

Search Engine Optimisation (SEO) Terms of Service

This Agreement is made between the client and Bluelight Limited, (hereinafter "Bluelight"). Client agrees to retain Bluelight for 12 months of SEO services as described in this entire document hereto and made a part of this Terms of Agreement.

Things we require from you during the service period

1. No other SEO company or specialists are working on the client's website while we are.
2. Client allows Bluelight the necessary access for work as Bluelight requires, namely
 - a. Website Content Management System (CMS)
 - b. Google Analytics
 - c. Google Search Console
3. Client allows Bluelight to implement website changes and provides the necessary access to the website.
4. Alternatively, the Client provides a communication channel to their web developer and arranges for implementation of proposed website changes.
5. Recommended website changes should be implemented within 2 weeks of receiving the recommendation. Failure to implement changes in a timely manner as per above, will extend the 12-months guarantee by the time elapsed.
6. After project launch, additional SEO requests or changes to the target keyword list outside of the scope of regular project will incur additional fees.
7. SEO migrations are not included. If this service is required we can issue a custom quotation based on the project scope.

Payment Terms

8. Accounts are billed according to project start date, monthly, in-advance.

9. Pay SEO service fees on time. Late payment of more than 4 weeks will cause service termination, and all previous payments will not be refunded.
10. If the Client wants to terminate SEO services, an advance notice of 30 days is required.
11. After 12 months, the service automatically rolls over and continues on a monthly basis, unless terminated by the client.