

Sales Consultant / Agent: _____ Date: ____ / ____ / ____

CUSTOMER COMPANY DETAILS

Company / Individual: _____ ABN: _____

Trading As: _____

Website Address: _____

This website address will be the subject of all sections in this agreement that do not specify a domain name or website address.

HOW DID YOU FIND OUT ABOUT US

Option: Website Television Radio Yellow Pages Newspaper
 Trade Show Other: _____

SEARCH ENGINE OPTIMISATION (SEO)

Option:	<input type="checkbox"/> SEO Lite (up to 3 keyphrases on 2 web pages)	Initial Investment: \$ 797	Monthly Investment: \$ 177
	<input type="checkbox"/> SEO G5 (up to 5 keyphrases on 3 web pages - Guaranteed 1^)	Initial Investment: \$ 797	Monthly Investment: \$ 297
	<input type="checkbox"/> SEO G7 (up to 7 keyphrases on 5 web pages - Guaranteed 2^)	Initial Investment: \$ 797	Monthly Investment: \$ 447
	<input type="checkbox"/> SEO G11 (up to 11 keyphrases on 7 web pages - Guaranteed 3^)	Initial Investment: \$ 797	Monthly Investment: \$ 677
	<input type="checkbox"/> SEO G17 (up to 17 keyphrases on 11 web pages - Guaranteed 4^)	Initial Investment: \$ 797	Monthly Investment: \$ 897
	<input type="checkbox"/> Ranking Report Only (up to 20 keyphrases for 3 search engines, 1 report per month)		Monthly Investment: \$ 40

Link building and link submissions are not an indicator that links are actually put in place. Limitations in the SEO service may apply due to some content management systems and/or hosting plans.

^ The number of keyphrases that will be guaranteed to appear in the top 10 results of 3 major search engines within 6 months or we will continue the SEO service at no charge until the number of keyphrases appear in the top 10 results of 3 major search engines for a maximum of 6 months. Guarantee will be cancelled if SEO service is cancelled or altered or the website has changed in a way that negatively affects the SEO service.

SEARCH ENGINE MARKETING (Pay-per-click listings on search engines)

Option: Google Marketing (Incl. 1 advert setup + up to 100 keywords.) Initial Investment: \$ 199 Monthly Investment: \$ 99

You agree to the terms and conditions of each Search Engine used. Terms and conditions are available from each Search Engine upon request. Each additional advert (except your first advert included with your package) will attract a setup fee of \$75 plus a monthly fee of \$11. Every 100 additional keywords or part thereof (other than keywords included with each advert) will attract a fee of \$25.

PROMOTION DETAILS

Promotion Code: _____ Promotion Description: _____

PAYMENT DETAILS

Preferred Payment Method for Setup / Initial Investment:

Credit Card

You authorise Sass Design to debit your credit card as per the terms and conditions.

Card Number: _____ Expiry: ____ / ____

Name on Card: _____ Signature: _____

Cheque / Cash

Cheques are to be made payable to: **Sass Design**

Signature: _____ Date: ____ / ____ / ____

TERMS & CONDITIONS

Definitions

"Agreement" means a legally binding contract between Sass Design and you consisting of the relevant terms and conditions.

"Sass Design", "Sass Design", "us", "our" or "we" means the entity Sass Design.

"Products", "Services" or "Programs" means a product or service that Sass Design has created or provides.

"Price", "Fee", or "Cost" in relation to Goods and Services means the price payable for those Goods and Services.

"Initial Investment" or "total Initial Investment" means the total value of all Initial Investment amounts and all Setup amounts on this agreement.

"Monthly Investment" or "Monthly Fee" means the total value of all Monthly Investment amounts and all Monthly Fee amounts on this agreement.

"You" or "Your" means the customer entity specified in this agreement.

Unless the context of this agreement requires otherwise, the singular number shall include the plural and vice versa.

If more than one date appears on this agreement, the later date will apply.

SEO Guarantee

If your SEO package includes a guarantee, it will be for a set number of targeted keyphrases. It will be guaranteed that this number of keyphrases will appear in the top ten results of three major search engines within a six month period.

The search engines will be as decided by Sass Design and will be three of the search engines that are included in the monthly report. The keyphrases for the guarantee must be targeted keyphrases that were included in the keyword research. The keyphrases for the guarantee may be different on each search engine and may occur during different months for each search engine.

The guarantee will not apply in the following cases:
* The keyword research was not completed.
* Any targeted web page was altered without approval.
* The domain name or any targeted web page URL is altered.
* The website is not accessible for more than seven days in total.
* The SEO service is cancelled or suspended at any time.

An existing guarantee will be cancelled and if applicable, a new guarantee will commence in the following cases:
* SEO package is upgraded or downgraded.
* Targeted keywords/keyphrases are changed.
* Changing which of your web pages are targeted web pages.

If the guarantee is not met during any of the initial six months, then the SEO service will continue for no charge until the guarantee target is met or for a maximum of 6 months. No further guarantees will be provided.

If the guarantee is met during any of the initial six months, then the SEO service will continue as normal. No further guarantees will be provided.

Content Writing

Content writing is only included in some SEO packages and is also available for an additional fee.

Content writing will be added for no extra fee to one of the following on the domain name specified for SEO: blog, news system, or existing web page.

Any content writing that requires a new web page will incur an additional fee.

If new content is not requested and not used by the end of the month, the service of writing content for that month is forfeited and will not carry forward.

General

If you downgrade your SEO package you will have to decide which pages and which keywords/keyphrases to keep.

If you upgrade your SEO package, new keyword research will be done for the new pages and keywords/keyphrases. Existing pages and keywords/keyphrases will remain the same.

Changing your targeted keywords/keyphrases or which of your web pages are your targeted web pages will require new keyword research and additional work and will attract a fee of \$300. Any existing guarantees will be cancelled and a new guarantee will commence.

If you wish to change anything within a targeted web page, you must first get approval from Sass Design otherwise this could affect search engine rankings.

Fees & Payments

If you authorise Sass Design to debit your credit card, the total Initial Investment will be debited on or after the date of signing this agreement.

If you do not authorise Sass Design to debit your credit card, the total Initial Investment is required on the date of signing this agreement.

The Monthly Investment/monthly fees will be charged for the month in advance and must be paid in advance. The Monthly Investment/monthly fee charges will commence on or around the start of the following month.

Once your initial website/project is finished (as deemed by Sass Design), any further or future work (including but not limited to updates, upgrades, corrections and modifications) will attract additional fees.

Term & Termination

This agreement may be terminated by you by giving notice in writing by registered or certified mail with a minimum of thirty (30) days notice. Sass Design may terminate this agreement at any time and will not be liable for any loss or damage arising from such termination.

Upon termination of this agreement by either party, all monthly fees in addition to all fees for products and/or services requested in this agreement, whether completed or not, must be paid in full within seven (7) days together with any other outstanding debts.

Miscellaneous

This agreement binds and benefits the parties and their respective heirs, executors, administrators, personal representatives, successors and assigns.

The provisions in this agreement are enforceable independently of each of the others and, if a provision of this agreement is, or becomes illegal, invalid, void or deemed unenforceable by any court of competent jurisdiction, it shall not affect the legality, validity or enforceability of any other provisions of this agreement. If any of these provisions are so held to be illegal, void, invalid or unenforceable but would be legal, valid or enforceable if some part of the provision were deleted, the provision in question will apply with such modification as may be necessary to make it legal, valid or enforceable.

You accept and acknowledge that the terms of this agreement are in addition to and do not detract from the ordinary fiduciary duties you owe to Sass Design.

You accept and acknowledge that the terms of this agreement are in addition to the general Terms of Trade of Sass Design.

This Agreement is governed by the laws of Queensland, Australia.

ACCEPTANCE

The undersigned hereby agrees that the information provided on this agreement is true and correct. The undersigned also has read, understood, and agrees to the terms and conditions of this agreement on behalf of their organisation.

Signature: _____ Name: _____ Date: ____/____/____

Company: _____ Position: _____