

D.A.P Web Design SEO

Date : **/**/2023

Advanced Guaranteed Google Optimisation Contract

Contract Between

D.A.P Web Design

&

Client

Optimisation Premium Agreement

D.A.P Web Design and the client hereby undertake a 1 year advanced guaranteed Google optimisation contract. At the end of the period of 12 months the client is under no obligation to renew the contract. If the client decides to renew the contract at that time then the agreed groups of keyphrases can be reduced or increased as required by the client. During the contract phrase reductions will not be possible due to the work committed to building systems for those phrases at the beginning of the contract. Phrase increases however will be possible with the understanding that those new phrases will need 6-8 weeks to take effect after the new system build.

The amount of work involved in the systems build approximates to 40 hrs (which at £30/hr DAP rate = £1200). This fee will be waived providing that the client honours the contract for the full 12 month period.

SEO coding and files which are the property of D.A.P are placed in the site for the duration of contract only.

Each month for each of the agreed phrases that appear on the first page of google.co.uk (I.e top ten) for a standard organic search in Google chrome, the client agrees to pay D.A.P £1.00 as per attached list.

Any keyphrases which on the agreed monitor date (of the **th of each month) appear lower than this (e.g at number 11 or lower on second page or lower) the client will pay £0.00. Although these optimisation systems do work on all other search engines such as Yahoo, Bing and Ask Jeeves, the client may receive business from this exposure, but no monies need be paid to D.A.P for the high ranking positions on any engines other than Google.

The results of all the agreed phrases will be monitored on the **th of each month starting in the second month (which is 1 month after the system build work will be completed). The total set of results will be reported back to the client along with an invoice for the searches that do in fact meet the top ten criteria. The client will be required to make payment to D.A.P bank account by direct BACS transfer within 7 days of the received invoice and proof of Google.co.uk current positions.(The client may of course validate the results personally by typing in some of the exact search phrases in the standard Google organic search to see that the results are on first page as reported)

National Westminster Bank

Sort code : - 60-01-38

Account Number : - 5319****

Account Name :- D.AP Web Design SEO

The work involved in monitoring and reporting the current Google positions each month takes approx 2 hours and this work is covered by the standard 2hr per month contract which the client must retain for this purpose. D.A.P agree to make any content changes up to 2 hrs per month within that contract too (with the obvious exception of design changes which would be classed as a rebuild). The client pays the £1.00 per phrase premium in addition to this base contract and this payment is for the exposure and business generation potential of the exposure.

The GUARANTEE of the contract is that the client does not pay for any phrase that does not appear in the agreed 1st page position on google.co.uk at the agreed time of monitor each month using the current Chrome browser. The starting phrases and the systems built for these phrases are generated from the agreed phrases as per attached list. Any further additions to this list as requested by the client will be added to the list as and when requested.

IMPORTANT: - All methods of SEO used by D.A.P on behalf of the client are strictly confidential and no access to the files on the server can ever be pemitted to any persons other than D.A.P Web design.

signed

name **Client**

signed

name **D.A.P Web Design SEO**

contract start date **/**/2023

contract expiry date **/**/23024