



SEO Terms Of Service

These terms of service are a set of basic rules we operate on. All we expect is to be treated fairly, it's very rarely we have to use this document, but like any business, we have to protect ourselves.

What We Need From You

1. Access to your GMB ([watch this](#) to find out how)
2. Website Logins
3. A marketing email (Outlined below in responsibilities)
4. Images on file (learn more [here](#)) a google drive folder will be provided
5. An IT contact or hosting contact if you are not hosted with us
6. In some cases, we will need the business owner to verify some listings

Billing

1. Billed monthly, upfront before works
2. In the event a client payment is overdue RDM reserve the right to cease works
3. Website builds require a 50% deposit and 50% upon completion pre client edits
4. All fee's listed do not include GST

Reporting

1. RDM will provide a monthly video report

MAKE IT RAIN

APRIL 2022

CONFIDENTIAL



2. Month 1 report is a 3 week report

If You Decide To Leave Us

In the event you decide to leave us, we require 4 weeks notice. The reason for this is, we plan and invest into your campaign well in advance, we don't do lock-in contracts, so we think it's fair to ask for some notice.

Responsibilities

1. SEO works differ from general labour or general website edits
2. CRO works are not part of our SEO campaigns, however minimal CRO works are commonly performed as they are in the best interest of the business
3. We take no responsibility for websites not built by RDM
4. SEO works are outlined in our SEO process
<https://www.loom.com/share/47e646d656e9404e893db581f8dc7d05>
5. Sometimes we request information from our clients, we will not be held responsible if this information is not provided
6. It is the responsibility of the client to provide website logins, hosting access or an IT contact
7. Every SEO client using GBP must provide RDM with a domain email address, usually marketing@yourdomain.com.au, this cannot be named eg ryan@yourdomain.com.au, it must be generic

SEO Ownership

1. RDM will release all client based and website information upon completion of an SEO campaign, eg. hosting information, website logins, Cpanel logins
2. All work is owned by RDM other than the client website
3. Lead generation properties are owned by RDM unless otherwise agreed upon
4. The client website is owned by the client including blogs, anything on your website, you own

Privacy

1. RDM will not sell your information or your clients information to third parties
2. RDM will keep all client information on secure password protected drives
3. Backups are taken by Cpanel every 14 days for sites we manage

Concept Fees

In the event that any of the concepts devised and presented by RDM in this document are implemented without our input or assistance, either directly or through another agency, we

MAKE IT RAIN

APRIL 2022

CONFIDENTIAL



reserve the right to charge a fee to cover time occurred in conceptualisation, the fee amount not to be lower than \$5,000 +GST

Work descriptions

Please be aware that some works are outside the scope of SEO works, such as CRM works, requested website updates, social media works outside of RDM SEO procedure, IT works such as email etc.

We provide a range of services at different rates.

*note these fee's are for additional works outside of the campaign scope.

1. General Labour - \$100 per hour
3. Consultation - \$250 per hour
4. Research and concepts works - \$100 per hour

MAKE IT RAIN

APRIL 2022

CONFIDENTIAL

