

SEARCH ENGINE OPTIMIZATION (SEO) SERVICES AGREEMENT

Parties: _____

Client Information:

Full Legal Name: _____

Business Address: _____

Contact Email / Phone: _____

Service Provider Information:

Company Name: _____

Business Address: _____

Contact Email / Phone: _____

Scope of Services:

The Service Provider shall perform search engine optimization services which may include, but are not limited to, website analysis, keyword research, on-page and off-page optimization, content recommendations, link building, and performance reporting. The specific deliverables, timeline, and milestones shall be mutually agreed upon in writing.

Term and Termination:

This Agreement shall commence upon execution by both parties and shall continue until terminated by either party upon thirty (30) days written notice. Either party may terminate this Agreement immediately for cause if the other party materially breaches any obligation and fails to cure within fifteen (15) days of receipt of written notice of such breach.

Compensation and Payment Terms:

Client shall pay Service Provider the fees set forth in the attached Schedule A. Payments are due within fifteen (15) days of invoice receipt. Late payments shall bear interest at the rate of 1.5% per month or the maximum allowed by law, whichever is less.

Confidentiality:

Each party agrees to keep confidential all proprietary information disclosed by the other party in connection with this Agreement and to use such information solely for the purposes of performing obligations under this Agreement. This obligation shall survive termination.

Intellectual Property:

Service Provider retains all rights, title, and interest in and to any methodologies, processes, or proprietary tools used or developed in performing services. Client is granted a non-exclusive license to use deliverables solely for its internal business purposes.

Warranties and Disclaimers:

Service Provider warrants that services will be performed in a professional and workmanlike manner consistent with industry standards. No guarantee is made regarding specific search engine rankings or results. EXCEPT AS EXPRESSLY SET FORTH, SERVICES ARE PROVIDED 'AS IS' WITHOUT OTHER WARRANTIES.

Limitation of Liability:

IN NO EVENT SHALL EITHER PARTY BE LIABLE FOR INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL, OR PUNITIVE DAMAGES, INCLUDING LOST PROFITS, REGARDLESS OF THE THEORY OF LIABILITY, EVEN IF ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. SERVICE PROVIDER'S TOTAL LIABILITY SHALL NOT EXCEED THE FEES PAID.

Indemnification:

Client agrees to indemnify, defend, and hold harmless Service Provider from and against any claims, damages, liabilities, or expenses arising from Client's use of services or breach of this Agreement.

Governing Law and Dispute Resolution:

This Agreement shall be governed by and construed in accordance with the laws of the State of _____, without regard to conflict of law principles. Any disputes shall be resolved through binding arbitration in _____ County, _____, in accordance with the rules of the American Arbitration Association.

Miscellaneous:

This Agreement constitutes the entire agreement between parties and supersedes all prior understandings. No modification is effective unless in writing signed by both parties. If any provision is held invalid, the remainder shall remain in effect. Neither party may assign this Agreement without prior written consent.

Signatures:

CLIENT SIGNATURE

SERVICE PROVIDER SIGNATURE

Signature: _____

Signature: _____

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