



Search Engine Optimisation Terms & Conditions

To ensure clarity and understanding, we would like to explain some of the key terms in this agreement. “We”, “us”, and “our” refers to Computancy or anyone working on our behalf. “You” or “your” refers to the company or person purchasing our services or anyone working on their behalf. “SEO” means Search Engine Optimization, “SERP” means Search Engine Results Page and “Web site” refers to the specific area on a server provided as a site on the internet.

Now, let’s go over the terms and conditions that will control the relationship between you and us during and after our business relationship for the purpose of achieving satisfactory search engine rankings.

AUTHORISATION

You are engaging us to be your sole Search Engine Optimisation contractor for the duration of this agreement.

For the purposes of receiving professional SEO services, You agree to provide the following:

- Administrative/backend access to the website for analysis of content and structure.
- Permission to make changes for the purpose of optimisation, and to communicate directly with any third parties as necessary.

- Unlimited access to existing website traffic statistics for analysis and tracking purposes.
- A domain email address for the purposes of requesting links seo@yourdomain.com
- Authorisation to use Your pictures, logos, trademarks, web site images, pamphlets, content, etc., for any use as deemed necessary by Us for search engine optimization purposes.
- If Your site is lacking in textual content, You will provide additional text content in electronic format for the purpose of creating additional or richer web pages

SCOPE OF SERVICES

Our SEO services are intended to serve two main purposes:

1. To provide your website with increased ranking and exposure in search engines.
2. To drive targeted online traffic to your website.

Our services are based on a mutually agreed-upon hourly or daily rate and include, but are not limited to:

- Researching keywords and phrases to select appropriate, relevant search terms.
- Obtaining “backlinks” from other related websites and directories in order to generate link popularity and traffic.

- Editing and/or optimising text for various HTML tags, metadata, page titles, and page text as necessary.
- Analysing and providing recommendations on optimal website structure, navigation, code, etc. for best SEO purposes.
- Recommending, as required, additional web pages or content for the purpose of “catching” keyword/phrase searches.
- Creating traffic and ranking reports showing rankings in the major search engines.
- Creating blog posts and social media posts.
- Providing email and phone consultations.
- Providing client education and tutoring.
- Researching, preparing, and transmitting materials, documentation, and information for implementation by you.

Please be aware that we are not responsible for changes made to your website by other parties that can adversely affect the search engine rankings.

If you modify website content, images, navigation or structure yourselves, this may result in the degradation of our work on these pages and substantially affect and alter optimization and rankings for your site. Altered pages will no longer be considered part of the original agreement and may be billed separately to continue the work on those pages.

YOU ACKNOWLEDGE THAT

We have no control over the policies of search engines with respect to the type of sites and/or content that they accept now or in the future. Your website may be excluded from any directory or search engine at any time at their sole discretion .

Due to the competitiveness of some keywords/ phrases, ongoing changes in search engine ranking algorithms, and other competitive factors, We can never guarantee #1 position or consistent top 10 positions for any particular keyword, phrase, or search term, however our goal is to always achieve this.

Google has been known to hinder the rankings of new websites (or pages) until they have proven their viability to exist for more than “x” amount of time. This is referred to as the “Google Sandbox.” We assume no liability for ranking/traffic/indexing issues related to Google Sandbox penalties.

Occasionally, search engines will drop listings for no apparent reason. Often, the listing will reappear without any additional SEO. Should a listing be dropped during the SEO campaign and does not reappear within 30 days of campaign completion, We will re-optimize the website/page based on the current policies of the search engine in question.

Some search directories offer expedited listing services for a fee. If the You wish to engage in these services (e.g., paid directories), You are responsible for all paid for inclusion or expedited service fees.

Linking to “bad neighbourhoods” or getting links from “link farms” can seriously damage all SEO efforts. We do not assume liability for Your choice to link to or obtain a link from any particular website without prior consultation.

PAYMENT OF FEES & CANCELLATION

You agree to pay us the mutually agreed-upon rate by credit or debit card before our services commence. Our billing system will automatically charge your card on the 1st of each month for the agreed amount.

Our SEO plans do not have a set contract period, so you will be charged automatically every month until you cancel. You can cancel the plan at any time during the month, but you will still be billed for that entire month. There will be no refund of unused services.

If the payment attempt is not successful, this agreement will be considered cancelled, and your account suspended. We will contact you to inform you. If payment has still not been made within 72 hours, then your account will automatically be terminated and all files we host for you permanently deleted.

All payments are processed by our payment processor Stripe, and we have no access nor knowledge of your card details or reasons for payment failure.

If we need to invest more time than the agreed maximum hours of billable time, we will request written confirmation from you agreeing to the extra amount before work commences. This extra work will be billed separately.

ASSIGNMENT OF SERVICE

We may consult with other experts in the field of WordPress, Search Optimisation, Google, Bing or Matomo Analytics, Social Media Marketing or any other relevant professional to ensure we are fulfilling our agreement with you.

This is only done when necessary to provide the highest level of service.

INDEMNIFICATION

You agree you will protect and compensate Us from any legal claims, damages, expenses, or losses whilst maintaining Your website, that may result from the use of any material, content, or information provided by You, or anyone acting on your behalf, for any claims that the use of such material infringes the intellectual property rights of a third party.

CONFIDENTIALITY

The parties agree to hold each other’s Proprietary or Confidential Information in strict confidence. All fees, services, documents, recommendations, and reports are confidential.

GOVERNING LAW & JURISDICTION

This Agreement, and any dispute or claim (including non-contractual disputes or claims) arising out of or in connection with it or its subject matter or formation, shall be governed by, and construed in accordance with, the laws of England exclusively.

LIMITATION OF LIABILITY

We shall not be liable for any direct, indirect, incidental, consequential or punitive damages, including but not limited to loss of profits, data, or business, arising out of or in connection with the use or inability to use our services.

Our liability to you for any cause whatsoever, and regardless of the form of the action, will at all times be limited to the amount paid, if any, by you to us for the services during the term of our agreement. We do not exclude or limit liability for death or personal injury resulting from our negligence or that of our employees, or subcontractors.