

INTERNATIONAL SEO SERVICES AGREEMENT

This SEO Services Agreement (the “Agreement”) is made and entered into on this ____ day of _____, 20, by and between:

Client: [Full Name / Company Name], with registered address at [Address], Email: [Email], Phone: [Phone], (“Client”),
and

Service Provider / Contractor: [Full Name / Company Name], with registered address at [Address], Email: [Email], Phone: [Phone], (“Contractor”).

Client and Contractor are hereinafter collectively referred to as the “Parties” and individually as a “Party.”

1. Scope of Services

1.1 The Contractor shall provide professional SEO (Search Engine Optimization) services for the Client’s website(s) [Website URL(s)] in accordance with the strategies, methods, and best practices agreed upon in this Agreement and its annexes.

1.2 Services may include, but are not limited to:

- Technical SEO audit and recommendations
- On-page optimization (meta tags, headings, content structure)
- Off-page optimization (link-building strategies, citation management)
- Content creation and optimization
- Keyword research and strategy
- Competitor analysis
- Monthly performance reporting and analytics

1.3 Any additional services beyond the scope of this Agreement require written approval by both Parties.

2. Term of Agreement

2.1 This Agreement shall commence on [Start Date] and continue until [End Date], unless terminated earlier in accordance with Article 9.

2.2 The Contractor shall provide services according to the agreed schedule and milestones outlined in **Attachment A – Project Timeline**.

3. Fees and Payment Terms

3.1 The total fee for SEO services under this Agreement shall be [Amount in USD / Other Currency].

3.2 Payment Schedule:

- [Percentage]% upon signing this Agreement
- [Percentage]% upon completion of initial SEO audit and recommendations
- Remaining [Percentage]% upon delivery of final monthly report

3.3 All payments are due within [Number] days of invoice receipt. Late payments may incur interest at [X]% per month.

3.4 Taxes, duties, or any government fees arising from this Agreement shall be the responsibility of the Client unless otherwise agreed in writing.

4. Contractor Obligations

4.1 Perform all SEO services with due professional skill, care, and diligence, adhering to international standards and search engine guidelines.

4.2 Maintain confidentiality of all Client information, data, and materials provided for the purpose of SEO work.

4.3 Contractor shall not share, sell, or disclose any Client data, content, or proprietary information to third parties without the Client's prior written consent.

4.4 Contractor shall not subcontract or delegate any part of the services without prior written approval from the Client.

4.5 Contractor shall provide regular progress reports and analytics as agreed upon in the project schedule.

5. Client Obligations

5.1 Provide access to the website, analytics, hosting, and any other required accounts or tools needed for SEO.

5.2 Supply all content, branding materials, images, and relevant data required for optimization in a timely manner.

5.3 Make payments in accordance with the agreed schedule.

5.4 Respond promptly to Contractor's requests for feedback, approvals, and data.

5.5 Ensure that any third-party content or resources provided do not infringe intellectual property rights.

6. Intellectual Property

6.1 All content, strategies, or materials created specifically for the Client under this Agreement shall remain the property of the Client upon full payment.

6.2 Contractor retains the right to use anonymized or aggregated data for portfolio, case study, or marketing purposes, without disclosing the Client's confidential information.

7. Confidentiality

7.1 Both Parties agree to maintain strict confidentiality regarding any business information, strategies, or sensitive data disclosed during the course of this Agreement.

7.2 This confidentiality obligation shall survive the termination or expiration of this Agreement for a period of [X] years.

8. Warranties and Representations

8.1 Contractor represents that all services will comply with industry standards and current SEO best practices.

8.2 Contractor does not guarantee specific search engine rankings or results due to the dynamic and unpredictable nature of search algorithms.

8.3 Client represents that it has the rights to all website content, domains, and materials provided to Contractor.

9. Termination

9.1 Either Party may terminate this Agreement with written notice if the other Party breaches any material term of this Agreement and fails to remedy such breach within [Number] days of notice.

9.2 In the event of termination by the Client without cause, the Client shall pay Contractor for all work performed up to the termination date, including non-recoverable expenses.

9.3 Termination shall not affect accrued rights, payment obligations, or confidentiality obligations.

10. Limitation of Liability

10.1 Neither Party shall be liable to the other for indirect, incidental, or consequential damages arising from this Agreement.

10.2 Contractor's total liability for claims arising under this Agreement shall not exceed the total fees paid by the Client under this Agreement.

11. Dispute Resolution

11.1 Any disputes arising from this Agreement shall first be attempted to resolve through good-faith negotiation between the Parties.

11.2 If unresolved, disputes shall be submitted to mediation or arbitration in [City, Country] under the rules of [Arbitration Institution, e.g., ICC].

11.3 This Agreement is governed by and construed in accordance with the laws of [Jurisdiction / Country].

12. Force Majeure

Neither Party shall be held liable for delays or failures caused by events beyond their reasonable control, including natural disasters, pandemics, governmental actions, or technical failures.

13. Amendments

Any amendments or modifications to this Agreement must be in writing and signed by both Parties.

14. Entire Agreement

This Agreement constitutes the entire agreement between the Parties regarding the subject matter and supersedes all prior oral or written agreements.

Signatures

Client: _____

Name & Title: _____

Date: _____

Contractor: _____

Name & Title: _____

Date: _____