

SEO Contract Checklist

Our SEO Contract Checklist is designed to help you qualify your SEO contracts with a basic set of fundamentals. As every contract is different, we recommend getting professional legal assistance on setting up your SEO contracts and agreements.



You can view our blog post here: <https://www.seoreseller.com/blog/seo-contract>

Agency Strengths

- Product and Service Background
- Value Proposition is well explained

Roles And Processes

- Person handling the campaign is defined
- Expectations are set for deliverables
- Tools, Software, Workflow and Methodology is defined
- Access to Client Properties granted (Website, Analytics, Software)

Scope

- Each task is titled and defined in clear verbiage
- Deadlines are provided for each task
- Roadmap of tasks and deliverables are outlined
- Each task has a deadline for delivery
- Accountable person nominated for the whole project or parts thereof

Reporting

- Key metrics defined (ie. traffic, leads, page views, user count)
- Scheduled Reporting Period is advised (ie. Every 5th of the Month)
- Regular Communication Periods Nominated (ie. 2pm Every Tuesday)
- Nominated person of correspondence for each party involved with contact information

Payment Terms

- Advanced payment value specified and paid upon signing of contract
- Regular billing schedule (ie. 10th of every month)
- Late payment terms are defined with consequences (late fees, halt on work)
- Additional Fees: if tools, products or software is used, include the costs as additional fees

Duration And Termination

- Start and End Dates
- Breach of contract defined
- Process for termination with grace period

Regulations

- Start and End Dates
- Early termination of contract, cause of breach of contract

Ownership of the Assets or Work

- Transfer of ownership of assets
- Business representations on assets

Legal Details and Definitions

- Confidentiality Clause
- Liability on Changes Made on Assets
- Dispute Resolution
- Definitions of Repetitive and Key Terms

Feedback? We'd love to hear from you.

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