



STORMHILL MEDIA
WEBSITE SOLUTIONS

SEO SERVICES PROPOSAL

DETAILS OF SERVICE AND AGREEMENT



I'm excited to hear you're interested in our SEO services.

As promised, here is a more detailed outline of our SEO proposal, followed by an agreement to make it official, if you're ready to take the next step.

Let me know if you have any questions. If you'd like to discuss anything, feel free to email me at daniel@stormhillmedia.com and I'll get back to you soon.

Best,

Daniel Camomile
Stormhill Media
daniel@stormhillmedia.com

Summary of Services

The purpose of this project is to increase your website's revenue and traffic via SEO (search engine optimization).



Here are the steps we'll take to accomplish this:

- **Research & Strategy:** We start the process by getting to know your goals. This means clarifying your brand, your mission and values, and who your customers or clients are. Then, we do systematic research on your competitors, analyzing their strengths and weaknesses. After this, we pull our data together to form a comprehensive SEO strategy.
- **Complete SEO Audit:** We analyze your website, content, links, and technical markup to check for places that need improvement. This includes an inbound link analysis report, indexing report, and website speed report. The SEO Audit gives us and you a thorough understanding of your website's specific strengths and weaknesses.
- **Technical SEO:** Next, we go under the hood and fix anything that could lead Google to penalize your website. Websites are technical tools, and Google only awards websites that are technically healthy. This means tackling details like: verifying your website with Google Search Console, SSL certificate, solving website speed roadblocks, XML sitemap, crawlability, and solving any problems with duplicate content, broken links, and redirection issues to name a few.
- **Keyword Research:** We compile a list of the best keywords for you based on your brand and goals. These are high value, high-traffic, "long tail" keywords with low competition. By targeting these specific keywords, we give your content a place to grow from as the authoritative and helpful content that Google is looking to promote.
- **Content Optimization:** We will super-charge your existing website content with the correct keywords and structure you need to rise to your competition on Google. There's a good chance that your old content on your web pages hasn't been attracting valuable visitors. By carefully restructuring your content and sowing in your specific keywords, you can turn these pages into desirable entry points to your website.



- **Backlink Outreach:** We conduct a systematic outreach campaign to grow your number of authoritative backlinks. Backlinks are the number of relevant websites linking to your website on their pages or posts. We would aim at giving you a high number of quality backlinks (40 - 100) Backlinks are the primary method of skyrocketing your website's visibility on Google search results.
- **Local SEO:** We enable your brick and mortar business to get picked up by regional searches on Google with a verified Google My Business page. Local SEO puts the whole SEO process under a different light, affecting everything from content to technical SEO. Odds are, your local competitors have not even heard of SEO, let alone how to optimize for local search results. We take this into account from step one, giving you the best chance in your neighborhood of ranking number one.
- **Experiment & Grow:** SEO is like growing a garden, it takes time and work to start seeing results. SEO work is successful only when you see increased authority, traffic, and conversions on your website. That means, month-to-month, we continue to analyze changes, address problems, make informed suggestions, and seize opportunities to improve your ranking with Google.

Terms of Agreement

PARTIES

This Agreement is made between [CLIENT FIRST AND LAST NAME] (hereinafter "Client" or "the Client") and Stormhill Media (hereinafter "Company" or "the Company").

PRICING, FEES AND CONTRACT LENGTH



Client agrees to retain Company for Marketing Services, which services are described above. The price for these Services is \$300 per month for the first 4 months after signing this agreement. After the preliminary 4 months of services applied, the Client will be given an opportunity to opt in or out of further SEO services at the price of \$400 per month and another contract for the next period of work will be sent to be signed by the Client. In all cases, each payment is to be paid in the first 5 days of the following month.

Either party may terminate this Agreement at any time by providing 14 days' advance written notice. In the event of such termination, the Client shall be obligated to pay a pro-rated fee for that month.

This Agreement shall take effect once signed by both parties, and shall remain in effect until the first 4 months of services expire.

ADDITIONAL TERMS

Client acknowledges and agrees to the following:

1. Company is an independently established business, and will be an independent contractor, and not an employee, of the Client. As such, Company will be free from direction and control over the means and manner of providing its services to the Client, subject only to the right of the Client to specify the desired results. The Client will not withhold any taxes from any payments made to Company.
2. Due to competition, ongoing changes in businesses' policies and algorithms, and other factors, Company cannot guarantee specific keyword rankings, a specific level of revenue, traffic or other results to arise from these marketing services or the timeframe in which the results should be expected.



3. Sensitive Client information provided to or collected by Company is confidential, including traffic and subscriber numbers, revenue, target keywords, and strategic initiatives, unless otherwise agreed. Information in the form of “case studies” can be shared only if such information is made anonymous, unless Client agrees otherwise in advance.
4. Company is not responsible for changes made to the Client’s website by existing WordPress plugins or other parties that adversely affect the search engine rankings, traffic, revenue, or other performance of the Client’s website.
5. LIMITATION OF LIABILITY. Notwithstanding any provision to the contrary, the total liability of Company, and its owners, employees and contractors, for all losses, damages, costs, and expenses, including attorneys’ fees, shall not exceed the aggregate amount paid to Company under this Agreement, regardless of the legal theory under which such liability is imposed.
6. If any provision of this Agreement is held to be invalid, illegal or unenforceable, the remaining portions of this Agreement shall remain in full force and effect and construed so as to best effectuate the original intent and purpose of this Agreement.
7. If any arbitration, action, suit, or proceeding is instituted to interpret, enforce, or rescind this Agreement, or otherwise in connection with the subject matter of this Agreement, the prevailing party on a claim will be entitled to recover with respect to the claim, in addition to any other relief awarded, the prevailing party’s reasonable attorney’s fees and other fees, costs, and expenses incurred in connection with the arbitration, action, suit, or proceeding, any appeal or petition for review, the collection of any award, or the enforcement of any order, as determined by the arbitrator or court.



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8. This Agreement is the entire agreement between the parties with respect to the subject matter hereof, and will be in effect immediately following its acceptance by both parties.
 9. This Agreement may be signed in counterparts. A fax or email transmission of a signature page will be considered an original signature page.

If you agree to the Terms of Agreement set forth above, please sign in the space provided below.

X

Client Authorized Representative Signature

Date



Client Authorized Representative Printed Name and Title

X

Company Authorized Representative Signature

Date

Company Authorized Representative Printed Name and Title