



Search Optimization Contract

This is a legal and binding contract between **TRW Website Design Company** (Developer) and the client listed below.

Developer

Tony Weatherman (Owner)
TRW Website Design Company
1555 Jan Lan Blvd
St Cloud, Florida 34772
<http://www.trw-webdesign.com>
tony@trw-webdesign.com
(407) 288-0087

Client Information:

Contact Name: _____
Business Name: _____
Your Address: _____
City: _____ State: _____ Zip Code: _____
Phone: _____ Cell Phone: _____
Email Address: _____
Website URL (Domain Name) _____

1. Authorization

The above named "Client" is engaging TRW Web Design Company; also known as Developer or TRW, for the purposes of Search Engine Optimization (herein referred to as SEO) Services detailed and described below. Client agrees to allow TRW Web Design Company full FTP access to the website, root server and any other access needed to fulfill Developer's contractual obligation. Client also authorizes TRW Web Design Company to publish and submit clients website to any and all search engines necessary to fulfill Developers contractual obligation.

2. Description of Services

Listed below are the services that are included within the scope of this SEO Contract and the description of services that will be provided by TRW Web Design Company. The purpose of this contract is for the Client to retain the SEO Services of TRW Web Design Company for the term of **twelve (12) months**. This contract becomes a legal binding contract upon signing by both parties and is non-transferable. SEO services will be clearly outlined and will not exceed the limits of this contract. This contract supersedes any verbal or written agreement between these two parties.

3. What is Included in this Contract

Here is a list of services that will be included in this contract.

- 1) **Initial Consultation** – TRW will give the Clients website a comprehensive check to make sure that it can be optimized for the best results in “organic” search results. This check will include the navigation system, code and overall website. Then discuss with the client the best way to proceed, and recommend any changes that may be necessary to achieve the best possible results.
- 2) **Industry Research** – TRW will do a preliminary industry research to check the competitors in the Clients industry and investigate the best possible keywords and phrases to use to achieve success.
- 3) **Meta Tags and Alt Tags** – TRW will update and rewrite the clients’ website meta tags and alt tags for each INDIVIDUAL page on the clients website. We do not ONLY optimize your homepage, but all static pages on your website.
- 4) **HTML Code** – TRW will check and correct existing html code and update any non functioning code to W3 standards. Improper code can hinder optimization in “organic” search results and cause a website to function improperly.
- 5) **Content Rewriting** – TRW will evaluate and rewrite existing content on the Clients website to ensure optimization for selected keywords and phrases relevant to the industry. If needed TRW will assist the Client in writing effective copy for existing pages.
- 6) **Landing Pages** – TRW will create up to two (2) landing pages if necessary to increase optimization to the clients’ website. These pages will adhere to the overall look and feel of the website and comply with all major search engine guidelines.
- 7) **Search Engine Submission** – TRW will submit the clients’ website after optimization to the major search engines which include Google, Bing, Yahoo Search and up to 15 industry relevant search engines. Submission to Directories can be added to the contract for an additional fee.
- 8) **Monthly Adjustments** – TRW will monitor the Clients’ website and do monthly adjustments as needed to meta tags, alt tags, and textual content to achieve for the client the best possible “organic” search results.
- 9) **Monthly Reports** – TRW will email monthly reports to the client to keep them apprised of the progress of the optimization efforts.

4. What is NOT INCLUDED in this Contract

TRW Website Design Company does not offer any “black hat” or unacceptable SEO services. We do not offer any bad back-linking to irrelevant sites. We do not offer any placement guarantees on any search engines. We do not use unscrupulous SEO methods that will get your website removed from any search engine.

5. Client Acknowledgement

Client agrees and acknowledges the following by signing and initialing the following stipulations.

- 1) All fees, services, emails, recommendations and SEO reports are confidential and cannot be shared with anyone.
- 2) TRW Web Design Company has no control over the policies of search engines with respect to the type of sites and/or content they accept now, or in the future. The Clients' website may be excluded from the search engine at any time for any reason at the sole discretion of the search engine.
- 3) Due to the constant changing nature of search engine algorithms', and the competitive and ever changing state of the internet, TRW Web Design Company cannot guarantee a specific position on any search engine with any keyword or phrase.
- 4) TRW website Design Company is not endorsed, sponsored, employed or affiliated with ANY search engine and does not imply or state otherwise.
- 5) Client agrees that during the term of this contract TRW website Design Company will be the only person or company with access or permission to the Clients' website. Client also acknowledges that ANY changes made during the term of the SEO contract can adversely affect the outcome of the websites "organic" rankings.

6. Litigation

Any disputes arising from this contract will be litigated or arbitrated in Osceola County, Florida. This agreement shall be governed and construed in accordance with the laws of the state of Florida. Client agrees that for purposes of venue this contract, regardless of location of signing, was entered into in Osceola County, Florida and any dispute will be litigated or arbitrated in Osceola County, Florida.

In case collection proves necessary, the client agrees to pay all fees incurred by that process. This agreement becomes effective only when signed by an authorized officer or employee of TRW Web Design Company. TRW reserves the right to remove the website, and all materials from the client server from viewing until final payment is made.

7. Rights of Termination

The Client may cancel this contract at anytime during the twelve (12) month period. This must be done by registered letter signature requested by the United States Postal Service. Once the cancellation request is received, the Client agrees to pay TRW Web Design Company the remaining balance of the contract.

TRW Web Design Company may cancel this contract only for failure to make payments in a timely manner by the Client. In the case of this, TRW Web Design Company will send an email and/or telephone call to the Client notifying the Client of such action. In such a case, TRW Web Design Company reserves the right to call payment in full, and charge a late fee of 10% per month until satisfaction of payment.

8. Payment of Fees

Payments for services to TRW Web Design Company must be made by monthly Auto-debit from a credit card to our PayPal account or by check and received by TRW Web Design Company on or before the first of each month. Payments not received on the due date are considered late and subject to a 10% late fee. The Late fee will be charged the day after late payment.

Any returned check, or declined auto-debit payment will be subject to a \$25.00 fee.

All fees paid are not refundable.

9. Search Optimization Option

Listed here are the SEO options available to the Client by TRW Web Design Company. The Client is required to select one of the following options.

- 1) **Silver Plan** – The Client can choose five (5) key phrases, not just keywords. The annual cost of this plan is \$1050.00 per year if paid in advance. If a payment option is selected then there will be a \$200.00 deposit required and a payment of \$84.00 per month.
- 2) **Gold Plan** – The Client can choose ten (10) key phrases, not just keywords. The annual cost of this plan is \$1850.00 per year if paid in advance. If a payment option is selected then there will be a \$400.00 deposit required and a payment of \$124.00 per month.

10. Payment Schedule

Listed below are the payment of fees schedule and agreement by both parties to this contract.

The SEO plan selected by the client is _____.

Full Payment Option

If Full Payment is Selected the contract amount is _____. There is no balance due.

Monthly Payment Option

If Monthly Payments are selected then a down payment of _____ is required today. Monthly payments of _____ is required beginning on _____ day of _____ year _____ and must be paid on or before _____ each month thereafter for twelve months.

11. Authorization

The undersigned parties agree to the terms of this contract on behalf of his/her organization.

Client (Authorized Representative)

_____ Date: _____

TRW Web Design Company (Authorized Representative)

_____ Date: _____

This contract is binding by the date signed by both parties. The SEO will begin on the date first payment is received, or if full payment option is selected, the first of the following month.