

Please read contract in its entirety. Be sure to initial each page, and sign and date where indicated. Once completely filled out, please fax, scan or mail ALL pages with one of the options above.

Contract for Search Engine Optimization (SEO) Services

This agreement is between _____ ('Client') and Visionation ('Provider'), a Florida LLC on the ___ day of _____, 200__.

SERVICES

'Client' is contracting 'Provider' for the service of search engine optimization. SEO includes all of the services listed to the right with the according package. These items do not include website, which is separate pricing by the 'Provider' in a separate contract labeled "WEBSITE CONTRACT"

Basic \$99./month	Pro \$280/month	Advanced \$590/month	Enterprise \$999/month
Support Hours: 1	Support Hours: 4	Support Hours: 8	Support Hours: 14
Backup	Backups	Backups	Backups
Keyword Optimization	Keyword Optimization	Keyword Optimization	Keyword Optimization
On-Page SEO Updates	On-Page SEO Updates	On-Page SEO Updates	On-Page SEO Updates
Directory Submission	Directory Submission	Directory Submission	Directory Submission
Titles & Descriptions	Titles & Descriptions	Titles & Descriptions	Titles & Descriptions
Tags (H1, H2, H3, H4, H5...)	Tags (H1, H2, H3, H4, H5...)	Tags (H1, H2, H3, H4, H5...)	Tags (H1, H2, H3, H4, H5...)
Sitemap	Sitemap	Sitemap	Sitemap
Google Analytics	Google Analytics	Google Analytics	Google Analytics
Google Webmaster	Google Webmaster	Google Webmaster	Google Webmaster
Local Submission	Local Submission	Local Submission	Local Submission
X	Keyword Research	Keyword Research	Keyword Research
Email Support	Email Support	Email Support	Email Support
X	Phone Support	Phone Support	Phone Support
X	1st Page of Google	Migrations	Migrations
X	X	Ecommerce Support	Ecommerce Support
X	X	Top 3 on Google	Social Media Sales Funnel
X	X	X	Guarenteed First Option on Google

PAYMENTS

Place an X next to which package best fits your seo needs.

Each billed month will last for a period of 30 days. Upon completion of 30 days, 'Client' will be billed by 'Provider' for next month's maintenance.

1. 'Provider' will provide 'Client' with Search Engine Optimization Services (hereinafter referred to as "SEO") as described in this contract. 'Provider' 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.'Client'site.com>

2. The total fee for the SEO services to be provided on a monthly basis for 1 year is the above amount/USD checked off.

'Provider'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.

'Provider's SEO Services will include (but are not limited to):

Researching keywords and phrases to select appropriate, relevant search terms using paid licensed programs. Obtaining "back links" from other related websites and directories in order to generate link popularity and traffic. Editing and/or optimization of text for various html tags, meta data, 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 'Client'site.com and any associated pages showing rankings in the major search engines.

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. A 'Client'site.com email address for the purposes of requesting links (something like contact@'Client'site.com)

Authorization to use 'Client' pictures, logos, trademarks, web site images, pamphlets, content, etc., for any use as deemed necessary by 'Provider' 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. 'Provider' can create site content at additional cost to the 'Client'. If 'Client' is interested in purchasing content from 'Provider', please contact 'Provider' for a cost estimate.

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

All fees are non-refundable.

All fees, services, documents, recommendations, and reports are confidential.

'Provider' 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 directory or search engine at any time at the sole discretion of the search engine or directory.

Due to the competitiveness of some keywords/phrases, ongoing changes in search engine ranking algorithms, and other competitive factors, 'Provider' does not guarantee #1 positions or consistent top 10 positions for any particular keyword, phrase, or search term. However, if 'Provider' fails to increase traffic to the site by 30% after four weeks of services, 'Provider' will continue SEO services at no added cost to the 'Client' until such a percentage is met.

Google has been known to hinder the rankings of new websites (or pages) until they have proven their viability to exist for more than a certain amount of time. This is referred to as the "Google Sandbox." 'Provider' assumes no liability for ranking/traffic/indexing issues related to Google Sandbox penalties.

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, 'Provider' will re-optimize the website/page based on the current policies of the search engine in question. Some search directories offer expedited listing services for a fee. If the 'Client' wishes to engage in said expedited listing services (e.g., paid directories), the 'Client' is responsible for all paid for inclusion or expedited service fees. 'Provider' can offer a list of expedited listing services upon request.

Linking to "bad neighborhoods" or getting links from "link farms" can seriously damage all SEO efforts. 'Provider' does not assume liability for the 'Client's' choice to link to or obtain a link from any particular website without prior consultation.

'Provider' is not responsible for changes made to the website by other parties that adversely affect the search engine rankings of the 'Client's' website. Additional Services not listed herein (such as managing pay-per click campaigns, copywriting, link baiting, etc.) will be provided for a fee of \$XX-\$XXX per hour.

The 'Client' guarantees any elements of text, graphics, photos, designs, trademarks, or other artwork provided to 'Provider' 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 'Provider' and its subcontractors from any liability or suit arising from the use of such elements.

'Provider' 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 \$XX per hour. Notwithstanding any other provision of this Agreement, (Company name'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 'Provider', then (Company name's) obligation to provide SEO services for free shall terminate.

ENTIRE UNDERSTANDING

This contract constitutes the sole agreement between the 'Provider' and 'Client' regarding its SEO concierge service. This agreement shall be governed and construed in accordance with the laws of the State of Florida.

I _____, _____ (print name), assert that I have the authority to make decisions concerning this website, and that I have the authority to promise payment to Visionation LLC for services rendered. I assert that I have read the Visionation Search Enging Optimization monthly subscription contract and understand the contents therein.

By signing this contract. 'Client' agrees to pay the entire price of SEO as indicated on page 1 of this document under the pricing listed under:Basic, Pro, Advanced, and Enterprise. The first payment is due upon 'Client' signature of this agreement. 'Client' monthly billing will begin 30 days after receipt of signed contract and payment of first month's billing.

'Client' Signature: _____

Date: _____

'Client' Name: _____

'Provider' Signature:



'Provider' Name:

Corey Provencal
C.E.O.

Complete the Following Contact and Billing Information

Company Information:

Company Name: _____

Contact Name: _____

Billing Address: _____

Current Email Address: _____

Alt. Email Address: _____

Phone Number: _____

Alt. Phone Number: _____

Fax: _____

Alternate Contacts: _____

Website Information: (If Applicable)

Website URL: _____

Host Name: _____

FTP Username: _____

FTP Password: _____

Payment Type (select one):

PayPal e-Mail address for payment requests: _____

Credit Card (Visa, MasterCard, American Express, JCB, Discover, Diners Club)

_____ Bill for First Payment Only _____ Bill Each Month Automatically

Name on Card: _____

Credit Card Number: _____

Expiration Date: _____ CVV: _____

Credit Card Billing Address (if different from above):

