

SEO SERVICES AGREEMENT

This SEO Services Agreement (“Agreement”) is entered into between **[Z4 SOFTWARE]** (“Service Provider”) and **the Client (“Client”)**. By purchasing or using any SEO service, the Client agrees to the terms below.

1. Scope of Services

The Service Provider agrees to provide SEO services as selected and paid for by the Client. Services may include, but are not limited to:

- Keyword research
- On-page optimization
- Technical SEO improvements
- Content optimization
- Page speed optimization
- Analytics and reporting
- Backlink strategy (if applicable)
- Any additional services listed in the selected package

Only the services paid for by the Client will be delivered.

2. Client Responsibilities

The Client agrees to:

- Provide accurate business information and access to website platforms
- Approve changes when required
- Supply any necessary content or materials
- Not engage in actions that may negatively affect SEO performance (e.g., spam, duplicate content, black hat techniques)

Failure to cooperate may delay progress.

3. No Guaranteed Rankings

SEO results vary based on competition, industry, keywords, website condition, and search engine updates.

The Service Provider does NOT guarantee:

- #1 rankings
- Specific ranking positions
- Traffic or sales increases
- Timeline-based results

SEO is a long-term strategy and improvements may take several weeks or months.

4. Payment Terms

- All payments must be made **in full before work begins**.
 - SEO packages, monthly plans, and add-ons are **non-refundable**.
 - Monthly SEO services are billed on a recurring basis unless cancelled with written notice.
 - Failure to make payment may result in suspension of services.
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5. Duration & Termination

- Month-to-month SEO requires at least **30 days' notice** to cancel.
 - Custom or long-term contracts must be completed as agreed.
 - The Service Provider may terminate the Agreement if the Client violates any terms or engages in harmful practices.
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6. Access & Permissions

The Client agrees to provide the Service Provider with any necessary access, which may include:

- Website login
- Hosting or cPanel
- Domain panel
- Google Analytics / Search Console

The Service Provider is not responsible for delays caused by lack of access.

7. Reporting

The Service Provider will provide performance reports as outlined in the selected package (monthly, bi-weekly, or quarterly).

8. Limitation of Liability

The Service Provider is not liable for:

- Loss of revenue or business
- Google penalties caused by prior website issues
- Third-party changes or updates
- Technical errors caused by hosting providers or platforms

The Client acknowledges that SEO involves risks, algorithm changes, and external factors outside the Service Provider's control.

9. Intellectual Property

Any SEO content, metadata, strategy documents, or reports created remain the property of the Service Provider until full payment is completed.

10. Confidentiality

Both parties agree to keep all shared information confidential and not disclose business data to third parties.

11. Acceptance of Terms

By purchasing, paying for, or using the SEO services, the Client acknowledges that they have read, understood, and agreed to this Agreement.

12. Amount Due

R _____

13.FULL AGREEMENT

By signing below, both parties acknowledge and agree to all terms, conditions, and policies set forth in this Agreement.

Client

Name: _____

Signature: _____

Date: _____

Z4 Software

Name: _____

Signature: _____

Date: _____