



## SEO RETAINER AGREEMENT – LOCAL BUZZ MARKETING LTD

This agreement is hereby entered into by **Local Buzz Marketing Ltd** and \_\_\_\_\_ (hereinafter referred to as "Client") on the \_\_\_\_\_.

1. Local Buzz Marketing agrees to provide the Client with the services as described in this agreement. Local Buzz Marketing is authorised to use the specific keywords and/or phrases set forth below for development, improving ranking of and/or positioning the contents of the Client's URL(s) \_\_\_\_\_ in the search engines or directories that are most frequently used by the general public.
2. **The total duration of the contract is 3 months.** The monthly payment amount will be £ \_\_\_\_\_ + VAT at a standard rate of 20%. All fees must be paid in accordance to our payment schedule and fees are non-refundable.
3. **Local Buzz Marketing services will include under this agreement (but are not limited to):**
  - a. Research keywords and phrases to select appropriate, relevant search terms (this agreement includes up to 10 keywords).
  - b. Obtaining back links from other related websites or directories in order to generate link popularity and traffic to the website.
  - c. Content creation and marketing.
  - d. Social media posts across all channels max. three times per week.
  - e. Analysis and recommendations on optimal website structure, navigation for best SEO practice.
  - f. Hand submission of pages to major search engines and directories.
  - g. Creation of traffic and ranking reports for social media channels and google analytics once a month with an overview and recommendations.
4. **For the purpose of receiving the services of Local Buzz Marketing, the Client agrees to provide the following:**

- a. Administrative/backend access to the website for content management and analysis.
- b. Permission to make changes for the purpose of optimisation.
- c. Unlimited access to existing website traffic statistics for analysis and tracking purposes.
- d. The Client authorises Local Buzz Marketing use of all logos, trademarks and website imagery for use in creating informational pages and any other purpose deemed necessary by Local Buzz Marketing.

**5. The Client must Acknowledge the following with respect to the services:**

- a. All fees are non-refundable.
- b. All fees, services, documents, reports and recommendations should remain confidential
- c. Local Buzz Marketing has no control over the policies of search engines with respect to the type of sites and/or content that they accept now or in the future. The Client's website may be excluded from any directory or search engine at any time at the sole discretion of the search engine or directory.
- d. Due to the competitiveness of some keywords/phrases, ongoing changes in search engine ranking and algorithm amongst other competitive factors, Local Buzz Marketing does not guarantee #1 positions or consistent top 10 positions for any particular keyword or phrase and these may be adjusted when needed.
- e. Occasionally, search engines will drop listings for no apparent reason. Often listings will reappear without any further SEO. Should this happen during a campaign and does not re-list within 30 days, Local Buzz Marketing will re-optimize the pages/website on the current policies of the search engine in question.
- f. Some directories offer expedited listing services for a fee. Should the client wish to engage in said listing the Client will be responsible for all paid for inclusions to these directories.
- g. Local Buzz Marketing is not responsible for changes made to the site by other parties that adversely affect the

search engine rankings of the Client's website. Time spent fixing or reversing these damages will be quoted separately and will not be included under the price of the retainer.

- h. Additional services not listed here will be charged and invoiced separately upon prior agreement with the client.
- i. The Client guarantees that any text, graphics, photos, designs, trademarks or other artwork provided to Local Buzz Marketing for inclusion on the website and media channels is owned by the Client or that the Client has obtained permission from the rightful owner to use each of the elements, and will hold harmless, protect and defend Local Buzz Marketing and its subcontractors for any liability or suit arising from the use of such elements.
- j. All imagery supplied by the client is their responsibility and receipt of any images purchased by Local Buzz Marketing will be sent to the client.

#### **6. Legal Venue**

Any disputes arising from this contract will be litigated or arbitrated in English. This agreement shall be governed in accordance with the laws of England.

Company Name:

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Company Representatives Name:

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Signature:

Local Buzz Marketing Ltd

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Company Representatives Name:

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Signature:

Date:

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