

One-Time SEO Strategy Plan Agreement

This Agreement is entered into as of [DATE], by and between:

Service Provider:

Robert Calvin Mitchell
54-1454 Pendrell ST, Vancouver, BC, V6G1S5
236-339-1498
robert.calvin.dev@gmail.com
robertcalvinmarketing.ca

Client:

[CLIENT NAME / BUSINESS]
[CLIENT ADDRESS]
[CLIENT PHONE / EMAIL]

1. Scope of Services

The Service Provider agrees to create and deliver a **One-Time SEO Strategy Plan** designed to help the Client implement a self-managed search optimization roadmap.

Deliverables Include:

- Custom longtail keyword list tailored to Client's niche, content goals, and user intent
 - Suggested blog post titles with topic clusters and internal linking strategy
 - SEO meta strategy recommendations for key pages (Home, About, Product/Service)
 - Schema markup recommendations (based on business type & platform)
 - Internal linking flow structure for foundational pages
 - Final delivery as a fully editable Google Doc
 - 15-minute strategy call (Zoom or phone) to review the plan and answer questions
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2. Timeline

The final plan will be delivered within **7 business days** from the date of payment and receipt of all necessary access or intake information.

3. Payment Terms

- **Flat Rate:** [INSERT CAD AMOUNT]
- **Payment Due:** 100% upfront
- **Payment Method:** [eTransfer, PayPal, Bank Transfer]

Work will commence only after confirmation of payment.

4. Confidentiality & NDA

Both parties agree to maintain strict confidentiality regarding any business data, analytics access, strategies, market insights, or internal processes discussed or shared.

Neither party may disclose confidential information to third parties without written consent. This non-disclosure agreement survives the termination or expiration of this agreement.

5. Intellectual Property & Usage

The Client is granted full rights to use and implement the plan and keyword research for their own site(s). However, resale, redistribution, or publication of the plan without the Service Provider's written approval is strictly prohibited.

The Service Provider retains the right to reuse non-client-specific templates, processes, or formatting from the project in future work.

6. Limitation of Liability

The Service Provider is not responsible for:

- SEO implementation results or technical deployment
- Platform/plugin limitations
- Changes in search engine algorithms
- Errors made by third-party developers or vendors

Total liability shall not exceed the total amount paid for this service.

7. Portfolio Use

Unless otherwise agreed in writing, the Service Provider may reference the nature of this engagement (without identifying the Client or publishing sensitive data) as a general case study or performance example.

8. Entire Agreement

This Agreement represents the full and final understanding between the parties. No additional terms, verbal or written, will apply unless agreed upon in writing and signed by both parties.

Signatures

Client Signature: _____

Date: _____

Service Provider Signature: _____

Robert Calvin Mitchell

Date: _____