

Search Engine Optimization (SEO) Contract: <http://www.>_____.

This contract is entered between Southwest Marketer LLC and _____ (hereinafter referred to as "Client") on the ____ day of _____, 20__.

1. Southwest Marketer LLC will provide Client with Search Engine Optimization Services (hereinafter referred to as "SEO") as described in this contract. Southwest Marketer LLC 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://*_____.

2. At \$_____/hour (USD) the SEO services will be provided for ____ hours work per month as agreed upon by client and Southwest Marketer LLC. All fees must be paid in full prior to the start of campaign and will be collected on a month to month basis.

Southwest Marketer LLC'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.

Southwest Marketer LLC's SEO Services include (but are not limited to):

- Researching keywords and phrases to select appropriate, relevant search terms.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

- 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.
- Create traffic and ranking reports for client site showing rankings in the Google search engine.

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.
- An appropriate email address for the purposes of requesting links (something like *contact@clientsite.tld*)
- Authorization to use client pictures, logos, trademarks, web site images, pamphlets, content, etc., for any use as deemed necessary by Southwest Marketer LLC for search engine optimization purposes of client site
- 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. Southwest Marketer LLC can create site content at additional cost to the Client. If Client is interested in purchasing content from Southwest Marketer LLC, please contact us for a cost estimate.

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

- All fees are non-refundable per monthly charges.
- All fees, services, documents, recommendations, and reports are confidential.
- Southwest Marketer LLC 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, Southwest Marketer LLC does not guarantee #1 positions or consistent top 10 positions for any particular keyword, phrase, or search term.
- 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, Southwest Marketer LLC will re-optimize the website/page based on the current policies of the search engine in question.
- Linking to "bad neighborhoods" or getting links from "link farms" can seriously damage all SEO efforts. Southwest Marketer LLC does not assume liability for the Client's choice to link to or obtain a link from any particular website without prior consultation.

5. Southwest Marketer LLC is not responsible for changes made to the website by other parties that adversely affect the search engine rankings of the Client's website.

6. Additional Services not listed herein may be provided upon request, and may require a separate quote.

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

8. Southwest Marketer LLC 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 agreed to. Notwithstanding any other provision of this Agreement, Southwest Marketer LLC'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 Southwest Marketer LLC, then Southwest Marketer LLC obligation to provide SEO services for free shall terminate.

Client Name: _____

Client Signature _____

Date: _____

Company Name: _____

Signature _____

Date: _____

