



PROPOSAL KIT SAMPLE

SAMPLE CONTRACT PACK DOCUMENT

Scroll down to read the first part of this sample contract document. When purchased, the complete contract is included in an editable Word format.

When purchased, the Proposal Kit Professional or Contract Pack will also include many related documents many of which are designed to work together.

For example, some documents are used in a longer sequence one after the other. Some include optional exhibit and schedules.

Also see this article for proposal and contract writing best practices:



<https://www.proposalkit.com/htm/business-proposal-writing-tips.htm>

[Click here to purchase Contract Pack](#)

SEARCH ENGINE OPTIMIZATION RESELLER SERVICES AGREEMENT

THIS AGREEMENT is made this <<CurrentDay>> day of <<CurrentMonth>>, <<CurrentYear>> by and between <<Company>> ("Company") and <<CustCompany>> ("Customer").

Recitals

A. Company has experience and expertise in the development of Search Engine Optimization ("SEO") Strategies for Web Pages, Web Sites and other Services.

B. Customer desires to resell Company Search Engine Optimization Strategies, custom programming, keyword optimization and other SEO services as well as engage Company to help create and develop custom SEO strategies according to the terms listed on Exhibit A attached hereto.

Agreements

In consideration of the mutual covenants set forth in this Agreement, Customer and Company hereby agree as follows:

1. Right to Resell.

Subject to the terms and conditions of this Agreement, Company grants the Customer a non-exclusive right to resell its SEO products and services to the Customer's clients.

2. Representation.

The Customer shall maintain a sales office for product and service promotion and is responsible for all costs incurred for the promotion and sale of Company products and services. The Customer shall conduct business in its own name and shall not represent itself as an employee or agent of the Company. Prospects may be registered with the Company and will be protected for ninety (90) days. This protection may be renewed at the Company's discretion for a further ninety (90) days.

Customer Initials _____ Company Initials _____

3. End User Pricing.

End User pricing for SEO products and services provided by Company and Customer Compensation is outlined on Exhibit A, attached, and is subject to change at the sole discretion of the Company.

3.1. Compensation.

Terms of payment are C.O.D. unless credit approval has been granted by the Company. If credit approval has been granted, credit terms are net 10 days upon receipt of invoice. The Company reserves the right to revoke any credit extended if payment is in arrears or delinquent for more than thirty (30) days.

4. Services Provided.

SEO services are intended to provide Customer with preferential positioning in selected search engines and report results on an ongoing and timely basis. SEO services may include, but are not limited to:

4.1 Keyword Selection.

Company will provide a comprehensive list of << Insert Keyword and Phrases Count >> keywords and phrases relevant to the desired search terms for Customer's client. Customer will conduct an initial interview with Customer's client to ascertain the initial starting list of keywords and target phrases. Company shall conduct its own research and provide to Customer an expanded list of potential keywords to present to Customer's client.

4.2 Web Page Creation, Edits and Custom Programming.

Company will create or edit existing Web Pages to include Custom HTML tags, content, text or other elements as deemed necessary by Company in order to aid submissions to selected search engines and directories.

Company will register << Insert Domains to be Registered Count >> additional domains to be used as gateways to improve SEO services. Registration shall be in Customer's name and a schedule of fees for maintaining the additional domains shall be billed to Customer

Customer Initials _____ Company Initials _____

accordingly.

Company will create << Insert Web Page Count >> additional Web Pages for the purpose of targeting specific agreed-upon keywords or phrase searches relevant to Customer's Web Site. These Web Pages will be placed in locations determined to be most effective and at Company's sole discretion.

Company may employ proprietary positioning techniques, coding and other resources, as it deems necessary to improve Customer's positioning. Company reserves the right to create specially coded Web Pages to prevent competitors from copying code or any resources employed by Company.

4.3 Software.

Company will install, update, upgrade and configure software packages ("the Installation" or the "Software") as required by the Specifications and provide documentation and instructions to Customer on using all Software installed by Company. Company shall provide <<Hours>> hours of training to Customer, and turn over all disks, CD-ROMs, digital media, downloads, links or other Software purchased for Customer under this Agreement to Customer. Company shall not be responsible for keeping copies, back-ups or any other form of the Software after turning over the original copies to Customer. Company will not maintain the Installation, updates, or any daily tasks required for the maintenance of the Software under this Agreement unless otherwise specified in Exhibit B.

Company will not manage or maintain copies of licenses for any of the software packages or installations under this Agreement. All licenses for software installations will be turned over to Customer upon execution of this Agreement.

4.4 Services.

Company will individually submit Customer's Web Pages to the search engines and directories as stated in the Specifications.

<< Insert services related to paid inclusion programs and other disclaimers (if used). >>

Company will create custom reports for traffic and positioning of Customer's Web Site, Web Pages and any additional Web Sites or custom Web Pages created by Company under this Agreement. Company will provide detailed reports as required by the Specifications and shall endeavor to provide the reports to Customer in a timely manner. Customer acknowledges that any reports provided by Company are to be considered estimates based on industry standard reporting software and techniques and shall never be construed as an exact counting of each and every submission.

<< Insert exclusions to reporting and other disclaimers (if any). >>

Company will provide editing services and continue to adjust all Web Pages, keywords and other media created under this Agreement for a period of <<Days>> days in order to increase the effectiveness of SEO services.

<< Insert exclusions to editing services and other disclaimers (if any). >>

Company will create and employ the following

DEMO CONTRACT

This demo contract has been truncated. The complete 6 page editable version of this document is available in the Contract Pack template collections

<https://www.proposalkit.com/html/legal-contract-templates/reseller-agreements/seo-reseller-services-contract-agreement.htm>

Once you purchase, download and install a retail Contract Pack that includes this contract, the complete version of this contract will be inserted into your project.

Customer Initials _____ Company Initials _____

This contract document is included in the [Proposal Kit Professional](#) and one or more [Contract Pack](#) products.

This sample has been truncated to only show the first part. The complete editable version of this contract is included in Proposal Kit Professional and Contract Pack products found at:

ProposalKit.com/htm/proposal-software-products.htm

