

FenceWeb SEO Contract

Summary:

The purpose of SEO (search engine optimization) is to dramatically increase the amount of targeted traffic to your website through higher rankings in major search engines like Google. We will do this by:

- 1) properly optimizing your website and**
- 2) building the authority of your website in the eyes of major search engines.**

Our SEO campaign will consist of the four following phases:

1. Site Review
2. Site Strategy
3. Site Optimization
4. Monthly Site Optimization

The goals of this SEO campaign:

1. Increase conversions, leads, and sales
2. Increase targeted traffic
3. Higher rankings in search engines

So in short;

You _____, located at
_____ are hiring me, Anthony Guidetta, sole proprietor of FenceWeb to manage and to engage in a targeted SEO campaign for the estimated total price agreed upon in signed proposal & or in signed invoice.

SITE REVIEW:

The first step of this project will be a thorough review of your entire website. We want to know and understand every detail of your website so we can leverage all of your strengths and improve all of your weaknesses. Our team will also review your company, competitors, and customers; as well as identify all strategies and challenges for this SEO campaign.

Tasks:

- Kickoff Meeting – Thorough review of company, competitors, customers; define all goals
- Completion of Internet Marketing Questionnaire by client
- Complete website audit and individual web page audits
- Competitor website audit and web page audits (high ranking sites only)
- Keyword research, analysis, and selection
- Google analytics review
- Review social media channels

SITE STRATEGY

During this phase of the project we will develop an in-depth content, optimization, and conversion strategy to achieve all goals that were listed under “Summary”. Once complete, we will deliver an in-depth strategy brief that will be the “playbook” of this SEO campaign.

Tasks:

- Gather information through questionnaire
- Develop content strategy
- Develop optimization strategy
- Develop website authority strategy
- Develop creative and strategic content strategy
- Identify all key phrases and targeted landing pages

SITE OPTIMIZATION:

The purpose of Site Optimization is to make sure your website and all landing pages are properly optimized for search engines by carefully executing the approved strategy brief. More importantly, we will make sure there is a relevant and properly optimized landing page on your website for each targeted key phrase outlined in the strategy brief.

Tasks:

- Setup and install Google Analytics and other tools
- Add additional pages to website in order to rank for certain locations and or keywords
- Add and or change existing website text, headlines and internal linking keywords

Assumptions:

- Timeline (completed during Month 1)
- Client must notify FenceWeb of any changes to site during and after Site Optimization completes.
- Client must provide FenceWeb with all login user-names, passwords and access to requested services including hosting account, Google account, CMS dashboard etc.

MONTHLY SITE OPTIMIZATION:

Now that your website is properly optimized we must continuously work to grow and improve the authority of your site. The purpose of Monthly Site Optimization is to increase your site's authority in the eyes of major search engines. A properly optimized website with high authority will start to rank higher in search engines. However, our goal is more than higher rankings. We want you ranked on page #1 of Google for your targeted keywords and phrases.

Tasks:

- Continued execution of strategy
- Creative and strategic content creation (video, blogging, guest blogging, downloads, infographics, tools, etc)
- Optimize creative and strategic content (whether on or off-site)
- Link bait creation and execution
- Strategic adjustments and pivots
- Managing content calendar
- Link earning to above creative and strategic content
- AB Testing

Deliverables:

- Weekly and/or monthly custom reporting and recommendations
- Client review meetings

Assumptions:

- Timeline (months 3+)
- Not to exceed 20 hours per month

TERMS OF AGREEMENT

PARTIES & PURPOSE

This Agreement is made between _____ (hereinafter "Client") and FenceWeb. Client agrees to retain SEO COMPANY for 3 months of SEO services as described in this entire document hereto and made a part of this Terms of Agreement.

PRICING & FEES

The total price is outlined in signed and approved proposal & or signed and approved invoice which is to be paid in three (3) installments beginning at execution of this agreement and every 30 days until the first day of the final month of this 3-month contact. Client agrees to pay all *additional* hours of work, approved by Client, at our quoted hourly rate. Client also acknowledges that FenceWeb may recommend 3rd party software or services, to be paid by Client upon Client's approval.

SEARCH ENGINE POLICIES

Client acknowledges that FenceWeb has no control over the change to search engine policies or algorithm changes. At any time, Client's website may lose rankings or be excluded from any search engine at the sole discretion of the search engine.

PLACE OF LAW

This agreement shall be governed by and construed in accordance with the laws of the State of Florida.

CONTRACT RENEWAL

Client agrees that this contract will be in effect for the agreed upon duration, and from month-to-month immediately following the completion of this agreement. Finally, if any provision of this contract shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this contract and shall not affect the validity and enforceability of any remaining provisions.

Name (Print):

Date:

Name (Signature):
