SEO Services Agreement

This agreement is made between the SEO Agency and the Client named below and takes effect on the date of the last signature.

SEO Agency

LEGAL NAME

EMAIL

PHONE

GSTIN

ADDRESS

Client

FULL NAME

EMAIL

PHONE

ADDRESS

Scope of work

The SEO Agency will improve the search visibility of the website below through technical fixes, content guidance and ethical link building.

WEBSITE

TARGET KEYWORDS

ARTICLES PER MONTH

MONTHLY ACTIVITIES

START DATE

END DATE

RENEWAL

Fees and payment

MONTHLY FEE (₹)

BILLING

YEARLY INCREASE (%)

Payment method

- ◯ UPI
- ◯ Bank transfer
- ◯ Auto-debit (NACH)
- ◯ Cheque

Invoices are payable within 15 days. Late payments may attract interest at 1.5% per month, and the provider may pause services after 30 days of non-payment with notice.

Specific terms

- No ranking guarantee. Search engines control rankings; the SEO Agency commits to the activities, not to a specific position.
- White-hat only. The SEO Agency will not use link schemes or tactics that break search engine guidelines.
- Access. The Client grants access to Search Console, analytics and the site CMS.
- Reporting. A monthly report covers rankings, traffic and work done.

Standard terms

- Independent contractor. The SEO Agency is an independent contractor, not an employee, and is responsible for its own staff, taxes and statutory dues.
- Ownership. Once the Client has paid in full, the Client owns the final deliverables. The SEO Agency keeps its pre-existing tools, templates and know-how, and may show the work in a portfolio unless the Client objects in writing.
- Confidentiality. Each party keeps the other's non-public information confidential during this agreement and for two years after it ends.
- Liability. Except for fraud, wilful misconduct or breach of confidentiality, each party's total liability is limited to the fees paid in the three months before the claim.
- Termination. Either party may end this agreement by written notice of the period chosen below, or at once if the other party commits a serious breach and does not fix it within 7 days. The Client pays for work done up to the end date.
- Taxes. Fees exclude GST, which is added to invoices where applicable.

Notice period to terminate

◯ 7 days ◯ 15 days ◯ 30 days

Initials

General terms

- Governing law. This document is governed by the laws of India.
- Entire agreement. This document is the whole agreement between the parties on its subject and replaces earlier discussions.
- Amendments. Changes are valid only in writing signed by both parties.
- Severability. If a clause is unenforceable, the rest of the document still applies.
- Notices. Notices may be sent to the email addresses given above and take effect on delivery.
- Electronic signatures. The parties agree to sign electronically; electronic signatures and records are valid under the Information Technology Act, 2000.

SEO Agency

SIGNATURE

PRINTED NAME

DATE

Client

SIGNATURE

PRINTED NAME

DATE