lack of such of the artofthesmiles.com within the search engines. Company can be responsible only for the amount that was paid by the Client for the SEO services for the Client’s URL.

4. ENTIRE UNDERSTANDING

This contract and any Appendices attached thereto constitute the sole agreement between the Company and the Client regarding this project. It becomes effective only when signed the Client. It is the spirit of this agreement that this will be a mutually beneficial arrangement between the Company and the Client.

Both parties warrant that they have read and understand the terms set forth in this agreement.

These standard terms and conditions and the Agreement between Company and the Client shall be governed by and interpreted in accordance with the laws of **King County, Washington.**

On behalf of the Client. _____

Date _____

On behalf of the Developer _____

Date _____