

Digital Mouse Designs SEO Services Application & Contract

Web Design • Web Hosting • Search Engine Optimization Services

Digital Mouse Designs
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If you are currently an SEO Client you may skip to the Contract Information section beginning on Page 3. If you are submitting an application for new SEO Services, please complete all sections and review the Contract information beginning on Page 3. After submitting your application, you can expect to hear from me in approximately 10-14 business days.

Your Contact Information (please print all information except signatures)

Name _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Primary eMail _____

Alternate eMail _____

Phone _____ Fax _____

It's your responsibility to notify me of any changes in your contact information above or your website and login information below.

Website & Login Information

The following information is necessary in order for me to access your account to perform your Evaluation and/or SEO services. If you don't know the information below you must

obtain it from your web designer or website host. **This information is kept confidential** and will be used only to perform the necessary services to fulfill your request.

Website URL _____

FTP Login – Host Name _____

FTP Username _____ FTP Password _____

Control Panel Login URL _____

Control Panel Username _____ Control Panel Password _____

Content Management Login URL _____

CMS Login Username _____ CMS Login Password _____

SEO Plan Selection

Please make a selection below:

Basic SEO Plan _____ **Basic Plus Plan** _____ **Advanced Plan** _____

Plan selections may be reviewed here: <http://www.digitalmousedesigns.com/seo/seo-plans/>

Questionnaire

How many pages do you estimate your site displays on the Internet? _____

Is your web site built in a Content Management System (CMS)? Yes _____ No _____

If yes, which CMS? _____ (Wordpress, Drupal, Joomla etc)

What is the name of the search engine you use most often?

Other than inputting your own website's URL into your browser or explicitly searching for your own business or company name, how do you search for your **own** website?

What do you feel are the 5-6 main keywords or phrases that your website **currently** uses?

_____/ _____
_____/ _____
_____/ _____

Respond to the following sections with the first answers that come to your mind:

Pretend you have never heard of your company, product or service by name. You now have a need to locate a company, product or service similar to your own and so you go online to your favorite search engine to find it. List 5-6 key words or phrases you will type into the search engine to locate this company, product or service.

_____/ _____
_____/ _____
_____/ _____

Now, let's say you didn't have much luck locating this company, product or service. Please respond with 5 or 6 key words or phrases that you will then use to refine, change or narrow down your search.

_____/ _____
_____/ _____
_____/ _____

Competitor Websites

Provide **links** (not just business names) to 2-3 websites that you feel are your competitors. If you do not provide the actual site links I cannot be absolutely positive that I'd be visiting the correct sites. **If you do not provide links, this section will be ignored.**

http:// _____
http:// _____
http:// _____

Additional Information

Comments, requests, concerns or anything else you feel I need to know or would like to tell me which relates to your website? Please be **very** specific. You may use the back of this page if you need additional space.

Request for Site Improvement Suggestions

At your request and upon payment of a \$99.00 Consultation Fee, I will furnish you with up to five suggestions which I consider to be ways in which to improve your website. I will tell you what I feel would improve your site; however, I do not teach you how to accomplish the suggested improvements.

If you wish to take advantage of this consultation service, you may remit the \$99.00 Consultation Fee in addition to your retainer which is discussed in the Payment Information section of this document.

Please make a selection below:

I wish to receive a list of suggested site improvements: Yes _____ No _____

Payment Information

New clients who are not under any other DMD contract aside from this SEO contract are required to remit a non-refundable retainer before services will be performed. The retainer is generally 50% of the **estimated** total cost. **If you are required to make a retainer payment, please enter the amount you were given by email in the section below this paragraph.** After the work is performed you will be billed for the remainder of the cost. The remaining balance is due within 48 hours of completion of the work and must be paid online using the payment link below.

Retainer Fee = \$ _____

I will remit my retainer: Online _____ Retainer enclosed with my application. _____

I want to get your suggestions on how to improve my site. I'm including my Consultation Fee: Yes _____ No _____

Online Payments may be made at:

<http://www.digitalmousedesigns.com/help-links/payment-center>

Mail or fax this completed document to the address or fax phone listed at the top of Page 1.

Contract Information

This contract covers search engine optimization services to an existing web site. It does *not* cover the redesign of an existing site or the design and development for a new web site nor does it cover routine maintenance and updates to your web site. Separate contracts are necessary for these additional services.

Definitions, Effective Date, Contract Updating and Cancellation

Payment for SEO services is due within 10 calendar days.

"Client" refers to you, your business and/or web site. "Designer" refers to Deb Colgan and/or Digital Mouse Designs/DMD.

Client (*please print full name*) (_____) guarantees they have the legal authority and rights to administer and make decisions for the (*please print your website name*) (_____) website and is willingly engaging DMD as their SEO Company for the purpose of providing Search Engine Optimization services to their existing website.

This contract is in effect until canceled by either party or at the time that a one-time service is completed. Cancellation is accomplished by providing a 10-business-day written notice (*eMail, fax or U.S. Mail notification*). If you do not receive a hard copy notification of receipt within five business days of your notification, it's *your* responsibility to inquire. I may not have received your notice which makes you liable to pay for any services rendered until such date as I do receive your cancellation.

Fees for services already performed will be billed to you at the time of cancellation and are due and payable within 10 days of the date of your notification. Non-payment will result in further collection action(s), which will add additional cost(s) to your final total amount due.

SEO Contract Benefits

As my thank you for your business, DMD SEO Clients:

- ✓ **Receive priority service** for optimization services over non-contracted Clients at no additional charge (excluding any RUSH requests for service).

- ✓ **Save Money!** SEO Clients are billed at contractual rates which are significantly lower than non-contractual rates.
- ✓ **Discounts on Site Redesigns!** In the web site world, it's strongly recommended to have your site redesigned every 18 months to two years at most. Web site development changes rapidly. Each time your site is redesigned I include new technology, features and coding principals which in turn saves you money on the cost of maintenance and updates and assists the search engines to work better for your benefit! Your customers see that you strive to remain current, that you care about your customers, your business and your website. *I can't stress enough how important it is to not let your site go stale and that a fresh site is good for SEO.*

SEO Clients are offered additional payment options for site redesigns. If you wish to take advantage of the benefits of regular site redesigns, SEO Clients may request alternative payment options. Quite often it's more cost efficient to have your site redesigned than it is to continue to maintain and update an existing site built on outdated, depreciated code, design techniques and technology. DMD will work with you to the best of my ability to give you payment options that work for you.

If you have a web designer that does regular site redesigns for you, I'm happy to work with them both during and after their development time. You should make arrangements for your Designer and me to consult with one another at the beginning of your project, do not wait until your site work is in its development stage.

Referral of Services: Word of mouth referrals are very much appreciated! Should you refer my services to another individual or company who subsequently contracts with DMD for a new web site or redesign of their current site within three months of their initial contact with DMD, you earn your choice of a \$50.00 credit towards your own SEO services or a \$100.00 credit towards a redesign of your web site.

Use of Referral Credits: You may use one \$50.00 credit per referred Client at a time (they cannot be "doubled up") and you have up to six months from the new Client's contract signature date to use this credit. \$100.00 design credits are one credit per redesign, cannot be "doubled up" and must also be used within six months. Please make sure to advise those you recommend me to, to **tell me who referred them** so that I can process your credit. If I don't know you recommended me, I can't provide the credit!

Designer Cooperation Documentation

If you come to me as a new Client requesting work on an existing web site that was developed by another Designer, I must require the following:

If you did not design your site yourself or it was not designed by DMD, I require documentation from your Designer in order to perform services on your web site indicating they're willing to work with me on your web site. I will not force any changes to be made by the Designer but I may make suggestions and your Designer must be willing to make these changes for the good of your web site.

Designer Company Name _____

Address _____

City _____ State _____ Zip _____

Designer Name _____

Designer eMail Address _____

Designer Telephone _____ Fax _____

Designer Signature _____

Your Designer's signature indicates they are willing to participate in a working relationship with DMD.

Covered Services and Fees

Fees for Basic Services: Unless otherwise indicated, hourly rates are \$50.00 per hour unless otherwise indicated. Fee exceptions are explained within the Item number.

Definition of a RUSH Request: DMD completes all incoming SEO work in a timely fashion. A RUSH is a request for service(s), which you state *must be completed* within 5 business days or less. A statement such as "please do a.s.a.p." is not considered a RUSH and the work will be done as soon as it can be. Updates, reviews, evaluations and other SEO services generally take 10-14 *business days* to complete depending on what the nature of the work and the existing workload at the time your request is received.

Fees for RUSH Requests: The hourly rate for RUSH Requests is \$75.00 per hour. There is an *additional \$50.00* flat fee for each RUSH Request.

Ongoing SEO Services (Advanced SEO Plan)

1. **Search engine monitoring and optimization (SEO):** Your site will be reviewed at approximately 2-3 month intervals. This process determines your site's current search

engine rankings and any need for additional or modified optimization based on current search engine requirements.

2. It takes a minimum of one half hour's time to complete the review process each time your site is checked. If your site does not need additional attention, you are charged only for the time it takes to review and evaluate the results. If your site does need attention you will be billed at the current hourly rate for all services performed.

Ranking Guarantees

Due to the many outside factors of search engine use and ever changing technology including your own site's competition, user input, client cooperation etc ... over which DMD has absolutely no control *a guarantee of ranking cannot possibly be given*. No reputable search engine specialist will give you a guarantee of placement! I do my very best to provide your site with the best organic SEO, but **no ranking guarantees are ever given or implied**.

Be aware that any major updates to the search engines themselves and/or their algorithms or way that they do things *may cause unexpected and very drastic ranking changes! There is absolutely nothing that I can do to prevent or change this*. I can only deal with the aftermath of these changes. This may mean your site will suddenly and briefly rank higher or lower. Additionally, I may need to attempt “damage control” which may or may not be extensive.

Consultations

Consultations between DMD and the Client are defined as any eMail, phone, fax or other contact between the two parties involving your SEO services. Quick replies to eMail inquiries (less than 15 minutes to reply) are waived. If the conversation regarding the issue at hand becomes more involved, you are charged for the time it takes to research (if necessary) and reply to your inquiry.

Consultations involving specialists and subcontractor fees are an unusual occurrence but can happen. Fees generated by the specialist or subcontractor are your responsibility. All consultation efforts are first directed to my free consultation professionals and my fees are for my time and subsequent instruction to you only. Should I have to make use of a paid consultation or subcontractor sources to handle your request, the consultation and/or subcontractor's fee charged by the consultant/subcontractor will be billed to you over and above any DMD fees. If a specialty consultant is needed, DMD fees to locate the necessary professional are based on time involved in the location process. I do not proceed with any paid consultation or specialty subcontracting without prior notification to you including an estimate of the costs involved.

Personal Meetings

DMD provides efficient SEO services on an eMail basis and therefore, personal meetings are generally not necessary. Should a true need arise that a personal meeting is absolutely necessary, I consider this as time working for you. Time is charged at the hourly rate and mileage is calculated and charged from the point I leave my office and arrive at your location and also includes the return trip to my office. Mileage fees are charged at the current Federal mileage rate. Personal meeting locations are limited to a 60 mile radius of my office.

Any other special requests or circumstances not specifically covered in this document will be handled on an individual basis. Fees are dependent upon what's involved in each specific request.

At no time does this contract include instruction of any kind on the building of a web site, a website re-design or training in SEO techniques.

Content Submissions & Rewrites

Copyright law states that all website content must be original meaning written by you or an SEO copywriter hired by you. You may not take copy from another web site or other source that is not your work when submitting content or content re-writes to DMD for use on your site.

If at any time it's determined that you have provided duplicate content from another web site, DMD is *will not be held liable or responsible in any way* for any consequences. **Do not knowingly submit content that has been taken from another site** as the responsibility and unpleasant repercussions will fall directly on your shoulders. You will be billed for any and all services or any other costs (including legal fees) involved in straightening out any ensuing copyright issues should you violate this requirement.

Calculating Fees & Payment Options

DMD performs all work by use of a timer. You are charged only for the time it takes to perform the work with the exception of a 15-minute minimum for each work session.

For Advanced SEO clients only: The regular billing date is on or about the 26th of each month. You are billed by eMail from invoice date to invoice date, meaning work completed after the current month's invoice date will be applied to the following month's invoice.

Specific payment submission information is provided on each invoice. Briefly this includes payment by use of my Online Payment option at:

<http://www.digitalmousedesigns.com/help-links/payment-center>

The online payment option allows payment by major credit card, PayPal funds. The page link above also tells you how to remit by check or money order.

Policies for late payments and non-payments are strictly adhered to. It's your responsibility to read and familiarize yourself with the Billing Policy. Please do so before submitting this signed document.

<http://www.digitalmousedesigns.com/help-links/billing-policy>

Legalities

The laws and court location of the State of Wisconsin, Jefferson County, will govern any legal action involved in the use of this Maintenance Contract.

Your signature below indicates you understand and agree to all terms outlined in this document, that you wish me to proceed to perform your SEO services and confirms you as an SEO Client with Digital Mouse Designs.

_____ Date: ____ / ____ / ____

The line below is considered to be my digital signature. No additional signature is required.

Debra Colgan — Owner: Digital Mouse Designs

If you have a problem with my services, please tell me! I can't fix it unless I know about it.

<http://www.digitalmousedesigns.com/contact>

Your feedback is very important not only to me, but to others seeking the services I offer. Please accept my invitation to comment on the testimonials page!

<http://www.digitalmousedesigns.com/client-feedback/1157/testimonials/>