

Optional Add-Ons 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 EMAIL / PHONE]

1. Scope of Services

The Client is purchasing one or more **Optional Add-On Services** to be delivered as part of, or in addition to, a previously agreed-upon design or development contract.

2. Selected Add-Ons

☐ **Blog Content Plan**

Includes: 10–20 longtail blog post titles, SEO focus, category breakdown, posting frequency, and silo structure.

☐ **3–5 Starter Blog Posts**

Includes: Professional SEO blog copywriting (300–600 words each), formatted with H1/H2 structure, OG tags, and Quick SEO plugin injection-ready.

☐ **Brand Color Palette + Typography System**

Includes: Color scheme (hex, RGB, CMYK), font hierarchy pairing, and usage notes for web and print.

☐ **Extra Pages**

Includes: Additional pages outside of original package (e.g., FAQ, Team, Portfolio, Case Studies). Copywriting not included unless otherwise specified.

☐ **Portfolio-Style Gallery**

Includes: Image optimization, custom styling for lightbox/grid layout, and schema setup for visual media (if applicable).

☐ **Quick SEO Plugin License (Multi-Site)**

Includes: Activation keys for additional site(s). Each license is valid for one domain. Updates and support apply only to licensed installations.

3. Timeline

Delivery schedule will vary depending on the selected service(s), but will typically range between **3–10 business days** per add-on after payment and content access (if needed).

4. Payment Terms

- **Fee:** [INSERT TOTAL CAD AMOUNT FOR SELECTED ADD-ONS]
- **Due:** 100% upfront
- **Accepted Methods:** eTransfer / PayPal / Bank Transfer

Work will not begin until full payment is received.

5. Confidentiality & NDA

Both parties agree to treat any shared strategy, content drafts, analytics access, or backend logins as confidential.

This NDA remains in effect after project completion.

6. Ownership & Licensing

Client owns all final deliverables provided unless otherwise agreed.

Content is for exclusive use on the Client's own domains. The Quick SEO multi-site license is non-transferable and non-resellable.

7. Limitation of Liability

The Service Provider is not responsible for:

- Implementation of blog content if not included
- Theme/plugin conflicts introduced by third-party developers
- Unintended design changes made after delivery

Liability is limited to the value of the selected add-ons.

8. Portfolio Rights

Unless denied in writing, the Service Provider may reference non-sensitive components of the work (e.g., color systems, layout examples, anonymized blog titles) in a professional portfolio.

9. Entire Agreement

This document constitutes the full understanding between the Client and Service Provider for the selected add-on services.

Signatures

Client Signature: _____

Date: _____

Service Provider Signature: _____

Robert Calvin Mitchell

Date: _____