



Maxim Edge Inc.  
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## Search Engine Optimization and Reporting Agreement

This agreement is hereby entered into between Maxim Edge Marketing Inc. (hereinafter referred to as "Maxim Edge" and \_\_\_\_\_ (hereinafter referred to as "Client") on the \_\_\_\_ day of \_\_\_\_\_, 2010.

1. "Maxim Edge" agrees to provide Client with Search Engine Optimization and Reporting Services (hereinafter referred to as "SEO") as described in this agreement. "Maxim Edge" is authorized to use the specific keywords and/or phrases set forth below for development, improving the ranking of, and/or positioning the contents of the Client's URL, \_\_\_\_\_ on the Google\* search engine.

*\* Top Major Search Engines and Search Engine names may change without notice*

*\* SEO Services and Ranking reports will include Yahoo, Bing and any Additional Search Engines as client's website(s) data is reported.*

2. Client agrees to pay "Maxim Edge" a fee of \_\_\_\_\_ per month as stated in the initial email proposal/face to face proposal. For a period of 6 months starting from the date of this contract. Services are intended to provide the client with preferential positioning in selected search engines and report results on an ongoing and timely basis. If for any reason client is not satisfied with their ranking and progress, they can immediately cease future payments pending a 30 day written notice to Maxim Edge.

SEO Services include:

- Research keywords and phrases to select appropriate, relevant search terms. Number of keywords is listed in the Proposal. Additional keyword purchases will require Addendum or separate contract.
- Submitting your pages to the engines and directories stated in this agreement.
- Create positioning reports for main site and any associated pages showing rankings in the major search engines and under which keywords.

4. For the purposes of providing these services, client agrees to provide:

- Client authorizes "Maxim Edge" use of all client logos, trademarks, Web site images, etc., for use in creating informational pages and any other uses as deemed necessary by "Maxim Edge" for search engine positioning and optimization.

5 Client acknowledges the following with respect to services:

- "Maxim Edge" has no control over the policies of search engines with respect to the type of sites and/or content that they accept now or in the future. Client site may be excluded from any directory at any time at the sole discretion of the search engine or directory. "Maxim Edge" will resubmit those pages that have been dropped from the index.
- Due to the competitiveness of some keywords/phrases, ongoing changes in search engine ranking algorithms and other competitive factors, "Maxim Edge" does not guarantee #1 positioning or consistent top 10 positions for any particular keyword, phrase or search term. However, if "Maxim Edge" fails to achieve a top 10 position in the Google search engine for the main keyword(s)/phrase(s) below, "Maxim Edge" will achieve a top 10 position in the Google search engine for the secondary keyword (s)/phrase(s) listed below. If neither of these is completed within 365 days of this contract "Maxim Edge" will start over "SEO" services with no cost to Client for a further period of Six Months or until the position is reached.
- "Maxim Edge" will maintain, at no additional charge, the keyword placement for 30 consecutive days from the date the website is in the top 10 positions in the Google search engine for the main or secondary keyword(s)/phrase(s) listed below. "Client" understands that after this 30 day period, work may need to be

