GMP Internet Marketing, LLC

**6x6 Buildout Agreement**

Thank you for selecting GMP IM to optimize your website. This agreement is between GMP Internet Marketing, LLC (GMP IM) and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(Client).

In order for this partnership to be successful, this agreement outlines the terms and conditions under which GMP IM will provide search engine optimization (SEO) services to the Client.

**Scope of Services:**

GMP IM agrees to optimize the client’s website for the purpose of achieving new front page placements on major search engines. This includes monthly submissions to all major search engines through a custom Google API submission platform as needed, to ensure placement is achieved and maintained.

This agreement is for adding and optimizing six (6) new pages per month for six months, totaling 36 new pages, to Client’s website. GMP IM will:

* perform client-guided and approved keyword research and analysis to determine the best phrases to target
* provide unique on-page content to compliment newly written HTML coding
* provide direction on obtaining available traffic statistics for performance monitoring (upon request)
* provide monthly monitoring of your site to ensure that it stays at 90-100% compliant with current search engine criteria

**Client Responsibilities:**

* provide GMP IM with direction and focus of the campaign, as well as approval of GMP IM-provided Titles and Content
* provide GMPIM with the FTP, CMS and any other necessary website access if GMP IM is to upload the optimization
* be willing to adjust design elements of website that may hinder full optimization capabilities
* provide GMP IM with Owner access to Google Search Console in order for the placement guarantee to be effective

**Placement Guarantee:**

GMP IM guarantees multiple listings on the front page of the major search engines within 90 days of uploading all of the newly optimized pages or a full refund may be requested. If it is determined that your site has been compromised (as described below), your placement will take longer to obtain, and may require further action to be taken.

**Fees & Payment Terms:**

Client agrees to pay GMP IM $1,500.00 upon execution of this agreement, which pays for the first six pages. Beginning on [date], you will have five additional consecutive payments of $1,500.00 each per month until all 36 pages are built and added to your website; then $999.00 per month thereafter for maintaining the optimization compliance per Google’s latest criteria.

**Cancellation:**

Client may terminate the service at any point after all the pages are built or 180 days from today’s date via a written 30-day notice to billing@gmpinternetmarketing.com.

**Non-Payment:**

If Client fails to pay any monthly payment within 10 days of its due date, GMP IM may suspend or cancel the on-going optimization service. Client understands that if their service has been suspended or terminated, their ranking in the search engines will likely fall.

**Ownership:**

From the date of signing, GMP IM retains ownership of the optimized landing pages created by GMP IM on behalf of the Client for their use and benefit for as long as the Client subscribes to the services of GMP IM. Upon cancellation or non-payment, Client understands that GMP IM reserves the right to remove the optimization from the website at its discretion, in order to place with a company requesting to subscribe to GMP IM’s services.

**Other Possible Fees, Timeline for Completion & Refund Policy:**

Client may choose to upgrade the level of service at any time by simply paying the amount of the desired level of service.

Client agrees not to overwrite the optimization performed by GMP IM. If this occurs, the new placement guarantee is voided and there may be a charge of up to $10.00 per page to re-optimize the website.

If GMP IM fails to perform the first batch of 6 optimized pages within 30 business days after the initial payment is made and questionnaire received, Client may request a refund.

\*Client understands that in order for GMP IM to perform the optimization, Client must provide to GMP IM the proper information (completed questionnaire), approval of the titles (campaign focus), and approval of the content. Client understands that in order to implement the performed optimization, Client must provide proper website access to GMP IM, including Owner access to Google Search Console.

Client understands that if their website has been compromised, this will likely hinder the optimization process and results. If the compromise is determined too great, other actions may need to be taken. Client agrees to make recommended changes to website (ie: website format/platform, duplicate content, toxic backlinks / link campaigns, hacks, site is listed on a search engine blacklist as a tainted domain, images, call-to-action, etc), or pay a nominal fee to GMP IM to make said changes. If they are not changed, the new placement guarantee is voided.

**Disclaimer:**

The Client understands that the ranking and placement of a website is subject to various factors or circumstances that are outside the control of GMP IM. In the case of such circumstances and those outlined above and here below, GMP IM makes no guarantees or warranties regarding the ranking or placement of the Client’s website on search engines.

* The Client overwrites or deletes the optimization work performed by GMP IM.
* The Client copies the work of the optimized landing pages or uses practices such as keyword stuffing, duplicate content or mirrored websites in an attempt to increase the number of pages of the optimization.

By signing below, Client and GMP IM each acknowledge that they have read and understood this agreement and agree to be bound by its terms and conditions.

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 [Client Signature, Printed Name] GMP Internet Marketing, LLC

 Managing Partner

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 [Company]

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