



SEO GUARANTEES – SERVICE SUMMARY

Purpose

The purpose of this document is to give you some guarantees which can be used in your sales and marketing campaigns. This gives us a competitive edge over competitors, and making it easier for you to achieve business and financial success in your business. These guarantees are what we offer and we will honour these guarantees to you.

A big part of setting these guarantees is understanding how SEO works today in a competitive sense, by locations and industry. As the online landscape evolves, so does SEO. As such, at times we will need to review and adjust these guarantees. Getting this right is important to not only ensure you get value for these services, but to also set expectations accurately at the start of new engagements.

We base (and update) our guarantees based on what we believe is a reasonable expectation and timeframe for successful SEO. Our Guarantees are only applicable for 10 Keyword, normal SEO Services and above. There are no guarantees for the 5 keyword or Maintenance packages. The guarantee for the Normal and Advanced SEO Packages are based on 20 keywords and the guarantee for the Aggressive SEO campaign is based on 30 keywords.

What Our Guarantees Mean

When We Do Not Meet Our Performance Commitments

When a service we are running goes into a guarantee status, we simply keep working on the campaign until the minimum performance criteria of that campaign is met. We do this at no charge.

We start billing again once we meet our minimum performance criteria. This is not a money back guarantee, it is a guarantee we will meet our performance commitments. This is the best solution as it ensures to rectify the performance challenges.

Guarantee Conditions:

For a guarantee to be valid and executable, the following criteria must be valid:

1. There are no pre-existing Google penalties or algorithmic demotions in place on the client's website at the start of the engagement. These will be picked up following access to Google Analytics and Google Webmaster Tools and fed back to you during the first month of the campaign.

2. All on page recommendations we have suggested are agreed to and implemented in a timely fashion.
3. Where revisions are made to our recommendations, we have reviewed and agreed to those revisions, ensuring the on page work remains consistent with our target keywords. All off-page SEO work is quality checked and approved for publication in a timely manner.
4. There are no major changes to the Google algorithm during the period which change the way websites rank and also require changes in the SEO process.
5. Free Month (Either 1st Free Month or other free offers) will not be included in Guarantees Time Frames, ie the timeframes are PAID timeframes.
6. All payments for servicing the campaign are up to date.