



by



## **SEO Service Performance Guarantee**

**SEO service guarantee addresses new keyword ranking growth, as well as overall ranking improvements for established rankings.**

1. Capture a minimum of 5 new keyword rankings from relevant search phrases that have generated search-based clicks to your website.
2. While individual keyword rankings may increase or decrease, there will be a minimum net ranking gain of 15 positions for all active rankings.
3. SEO service fees are waived in any month that the above performance conditions (1) & (2) are not met.

**SEO service guarantee does not apply under the following circumstances:**

- A. SEO work is removed from the website and / or modified without approval.
- B. Website issues brought to Partner's attention, which negatively impact SEO, are not resolved. Examples include excessive duplicate content, high volumes of low-quality inbound links, mobile friendly design, and poor user experience. A strategy to remedy identified website issues impacting SEO will be provided to Partner.
- C. Website hosting issues including excessively slow page load times, frequent downtime (website inaccessible), SSL hosting, or a hacked/compromised website. A strategy to remedy any identified website issues will be provided to Partner.
- D. Due to pagerank and response time issues with Google, the SEO performance guarantee does not apply for website hosted by domain names that are under three months old. While we anticipate keyword ranking growth to happen, we cannot guarantee it.