GMP Internet Marketing, LLC

**Hybrid SEO Agreement | Level 10 + AI Bronze 50**

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. Designed to work together for optimal placement, this agreement is a hybrid package of the Level 10 SEO Agreement and AI assisted Bronze 50 Agreement, outlined below.

**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.

GMP IM will:

* perform client-guided and approved keyword research and analysis to determine the best phrases to target for 65 new *human-created* pages plus the home page, targeting up to 500 keyword phrases (with unique content to be approved by Client); as well as 50 additional *AI-assisted* pages to be added to Client’s *WordPress* website
* 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 $14,995.00 for the initial optimization work to be performed, then $1,799.00 per month thereafter for maintaining the optimization compliance. Client has the option to prepay GMP IM for the first year of service, and save $5,000.00. Year two moving forward, the annual renewal price is only $17,990.00 or Client may continue to pay $1,799.00 per month.

**Non-Payment:**

If Client fails to pay any monthly or annual payment within 10 days of its due date, GMP IM may suspend or terminate 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.

**Cancellation and Subscription to AI pages:**

Client may terminate the service via a written 30-day notice to billing@gmpinternetmarketing.com.

If cancellation is requested within the first twelve months of service, all GMP IM and AI created pages will be removed. If cancellation is requested after twelve months of service, and at GMP IM’s discretion, only the AI pages will be removed as it is a subscription based service.

Upon cancellation or separation of services, GMP IM will provide Client with a new quote for services moving forward based on current published pricing.

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

* Client agrees not to overwrite the optimization performed by GMP IM. If this occurs, there may be a charge of up to $10.00 per page to re-optimize the website.
* The website *must* be in WordPress platform, or a fee will be assessed to convert it to such. The conversion fee is $600.00.
* Client may choose to upgrade the level of service at any time by simply paying the amount of the desired level of service.

Upon initial payment and completed questionnaire received, and upon Client being timely in their approvals and providing GMP IM with access to the website in a timely manner: GMP IM agrees to have the AI-assisted optimization work completed within 10 business days, and the other portion of the optimization completed within 30 business days. If the work is not completed within this timeline, the Client may request refund.

Client understands that in order for GMP IM to perform the optimization, Client must provide to GMP IM the proper information (completed questionnaire), timely 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 any delays on their behalf may void guarantee.

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.
* If the 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.

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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