The SEO contract

SEO SERVICES AGREEMENT

Between: [your agency], [address], [email] ("the agency")

And: Fernhill Tea Company, an online loose-leaf tea shop in Portsmouth, New Hampshire ("the client")

Approver for the client: Tomás Reyna, e-commerce manager, [email]

Start date: Monday, March 1, 2027

1. TERM

1.1 This agreement starts on Monday, March 1, 2027 and runs month to month until either side ends it under section 11.

1.2 The first four months, March 1 to June 30, 2027, are a minimum term, so notice under 11.1 can't take effect before Wednesday, June 30, 2027.

2. THE WORK

2.1 In the first month the agency delivers a technical audit of the store and a keyword plan for its categories and products, by Friday, March 19, 2027.

2.2 Each month after that the agency rewrites the titles, descriptions, headings and internal links of up to 12 existing pages, with copy edits of up to 150 words a page.

2.3 Each month the agency writes three new articles of up to 1,500 words each, on topics the client approves.

2.4 Each month the agency pitches at least 30 websites from a list the client has approved for a mention or a link. The agency never pays for a link and never places one on a site it owns without telling the client.

2.5 The agency sends a written report by the fifth business day of each month, with a 30-minute call to go through it.

2.6 Pages and articles not used in a month don't carry into the next one.

3. FEE AND PAYMENT

3.1 The fee is $4,600 a month, invoiced on the 1st of each month for that month and due within 14 days.

3.2 A month that is only partly inside this agreement is charged at $150 for each day it covers.

3.3 Work priced under section 6 is invoiced at the end of the month it's delivered.

4. FIXES ON THE CLIENT'S SITE

4.1 The client's own developer makes changes to the store's code, server and settings. The agency doesn't, unless 4.4 applies.

4.2 The agency records every fix it recommends in a shared fix log, with the date sent, the pages affected, the reason and a priority of high, medium or low.

4.3 Within 10 business days of each entry, the client marks it done, scheduled with a date, or declined. An entry left unmarked after 10 business days is shown as waiting on the client in the log and in every monthly report until it's marked.

4.4 The client can ask the agency to make any fix itself. The agency quotes it in hours at $140 an hour before starting, and starts once the approver accepts the quote in writing and gives it the access it needs.

5. WHAT THE CLIENT APPROVES

5.1 The approver named above reviews every article and page edit before it's published, and replies within three business days.

5.2 If an approval arrives late, the publishing date moves by the same number of business days.

5.3 The client confirms that every product claim, price and review it supplies or approves is accurate.

6. PRICES FOR EXTRA WORK

6.1 Extra article: $520.

6.2 Extra page beyond the 12 in 2.2: $95.

6.3 Fixes made by the agency under 4.4: $140 an hour.

6.4 Any other work, including handover time beyond 11.3: $140 an hour.

7. CHANGES

7.1 Anything outside section 2 is written up as a change, with its price from section 6 or a quote, and its effect on any dates.

7.2 Work on a change starts only after the approver named above accepts it in writing.

8. ACCOUNTS AND ACCESS

8.1 Google Search Console, Google Analytics, Google Business Profile, Bing Webmaster Tools and the store's admin are in the client's name. The agency works in them as a user.

8.2 Within five business days of the start date, the client gives the agency access to every account in 8.1.

8.3 The position-tracking tool is the agency's own subscription. On the end date the agency exports the full position history for the client at no charge.

8.4 The agency removes its own access to every account in 8.1 on the end date.

9. OWNERSHIP AND LINKS

9.1 Once a piece of work is paid for, the client owns it, including the audit, the keyword plan, the fix log, every article and every page edit.

9.2 The agency keeps its own templates, tools and methods, and any drafts the client didn't use.

9.3 Every link or mention the agency earns is listed in the monthly report with its web address, the page it points to and the date. The agency never asks a site to remove one when this agreement ends.

10. RESULTS

10.1 The agency promises the work in section 2, done with care and on the dates agreed. Each monthly report shows clicks, impressions, the average position of the keywords in the keyword plan, sales from search and the links earned. No ranking, traffic or sales figure is guaranteed.

10.2 If a change Google makes to its search results moves the client's positions, the agency sends a written note within five business days saying what moved and which planned work it would swap. Swaps stay inside the counts in section 2 and the fee in 3.1.

11. ENDING THE AGREEMENT

11.1 Either side can end this agreement with 30 days' written notice, subject to 1.2. The end date is the 30th day after the notice is received.

11.2 Articles approved but not yet published on the end date are delivered to the client as files.

11.3 Within seven days after the end date, the agency delivers a final report, the fix log with the status of every entry, the keyword plan, the list of links under 9.3, the position history under 8.3 and the files for every article. Up to four hours of handover, including a call with whoever takes over, are included in the fee.

11.4 The fee for the notice period is payable in full.

12. GENERAL

12.1 Each side keeps the other's business information confidential, during this agreement and after it ends.

12.2 Changes to this agreement are made in writing and accepted by both sides.

Signed for the agency: _____ Date: _____

Signed for the client: _____ Date: _____