

SEO PROPOSAL AGREEMENT

Client Name:

Proposal Number:

Prepared By:

Contact Email:

Introduction

This Search Engine Optimization (SEO) Proposal Agreement ("Agreement") is made between the Client and the SEO Service Provider. This document outlines the scope of services, deliverables, terms, and conditions under which SEO services will be provided to improve the Client's website search engine rankings and online visibility.

1. Scope of Work

The SEO Service Provider will perform the following services as part of this Agreement: - Keyword research and analysis to identify high-value keywords relevant to the Client's business. - On-page optimization including meta-tags, header tags, URL structure, and content recommendations. - Technical SEO audit and fixes including site speed, mobile optimization, crawl errors, and indexing. - Off-page optimization including backlink acquisition, link building strategies, and reputation management. - Regular performance reporting and analytics review to assess progress and adjust strategies.

2. Deliverables

The SEO Service Provider shall provide the following deliverables: - Initial SEO Audit Report detailing current site status and recommendations. - Monthly SEO Performance Reports including keyword rankings, traffic statistics, and activity summary. - Content strategy and optimization recommendations. - List of backlinks acquired and link building activities. - Final report summarizing the work performed and outcomes achieved.

3. Timeline and Milestones

The SEO activities shall commence upon execution of this Agreement and continue for the agreed term. Specific milestones include: - Completion of initial audit within 14 calendar days. - Keyword research completed by the end of month 1. - On-page and technical SEO implementations by the end of month 2. - Ongoing off-page SEO and reporting monthly thereafter. - Final evaluation and report at the end of the contract term.

4. Fees and Payment

The Client agrees to pay the SEO Service Provider the total amount agreed upon in the proposal. Payment terms are as follows: - An initial non-refundable deposit of _____ USD prior to commencement of services. - Monthly payments of _____ USD due within 15 days of invoice receipt. - Late payments shall incur a late fee of 1.5% per month on the outstanding balance. - Additional services outside the scope of work will require a separate written agreement and fees.

5. Client Responsibilities

The Client agrees to provide timely access to website backend, analytics accounts, and relevant platforms. The Client shall provide all necessary information and feedback required to complete the SEO services. Failure to provide timely

access or information may delay deliverables and extend timelines.

6. Confidentiality

Both parties agree to maintain the confidentiality of proprietary information, trade secrets, and any non-public data exchanged during the term of this Agreement. This obligation survives termination.

7. Term and Termination

This Agreement shall commence upon execution and continue for the agreed term unless terminated earlier. Either party may terminate this Agreement by providing written notice if the other party materially breaches any term and fails to cure such breach within 14 days of notice. Upon termination, the Client shall pay for all services rendered up to the termination date.

8. Limitation of Liability

The SEO Service Provider shall not be liable for any indirect, incidental, consequential, or punitive damages, including loss of profits or data, arising from or related to this Agreement. The total liability of the SEO Service Provider shall not exceed the fees paid by the Client under this Agreement.

9. Intellectual Property Rights

All pre-existing intellectual property owned by either party shall remain their sole property. Deliverables specifically created for the Client under this Agreement shall be considered 'work for hire' and ownership shall transfer to the Client upon full payment.

10. Governing Law and Dispute Resolution

This Agreement shall be governed by and construed in accordance with the laws of the United States and the State of _____, without regard to conflict of law principles. Any disputes arising shall be resolved through binding arbitration in the agreed jurisdiction. Both parties waive the right to a trial by jury for disputes under this Agreement.

11. Entire Agreement

This Agreement contains the entire understanding between the parties relating to the SEO services and supersedes all prior agreements, negotiations, and understandings, whether written or oral. No amendments shall be valid unless in writing and signed.

CLIENT SIGNATURE

SEO SERVICE PROVIDER SIGNATURE

Signature: _____

Signature: _____

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