



ePro Computer Solutions, Inc.

## **Terms of Service**

1. ePro Computer Solutions will provide Client with Search Engine Optimization Services (hereinafter referred to as "SEO") as described in this contract. ePro Computer Solutions will use specific keywords and/or phrases to improve the search engine ranking of the following domain owned by said client.

Domain URL: (This domain is the owner's website for the keywords)

2. ePro Computer Solutions SEO services are intended to serve two main purposes:
  - 1) Provide the Client with increased exposure in search engines, and
  - 2) To drive targeted online traffic to the site.

### **3. For the purposes of receiving professional SEO services, Client agrees to provide the following:**

- Administrative/backend access to the website for analysis of content and structure.
- Permission to make changes for the purpose of optimization, and to communicate directly with any third parties, e.g., your web designer, if necessary.
- Unlimited access to existing website traffic statistics for analysis and tracking purposes.
- An email address for the purposes of requesting links (something like *contact@clientsite.com*)
- Authorization to use client pictures, logos, trademarks, web site images, pamphlets, content, etc., for any use as deemed necessary by ePro Computer Solutions for search engine optimization purposes.
- If Client's site is lacking in textual content, Client will provide additional text content in electronic format for the purpose of creating additional or richer web pages. ePro Computer Solutions can create site content at additional cost to the Client. If Client is interested in purchasing content from ePro Computer Solutions, please contact ePro Computer Solutions for a cost estimate.

#### 4. Client must acknowledge the following with respect to SEO services:

- All fees are non-refundable.
- All fees, services, documents, recommendations, and reports are confidential.
- ePro Computer Solutions 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.
- Due to the competitiveness of some keywords/phrases, ongoing changes in search engine ranking algorithms, and other competitive factors:
  - ePro Computer Solutions does not guarantee #1 positions or consistent top 10 positions for any particular keyword, phrase, or search term.
- Google has been known to hinder the rankings of new websites (or pages) until they have proven their viability to exist for more than a certain amount of time. This is referred to as the "Google Sandbox" inside of the industry.

ePro Computer Solutions assumes no liability for ranking/traffic/indexing issues related to Sandbox penalties or impacts.

- Occasionally, search engines will drop listings for no apparent or predictable reason. Often, the listing will reappear without any additional SEO.

Should a listing be dropped during the SEO campaign and does not reappear within 30 days of campaign completion, ePro Computer Solutions will re-optimize the website/page based on the current policies of the search engine in question.

- Some search directories offer expedited listing services for a fee.

If the Client wishes to engage in said expedited listing services (paid directories of any sort), the Client is responsible for all paid for inclusion or expedited service fees.

ePro Computer Solutions can offer a list of expedited listing services upon request.

- Linking to "bad neighborhoods" or getting links from "link farms" can seriously damage all SEO efforts.

ePro Computer Solutions does not assume liability for the Client's choice to link to or obtain a link from any particular website without prior consultation.

- 5.** ePro Computer Solutions is not responsible for changes made to the website by other outside parties that adversely affect the search engine rankings of the said client's website.
- 6.** Additional Services not listed herein (such as managing pay-per click campaigns, copywriting, link baiting, etc.) will need to be discussed and agreed upon with client.
- 7.** The client guarantees any elements of text, graphics, photos, designs, trademarks, or other artwork provided to ePro Computer Solutions for inclusion on the website above are owned by the Client, or that the Client has received permission from the rightful owner(s) to use each of the elements, and will hold harmless, protect, and defend ePro Computer Solutions and its subcontractors from any liability or suit arising from the use of such elements.
- 8.** ePro Computer Solutions is not responsible for the Client overwriting SEO work to the Client's site. (e.g., Client/webmaster uploading over work already provided/optimized). The Client will be charged an additional fee for re-constructing content, based on the hourly rate of \$40 per hour. Notwithstanding any other provision of this Agreement, (ePro Computer Solutions) obligation to provide free SEO services shall cease in the event the Client's conduct overwrites the SEO services provided. For example, if the client's webmaster uploads content without consulting ePro Computer Solutions, then (ePro Computer Solutions) obligation to provide SEO services for free shall terminate.