

Search Engine Optimization (SEO) Services Agreement

EDITABLE TEMPLATE • CLIENT-FACING RESOURCE • ENGLISH

Project & Scope

- Target domain: [_____] | Target countries/cities/languages: [_____]
- Baseline review: indexing/crawlability, technical errors, site architecture, content, competitors and relevant performance indicators.
- Keyword research prioritized by commercial relevance, search intent, achievable relative difficulty and potential to attract qualified visitors—not search volume alone.
- Content planning and topical clusters; agreed changes to headings, metadata, internal links, technical SEO, structured data and priority service/product pages.
- Exact monthly deliverables (pages, articles, audits, technical fixes, outreach if any) must be specified in an attached SOW.
- Monthly reporting on completed work, Search Console trends, relevant ranking movement, blockers and next actions.

No Ranking or Timing Guarantee

- Google does not set a guaranteed time to rank. SEO outcomes and timeframes cannot be predicted or guaranteed: competition, crawl/index behavior, domain history, algorithm changes, site quality and external factors matter.
- We aim to start with relevant keywords that have a more realistic opportunity to improve while being capable of attracting prospective customers.
- The provider commits to carrying out agreed professional work and transparent reporting, NOT first-place rankings, a fixed deadline, a fixed traffic lift, a certain lead volume or guaranteed revenue.
- No claim is made to purchase placement or control search results; risky or noncompliant tactics require explicit informed discussion.

Client Cooperation

- Provide secure authorized access to Search Console, GA4, CMS, hosting/developer and relevant sales data when available.
- Client approves substantive content, sensitive claims, site architecture changes and URL migrations; delays may affect execution.
- Specify content owners, internal reviewers and any limits on editing existing web pages.

Commercial Terms

- Service term: [__ months] | Monthly retainer: [_____] | Invoice dates: [_____]
- Reporting date and format: [_____] | Approved monthly tasks: [_____]
- The contract term is the service period, not a promised time to reach any search position.

PHOSRANK / CLIENT RESOURCES

- Termination notice, settlement for work delivered, ownership of approved content and revocation of accesses: [_____].
- Confidentiality, responsibility limits, applicable law and dispute resolution: [_____].

Client & Provider Details

- Client legal name / company: [_____]
- Contact person, email and phone: [_____]
- Service provider / brand: [Phosrank / _____]
- Website / project URL: [_____]
- Agreement date and version: [_____]

Approval

- Client signature / date: [_____]
- Provider signature / date: [_____]

IMPORTANT

This is an editable template, not legal advice. Adapt it to the project, applicable law and local requirements before signing.