

## Services Agreement and Questionnaire

This agreement is hereby entered into between Shoreline Internet Marketing (hereinafter referred to as "Company" and \_\_\_\_\_ (hereinafter referred to as "Client") on the \_\_\_ day of \_\_\_\_\_, 200\_\_.

1. "Company" agrees to provide Client with Search Engine Optimization and Reporting Services (hereinafter referred to as "SEO") as described in Project Order Form.
2. Client agrees to pay "Company" a fee as described in same Project Order Form.
3. Client agrees to all terms and conditions as stated in same Project Order Form.
5. For the purposes of providing these services, client agrees to provide:
  - Give "Company" FTP access to the main site for uploading new pages, and making changes for the purpose of optimization if needed.
  - Client authorizes "Company" use of all client logos, trademarks, Web site images, etc., for use in creating informational pages and any other uses as deemed necessary by "Company" for search engine positioning and optimization.
6. Selected search engines\* include:
  - AOL
  - Alta Vista
  - About
  - Google
  - All The Web
  - Excite
  - Hot Bot
  - Looksmart
  - MSN
  - Lycos
  - Yahoo [web pages only]
  - Netscape

*\* Top Major SE and SE names may change without notice*

7. Client acknowledges the following with respect to services:

- "Company" 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. Client site may be excluded from any directory 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, "Company" does not guarantee #1 positions or consistent top 10 positions for any particular keyword, phrase or search term. Some search engines and directories may take as long as 2 to 4 months, and in some cases longer, after submission to list your site.
- Occasionally, search engines will stop accepting submissions for an indefinite period of time.
- Occasionally, search engines will drop listings for no apparent or predictable reason. Often listing will "reappear" without any additional submissions.
- Some search directories offer expedited listing services for a fee. "Company" encourages clients to take advantage of these expedited services. Client is responsible for expedited service fees, example Yahoo, unless otherwise noted in the package Client purchases.

7. The "Company" is not responsible for changes made to the Web site by other parties that adversely affect the search engine rankings of the Client's Web site.

8. "Company" is not responsible for Client's overwriting SEO work to Client's site. IE / Client webmaster making changes and uploading over work already provided.

9. Additional Services not listed herein such as purchasing keywords beyond the scope provided in the Project, or creating more doorway pages than provided in original Proposal may result in additional costs and will be made clear via Change Order provided by "Company".

10. Client guarantees any elements of text, graphics, photos, designs, trademarks, or other artwork provided to "Company" for inclusion on the website above are owned by Client, or that Client has received permission from the rightful owner(s) to use each of the elements, and will hold harmless, protect, and defend "Company" and its subcontractors from any liability or suit arising from the use of such elements.

Client Signatory, \_\_\_\_\_ Date: \_\_\_\_\_

NAME, COMPANY: SHORELINE INTERNET MARKETING Date: \_\_\_\_\_

Please provide the following information for the best targeted search traffic. (If possible remain consistent in your terms using "keywords" throughout. Keywords would be words that people may use to search for your company.)

- 1) Current Website Address:
  
- 2) Title of Company (may be more descriptive than legal name but without adjectives):
  
- 3) Would you like your market to be regional? If yes, please list city, county and state of business:
  
- 4) Description of Company(25 words or less):
  
  
- 5) Keywords that people may use to search for your company(10 or fewer):

Client Signatory, \_\_\_\_\_ Date: \_\_\_\_\_

NAME, COMPANY: SHORELINE INTERNET MARKETING Date: \_\_\_\_\_

If paying by credit card please also print and complete the authorization form.

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