computancy

Search Engine Optimisation Terms

The terms for our search engine optimisation (SEO) services.

October 2026 | Replaces all earlier SEO terms

IN SHORT

- We work to improve your website's visibility in search engines and bring you more of the right visitors.
- We use ethical methods only. Nobody can honestly guarantee a particular ranking, and organic SEO usually takes around six months to show results.
- Plans start with a three-month minimum, then run month to month. You can cancel at any time by email.
- Everything we create or set up for you is yours to keep.
- We look after personal data on your behalf under our Data Processing Agreement, which forms part of these terms.

1. About these terms

1.1 "We", "us" and "our" mean Computancy, including anyone working on our behalf. Computancy is the trading name of Nick Warner. "You" and "your" mean the business or person who buys our services, including anyone acting on your behalf. "SEO" means search engine optimisation.

1.2 We are registered with the Information Commissioner's Office (ICO), registration number ZC279460.

1.3 Your **Service Order** records what you have bought: your SEO plan or bespoke campaign, hours, fees, start date and the websites covered. Your plan description on our website, or in a quote we have sent you, gives the full list of features.

1.4 If documents disagree, the Service Order wins, then these terms, then our website. Our Data Processing Agreement always wins on anything to do with personal data.

1.5 If we also look after your website under a care plan or retainer, our Website Care, Hosting and Retainer Terms apply to that work.

1.6 You accept these terms when you sign a Service Order, accept a quote, or start using our services.

2. What we do

2.1 Our SEO services aim to increase your website's visibility in search engines and bring more relevant visitors to it. Depending on your plan, this can include:

- an audit of your website's technical health and search performance;
- keyword research and analysis of your competitors;

- optimising page titles, descriptions, headings, content, structured data and site structure;
- recommendations on navigation, speed and code;
- suggesting new pages or content, and supporting blog and social media content;
- setting up and improving local business listings and analytics;
- earning links from relevant, reputable websites;
- monthly reports on rankings, traffic and progress, with recommendations;
- advice by email, phone or video call.

2.2 Where a recommendation needs changes we are not making ourselves, we prepare clear instructions for you or your developer.

3. What we need from you

3.1 To do our job we need:

- an administrator account on your website;
- access to your website analytics and search engine webmaster tools;
- a company email address for our SEO work, such as seo@yourcompany.com, so that listings and outreach come from your business;
- prompt answers and approvals when we ask for them;
- information about your business, products and services, and any content you want us to use.

3.2 You allow us to use your name, logo, images and content for the purpose of promoting your business through our SEO work. We use them for nothing else.

3.3 You confirm that the content you supply is accurate, lawful and yours to use.

4. Results and search engines

4.1 Search engines decide rankings using their own rules, which they change often and without notice. Rankings also depend on what your competitors do. Because of this, nobody can honestly guarantee a particular position, and we do not.

4.2 Organic SEO is a long-term process. Results usually start to show after around six months of consistent work.

4.3 Search engines sometimes drop or move listings for no clear reason, and they often return without any action. If a listing drops and does not recover, we will review the cause and adjust our approach.

4.4 New websites and new pages can take time to be trusted by search engines. This is normal and outside our control.

5. How we work

5.1 We use ethical methods that follow search engines' published guidelines. We do not buy links, use automated link schemes or use any technique that could put your website at risk.

5.2 Paid listings or directories are only used with your prior approval, and their fees are paid by you.

5.3 Please talk to us before arranging links, listings or SEO work with anyone else. Links from poor-quality websites can harm your rankings, and we cannot be responsible for links we did not recommend.

5.4 If you or someone else changes pages we have optimised, the results of our work on those pages may suffer. Re-optimising changed pages is charged as extra work.

6. Plan hours and extra work

6.1 Your plan includes a set amount of work each month. Unused time does not carry over.

6.2 If more time is needed, we will ask you first. We do not start any chargeable extra work until you have agreed to it in writing.

7. Fees and payment

7.1 Fees are as set out in your Service Order and are paid monthly in advance by direct debit.

7.2 If a payment fails, we will contact you. If it is still unpaid seven days later, we may pause your services. If it stays unpaid for 30 days after that, we may end the agreement.

7.3 We may change our prices with at least 30 days' notice by email. If you do not accept a change, you can cancel before it takes effect.

8. How long the agreement lasts and how to cancel

8.1 Every SEO plan starts with a minimum period of three months. This covers the audit, research and set-up work at the start of a campaign.

8.2 After that, the agreement continues month to month. You can cancel, pause or change your plan at any time by emailing us. Your service continues to the end of the month you have paid for. We do not refund part months.

8.3 We may end the agreement by giving you 30 days' notice. We may end it straight away if fees remain unpaid, if you seriously or repeatedly break these terms, or if communication with our team becomes abusive.

9. If you leave

9.1 Everything we create or set up for you is yours to keep, including content we have written, reports, and analytics, business listing and social media accounts. Accounts we set up for you are created in your name, or handed over to you when you leave.

9.2 We will remove our access to your accounts when the agreement ends, or keep it if you ask us to.

10. Who owns what

10.1 You own your content, branding, images and data, and, once paid for, the content and reports we create for you.

10.2 We keep ownership of our general know-how and the tools and methods we use across many clients.

11. Confidentiality

11.1 We both keep the other's confidential information private and use it only for the purpose of this agreement. This includes logins, business information, fees, recommendations and reports. This continues after the agreement ends.

12. Personal data

12.1 When we handle personal data on your behalf, such as data in your website analytics, you are the controller and we are the processor. Our Data Processing Agreement forms part of these terms and explains how we protect that data, including where it is stored.

13. People who help us

13.1 From time to time we may work with other qualified professionals, such as analytics, search or social media specialists, to deliver the best service. They are bound by confidentiality, and we remain responsible for their work.

14. Insurance

14.1 We hold professional indemnity insurance and cyber and data risks insurance. Details are available on request.

15. Liability

15.1 Nothing in these terms limits our liability for death or personal injury caused by our negligence, for fraud, or for anything else that the law does not allow us to limit.

15.2 We are not responsible for losses caused by:

- changes to search engines' rules or rankings;
- third-party services, providers or software;
- changes made to your website by anyone other than us;
- content or instructions you supply;
- events outside our reasonable control.

15.3 We are not liable for indirect or consequential loss, or for loss of profit, revenue, business, goodwill or anticipated savings.

15.4 Our total liability to you for all claims connected with this agreement is limited to the fees you paid us in the six months before the event that caused the claim.

15.5 You agree to cover our losses if material you supply to us infringes someone else's rights, such as copyright in text or images.

16. Events outside our control

16.1 Neither of us is responsible for delays or failures caused by events outside our reasonable control, such as major internet or power outages, failures of third-party providers, natural disasters or government action. We will tell you promptly and do our best to keep disruption to a minimum.

17. Changes to these terms

17.1 We may update these terms from time to time. We will give you at least 30 days' notice by email of any change that affects you. The current version is always available on our website.

17.2 If a change puts you at a real disadvantage, you may cancel before it takes effect, without any minimum period applying.

18. General

18.1 We send notices by email to the address on your account. Please send notices to us at **help@computancy.co.uk**.

18.2 These terms, your Service Order and our Data Processing Agreement are the whole agreement between us about these services.

18.3 If any part of these terms cannot be enforced, the rest still applies. If either of us is slow to enforce a right, we have not given it up.

18.4 Neither of us may transfer this agreement to someone else without the other's written agreement, which will not be unreasonably refused.

18.5 Nobody else has any right to enforce these terms.

18.6 These terms are governed by the law of England and Wales, and the courts of England and Wales deal with any dispute.

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