

# Technical SEO Clean-Up Agreement

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**This Agreement** is entered into on [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](http://robertcalvinmarketing.ca)

**Client:**

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

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## 1. Scope of Services

Service Provider agrees to perform a **Technical SEO Clean-Up** on the Client's website, focused on improving performance, crawlability, and indexing readiness.

**Service Includes:**

- Optimization of `robots.txt` file
- Sitemap cleanup and submission
- Removal and correction of broken internal and outbound links
- Redirect setup for critical 404 pages or dead URLs
- Resolution of basic indexing issues (e.g., noindex tags, canonical conflicts)
- Caching configuration and performance plugin adjustments
- Review of hosting limitations, JS/CSS delivery issues, or large asset bottlenecks
- Summary of technical changes delivered via PDF or shared document

**Note:** This is a one-time, implementation-focused service. Ongoing maintenance is not included.

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## 2. Delivery Timeline

Services will be completed within **5–7 business days** following receipt of payment and all necessary logins, platform access, or DNS/hosting credentials (if applicable).

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## 3. Payment Terms

- **Total Fee:** [INSERT CAD AMOUNT]
- **Due:** 100% upfront
- **Accepted Methods:** [eTransfer / PayPal / Bank Transfer]

The Service Provider will not begin work until payment has been confirmed.

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## 4. Confidentiality & NDA

Both parties agree to maintain confidentiality around any platform logins, credentials, server environments, data analytics, or technical infrastructure details shared.

This non-disclosure clause extends beyond project completion and is legally binding unless otherwise released in writing by both parties.

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## 5. Ownership & Data Usage

All changes made are owned by the Client upon payment. Any scripts, audit templates, or diagnostic tools used remain the intellectual property of the Service Provider and are not to be repurposed without permission.

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## 6. Limitation of Liability

The Service Provider is not responsible for:

- Hosting environment limitations (e.g., shared servers blocking .htaccess edits)
- Platform/plugin conflicts (WordPress, Shopify, etc.)
- Loss of access or rollback of work due to third-party developers
- Unexpected behavior introduced by core theme/plugin updates

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

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## 7. Portfolio Reference

Unless denied in writing, the Service Provider may reference this engagement in future case studies or service examples, excluding identifying or sensitive information.

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## 8. Entire Agreement

This contract reflects the entire agreement between Client and Service Provider. Any modifications must be agreed to in writing by both parties.

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### Signatures

**Client Signature:** \_\_\_\_\_

Date: \_\_\_\_\_

**Service Provider Signature:** \_\_\_\_\_

Robert Calvin Mitchell

Date: \_\_\_\_\_