
Service Agreement and Terms for SEO Starter Package

CM SEO provides personalized search engine optimization services to improve rankings in the major search engines, focusing on Google, Yahoo, and MSN. Improved rankings lead to increased sales and profitability.

The benefits of using CM SEO for this service include:

- CM works as an independent SEO consultant and will personally work to improve your sites rankings. I am easy to work with and I provide excellent customer service.
- CM utilizes professional and ethical optimization techniques so that you do not risk having your site penalized by the search engines. We never use automated submissions or "spam" techniques.
- CM has a proven track record of obtaining top search engine rankings for her clients.

The Program

Our service will provide search engine optimization and marketing services for the designated Customer and website.

The service will include:

1. Review Current Site and Keyword Positioning

This includes reporting on current standings, evaluating keyword usage on the site, and making recommendations.

2. Keyword Selection

The initial project will focus on up to five keyword phrases that are mutually determined between the Customer and CM.

2. Meta Tag and Title Optimization

We will prepare detailed and specific coding for the title and meta tags on 1 - 5 pages of your website to optimize indexing by the search engines for the targeted keyword phrases.

3. Web Site Content

We will review the current website pages and make recommendations for changes to enhance matching on the targeted keyword phrases. We will look for ways to add text that utilizes the keyword phrases while still maintaining the professional look of the site.

4. Link Building

We will focus on expanding the incoming links from appropriate and on topic sites. If there are any directories with submission fees, Customer is responsible for all fees.

5. Search Engine Marketing via Sponsored Listings

We will review your advertising goals and ongoing ad campaigns and make recommendations for ad copy and fine tuning the campaigns. This includes any ongoing campaigns with Yahoo and Google (Adwords). Customer is responsible for actual advertising charges from these campaigns.

5. Monitoring and Reporting

We will monitor positions in Google, Yahoo, and MSN providing detailed monthly reports showing before and after rankings.

Maintenance

This proposal is for a sixty day period in which we will provide support, advice and ongoing optimization services. After the initial period, Customer will have the option to renew the contract on a month to month basis, annual service fee, or hourly rate. Continued service ensures that we monitor your position in the search engines and are able to adjust any optimization techniques in response to search engine algorithm or requirement changes.

Customer will be responsible for providing resources for implementing the recommended website coding and content changes provided by CM SEO.

Pricing

This initial Starter Package as described above, which includes optimization and monitoring is \$250.

Terms of Service

1. Service

CM SEO & Consulting, LLC (hereinafter Consultant) will provide Customer, with the Services described in this search engine optimization proposal.

Consultant will provide the Service with the reasonable skill and care of a competent provider of services which are the same or similar to the Services.

Consultant will make reasonable efforts to provide the Services which enhance Customer's search engine rankings but Consultant has no liability for any failure to meet any ranking goals.

The Customer is responsible for providing suitable access to the web site under service either by providing the Consultant with direct access to the site or by providing a site

administrator to make required additions to the site. This agreement does not call for the Consultant to make direct changes to the website, but those can be contracted at the Consultant's hourly rate.

3. Limitation of Liability

It is the policy of the Consultant to endeavor to manage its service in such a way that the Customer receives prompt and accurate service. However, IN NO EVENT SHALL CONSULTANT BE LIABLE TO CUSTOMER FOR THE COSTS OF PROCUREMENT OF SUBSTITUTE PRODUCTS OR SERVICES OR FOR THE PAYMENT OF ANY CONSEQUENTIAL, INDIRECT, OR SPECIAL DAMAGES, INCLUDING CLAIMS FOR LOST DATA, REVENUE, OR PROFITS, HOWEVER CAUSED OR UNDER ANY THEORY OF LIABILITY. THIS LIMITATION SHALL APPLY EVEN IF THE CONSULTANT HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. THE CONSULTANT'S LIABILITY TO THE CLIENT FOR ANY NEGLIGENT OR NON-NEGLIGENT ACT OR OMISSION OF ANY NATURE BY THE CONSULTANT SHALL IN NO EVENT EXCEED AN AMOUNT EQUAL TO THE CHARGES PAID BY THE CUSTOMER FOR SERVICES DURING THE MONTH IN WHICH SUCH ACT OR OMISSION OCCURRED.

4. Assignment

Neither party may assign or transfer any of its rights or obligations under this Agreement, without the written consent of the other.

5. Agreement

This Agreement contains the entire agreement between the parties and supersedes all previous written or oral agreements relating to its subject matter. If any provision of this Agreement is invalid or unenforceable under any statute or rule of law, the provision is to that extent to be deemed omitted, and the remaining provisions shall be interpreted so as to carry out the intent of the parties.

This Agreement shall be governed and construed in accordance with the laws of the State of California without regard to principles of conflicts or laws. Any action or suit related to this Agreement shall be brought in the state or federal courts sitting in Los Angeles County, California, and the parties agree to submit to the jurisdiction of those courts.