

Website Optimization (SEO) Agreement

THIS agreement is between **The Marketing Shop.com**, (Developer) and _____, (Client) for the domain of: _____ on this the _____ day of _____, 20____.

SEO Services

Developer will conduct the following SEO Services for Client:

- **On-Site Optimization**
 - **Keyword Research** – Determine eligible keywords for search engine marketing.
 - **SEO Recommendations** - Make recommendations that will improve the optimization.
 - Analyze over 100 SEO Factors per page
 - **SEO Report** – Report of detailed SEO recommendations for Client to understand.
 - **SEO Tasks** - Make changes as per client discussion to improve the optimization of the website.
 - Add content where necessary
 - Re-write existing content in an optimized format.
 - Add headings, links and keyword phrases throughout website content.
 - Improve all meta tags.
 - Improve navigation
 - Remove splash pages, etc...
 - **Improve Lead Flow** – Analyze lead-flow through site and assure it is optimized for maximum results.
- **Off-Site Optimization**
 - **Link Building** – It is recommended that Client opt for a monthly SEO Plan from The Marketing Shop.com, during which we will optimize the website using link-building, blogging, and off-site content development methods.
- **Other Services**

Payment for Services

Total Price for Website Optimization:

\$ _____

Due Date:

CREDIT CARD BILLING

I authorize **The Marketing Shop.com** to bill my credit card as statement above.

Credit Card Type: _____ Expiration Date: _____

Credit Card No: _____ 3 Digit Code: _____

Cardholder: _____ Zip Code: _____
(as shown on card)

SIGNED and AGREED on this the _____ day of _____, 20_____.

CLIENT

Authorized Signature

Printed Name

Title

Address

City, ST Zip

Phone

Fax

Email

Domain

DEVELOPER

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