

## PROPOSAL FOR SEO SERVICES

This proposal for SEO is entered into on 11/20/2021 [Date] between Andras Cruz-Aedo and Coffee World LLC. Hereinafter Andras Cruz-Aedo shall be referred to solely as (“Designer”) and Coffee World LLC. shall be referred to solely as (“Client”). Designer and Client, when referred to in the aggregate, shall be (“Parties”)

### I. Description of Requirements for Designer

Client desires to engage in a contract for services with Designer, whereby Designer will complete Bronze SEO website assignments across three months as follows:

Month 1. Designer shall design and launch Search Engine Optimization campaigns for Client’s website: <https://www.coffeeworld.co/> and include a full SEO Analysis Pack with an initial website audit, competitor audits, index page analysis, page cache analysis, mobile search analysis, SEO reports, and custom keyword research for 10-20 keywords, and new insight opportunities. The completion and delivery date of this new SEO Bronze Package and SEO Analysis Pack shall be on or before December 18, 2021.

Month 2. Designer shall design and launch Search Engine Optimization campaigns for Client’s website: <https://www.coffeeworld.co/>. Such SEO services shall include on page semantic SEO, off page semantic SEO, and technical SEO optimization. The completion and delivery date of this new SEO Bronze Package shall be on or before January 13, 2021.

Month 3. Designer shall design and launch Search Engine Optimization campaigns for Client’s website: <https://www.coffeeworld.co/> and offer additional off page semantic SEO to help organic traffic from Client’s social media profiles: Facebook, Twitter, and Instagram. Designer shall analyze data gathered throughout the process described in Months 1, 2, and 3. The completion and delivery date of this new SEO Bronze Package shall be on or before February 10, 2021.

For each delivery, Client will have ultimate approval and satisfaction. Designer shall make adjustments to Client’s website at no extra cost. However, this contract does not serve to establish any relationship for web management services, and if such an agreement is to exist, it can only be formed at the discretion of the parties at a later date.

Designer hereby fully guarantees Client’s satisfaction, and agrees to reimburse Client the entirety of Client’s consideration pre-paid if Client requests and in good faith believes the delivered product is unsatisfactory.

This is a 3 months' plan, we will review the website's performance after three months and make the required strategic and technical changes in the plan in order to improve the website's performance on search engines further. None of the above-mentioned services include web management services.

## II. Description of Requirements for Client

In return for the above-mentioned services, Client shall pay designer a total of \$297; the cost of the Month 1 product totaling ninety nine dollars (\$99), the cost of the Month 2 product totaling ninety nine dollars (\$99), and the cost of the Month 3 product totaling ninety nine dollars (\$99). The date and manner of such payments shall be as follows:

As consideration, a total of ninety nine dollars (\$99) shall be due upon signing of this document, to serve as a retainer. An outstanding amount of ninety nine dollars (\$99) shall be paid by Client to Designer upon the date Designer has delivered a satisfactory Month 1 (December 18, 2021) product to Client. An outstanding amount of ninety nine dollars (\$99) shall be paid by Client to Designer upon the date Designer has delivered a satisfactory Month 2 (January 13, 2021) product to Client.

Client hereby fully guarantees that if Client is satisfied with the Month 1, Month 2 and Month 3 products delivered by Designer, Client will provide a positive review/statement for Designer's website. Any such review will be fully owned by Designer and, as such, is publishable on any medium. Additionally, Client fully guarantees that if satisfied with the Month 1, Month 2, and Month 3 products delivered by Designer, Designer will be allowed to distribute Client's contact information for the purpose of a professional reference for Designer's services until the time Client has been contacted by three such prospective clients of Designer.

## III. Entire Agreement

This agreement serves as the entire agreement between the Parties, and does not establish any contractual relationship following the satisfaction of this contract. The rates as provided in this contract shall not serve as a benchmark for any future rates Designer shall charge Client for services. Any future contract for services between the Parties shall be negotiated separately and at a later time.

**BY SIGNING THIS DOCUMENT, PARTIES ATTEST THAT THEY HAVE READ  
THIS DOCUMENT IN FULL AND UNDERSTAND THE TERMS OF THE  
AGREEMENT.**

Andras Vajda Cruz Aedo      11/20/2021  
Andras Cruz-Aedo, Co founder      Date  
Java in Four Days

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Kishan Patel, Co founder      Date  
Coffee World LLC