

# SEO Services Agreement

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This SEO Services agreement is made and effective 01/01/2024

**Between:** **Martech land** an individual with his main address located at 1290  
Enghelab Street, Tehran, Iran  
**Email:** alighain@gmail.com

**AND:** .....  
.....

## 1. SCOPE OF SERVICES

1.1 The Provider agrees to provide SEO services to improve the online visibility of the Client's website.

## 2. PAYMENT TERMS & Service Fees

2.1 The Client agrees to pay the Provider the fees is due monthly shall be made by Iranian bank card.

2.2 Account Number: **IR39 0560 0802 8880 0193 4990 01, Card Number: 6219 8610 6798 6348, SAMAN Bank.**

2.3 On-Page SEO Services: ..... Rials

2.4 Content SEO Services: ..... Rials

2.5 Off-Page SEO Services: ..... Rials

2.6 Technical SEO Services: ..... Rials

2.7 Martech (Marketing Technology) Consult: ..... Rials

2.8 The total service fee for the entire term of this agreement is: ..... Rials

## 3. TERM AND TERMINATION

3.1 The initial term of this agreement is monthly commencing on the effective date.

3.2 This Agreement shall commence on 01/01/2024 and continue until terminated by either party with 30 days written notice.

3.3 Either party may terminate this Agreement for cause upon written notice if the other party breaches a material term of this Agreement.

## 4. OWNERSHIP AND ACCESS

4.1 The Client retains ownership of all intellectual property rights in its website and content.

4.2 The Provider may require access to the Client's website, analytics, and other accounts for the purpose of providing services.

## **5. CONFIDENTIALITY**

5.1 Both parties agree to keep confidential any proprietary or confidential information disclosed during the term of this Agreement.

## **6. WARRANTIES AND DISCLAIMERS**

6.1 The Provider warrants that it will perform the services in a professional and workmanlike manner.

6.2 The Provider does not guarantee specific results or rankings in search engines.

### **6.3 On-Page SEO Services**

#### **6.3.1 Keyword Research and Optimization**

6.3.1.1 Identifying relevant keywords for the Client's business.

6.3.1.2 Optimizing on-page content, meta titles, and meta descriptions for selected keywords.

#### **6.3.2 Content Optimization**

6.3.2.1 Reviewing and optimizing existing content for SEO best practices.

6.3.2.2 Providing recommendations for the creation of new, SEO-friendly content.

#### **6.3.3 Title Tags and Headers Optimization**

6.3.3.1 Ensuring proper use of title tags and headers for improved search engine visibility.

6.3.3.2 Implementing best practices for header tags (H1, H2, etc.) throughout the website.

#### **6.3.4 URL Structure Optimization**

6.3.4.1 Evaluating and optimizing the URL structure for better search engine crawling.

6.3.4.2 Implementing user-friendly and SEO-friendly URLs.

#### **6.3.5 Image Optimization**

6.3.5.1 Optimizing image alt text and file names for search engine indexing.

6.3.5.2 Ensuring images are compressed and properly sized for improved page speed.

#### **6.3.6 Internal Linking**

6.3.6.1 Creating an effective internal linking structure for better user experience and search engine crawlability.

6.3.6.2 Optimizing anchor text for internal links.

#### **6.3.7 Reporting and Monitoring**

6.3.7.1 The Provider agrees to provide regular reports on the performance of On-Page SEO efforts, including keyword rankings, traffic analytics, and other relevant metrics.

6.3.7.2 The Client agrees to review and provide feedback on the reports in a timely manner.

#### **6.4 Content SEO Services**

##### **6.4.1 Content Audit**

6.4.1.1 Conducting a thorough audit of existing content on the website.

6.4.1.2 Identifying areas for improvement and optimization.

##### **6.4.2 Content Strategy**

6.4.2.1 Developing a comprehensive content strategy aligned with SEO goals.

6.4.2.2 Creating a content calendar outlining topics, keywords, and publishing schedules.

##### **6.4.3 Keyword Integration**

6.4.3.1 Identifying target keywords for each piece of content.

6.4.3.2 Integrating keywords naturally into the content while maintaining readability.

##### **6.4.4 Quality and Relevance**

6.4.4.1 Ensuring that all content is high-quality, relevant, and valuable to the target audience.

6.4.4.2 Providing recommendations for content improvements.

##### **6.4.5 Content Creation Management**

6.4.5.1 Generating new, SEO-optimized content based on the content strategy.

6.4.5.2 Collaborating with the Client for content creation and approval.

##### **6.4.6 Reporting and Monitoring**

6.4.6.1 The Provider agrees to provide regular reports on the performance of Content SEO efforts, including content engagement metrics, traffic generated by content, and other relevant indicators.

6.4.6.2 The Client agrees to review and provide feedback on the reports in a timely manner.

#### **6.5 Off-Page SEO Services**

##### **6.5.1 Link Building**

6.5.1.1 Identifying relevant and high-authority websites for link-building opportunities.

6.5.1.2 Implementing a link-building strategy to acquire quality backlinks.

##### **6.5.2 Social Media Engagement**

6.5.2.1 Developing and implementing a social media strategy to enhance online presence.

6.5.2.2 Sharing and promoting relevant content on social media platforms.

##### **6.5.3 Influencer Outreach**

6.5.3.1 Identifying influencers and thought leaders in the industry.

6.5.3.2 Conducting outreach to build relationships and secure collaborations.

#### 6.5.4 Local SEO Optimization

6.5.4.1 Optimizing local business listings and directories for improved local search visibility.

6.5.4.2 Managing and encouraging customer reviews on relevant platforms.

#### 6.5.5 Reporting and Monitoring

6.5.5.1 The Provider agrees to provide regular reports on the performance of Off-Page SEO efforts, including the acquisition of backlinks, social media engagement, and other relevant metrics.

6.5.5.2 The Client agrees to review and provide feedback on the reports in a timely manner.

### 6.6 Technical SEO Services

#### 6.6.1 Website Audit

6.6.1.1 Conducting a comprehensive technical audit of the website.

6.6.1.2 Identifying and addressing technical issues affecting SEO performance.

#### 6.6.2 Site Structure Optimization

6.6.2.1 Evaluating and optimizing the website's structure for improved navigation and crawlability.

6.6.2.2 Implementing best practices for URL structure and hierarchy.

#### 6.6.3 Mobile Optimization

6.6.3.1 Ensuring the website is optimized for mobile devices.

6.6.3.2 Implementing responsive design and mobile-friendly features.

#### 6.6.4 Page Speed Optimization

6.6.4.1 Evaluating and optimizing page load times for better user experience and search engine ranking.

6.6.4.2 Implementing techniques to enhance website speed.

#### 6.6.5 Technical Issue Resolution

6.6.5.1 Identifying and resolving issues related to duplicate content, broken links, and other technical SEO issues.

6.6.5.2 Regularly monitoring for technical issues and providing prompt resolutions.

#### 6.6.6 Reporting and Monitoring

6.6.6.1 The Provider agrees to provide regular reports on the performance of Technical SEO efforts, including technical issue resolution, page speed improvements, and other relevant metrics.

6.6.6.2 The Client agrees to review and provide feedback on the reports in a timely manner.

### 6.7 Martech (Marketing Technology) Consult

#### 6.7.1 Analysis of Marketing Technologies

- 6.7.2 Implementation and Optimization of Marketing Tools
- 6.7.3 Digital Marketing Strategies
- 6.7.4 Data and Information Analysis
- 6.7.5 Recommendations for Improvements

## **7. LIMITATION OF LIABILITY**

7.1 The Provider's liability under this Agreement shall be limited to the fees paid by the Client for the services.

## **8. MISCELLANEOUS**

8.1 This Agreement constitutes the entire understanding between the parties and supersedes all prior agreements.

Martech Land

Client

Ali Ghauri