

Contract #01102022/02

SEO website promotion

www.domain.com

Company INC

October 01, 2022



Appendix No. 1

to Contract No #01102022/02

dated October 01, 2022

Cost and payment terms for Contractor services, Service period and terms of provision of services by the Contractor, scope of the services

1. **The fixed cost** of services for the promotion of the Customer's website in Google search engine (region: USA) for each Reporting Period is 2340 (two thousand three hundred and forty) EUR, without VAT.

2. All fixed payments are subject to 100% (one hundred percent) prepayment.

3. The Customer must pay for the promotion services within 5 (five) banking days from the date of receipt of the invoice by transferring funds to the account of the Contractor.

4. The Parties have the right to further agree on the need for the placement of seo links, the price of such placement shall be preliminary agreed between the Customer and Contractor. The placement of links shall be paid by the Customer in advance based on the invoice of the Contractor.

In the event the Customer does not pay for seo links/texts for the next Reporting period, the Contractor does not provide services for placing seo links in the relevant Reporting period.

5. The Parties have the right to further agree on the need for writing texts (copywriting) within the provision of services under this Contract by the Contractor, in this case, this service is paid separately on the basis of the Contractor's invoice.

6. The following services distributed throughout the Reporting Periods may be transferred between Reporting Periods at the discretion of the Contractor and/or due to a delay in the provision by the Customer of the necessary information to perform the services and/or the Customer's failure to meet the deadlines for the submission of recommendations for the Website.

7. The date of the commencement of services is the date the funds are credited to the Contractor's bank account.

8. Service period: October 01, 2022 to September 30, 2023 (12 Reporting Periods).

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9. Scope of monthly support services:

| | Task description | Hours | Price |
|-------|--|-----------|-------------------|
| 9.1. | Adherence to and adjustment of the strategy | 2 | €200.00 |
| 9.2. | Expansion of the primary semantic core in priority categories | 20 | €610.00 |
| 9.3. | Adding the site and the main keywords to monitor in ahrefs | 1 | €30.00 |
| 9.4. | Analyzing Google Search Console errors and drafting TOR to fix them | 7 | €215.00 |
| 9.5. | Analysis of Google Search Console and Google Analytics data to dive into the project | 3 | €165.00 |
| 9.6. | Writing meta-tag templates | 3 | €90.00 |
| 9.7. | Checking the correct setting of indexing filter pages | 8 | €250.00 |
| 9.8. | Writing TOR for optimizing pagination pages | 1 | €30.00 |
| 9.9. | Drawing up the TOR for the implementation of micro-patterning | 2 | €60.00 |
| 9.10. | Drawing up TOR for the elimination of duplicate pages | 6 | €180.00 |
| 9.11. | Writing TOR for image optimization | 2 | €60.00 |
| 9.12. | Writing TOR to eliminate internal broken links and redirects | 2 | €60.00 |
| 9.13. | Analysis of current design and UX audits and prioritization of revisions | 5 | €155.00 |
| 9.14. | Preparation and meeting on the results of the reporting period | 3 | €170.00 |
| 9.15. | Advice on implementing the recommendations | 2 | €65.00 |
| | Total for the stage: | 67 | € 2,340.00 |

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Calculation of the cost of services for SEO promotion of the site for subsequent periods will be made depending on the actual and individual needs of the site.

CONTRACTOR

CUSTOMER

General Director Conovalov Maxim

General Director
