**SERVICE AGREEMENT**

**Between:** Matthew Nelligan - Elevate Pro Sites ("Service Provider")  
**And:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ("Client")

**Date:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**1. SERVICES PROVIDED**

**Part 1: Website Transfer - $2,500 (One-Time Payment)**

**Deliverables:**

* Complete 16-page professional website including:
  + Homepage (optimized for "junk removal richmond va")
  + Contact page
  + 8 Service pages (Junk Removal, Furniture Removal, Appliance Removal, Estate Cleanouts, Yard Debris Removal, Construction Debris, Commercial Cleanout, Office Cleanout)
  + 5 Location pages (Richmond VA, Henrico VA, Chesterfield VA, Midlothian VA, Mechanicsville)
  + How It Works page

**Technical SEO Optimizations:**

* Schema markup (LocalBusiness, Service, Review, Organization, BreadcrumbList)
* Optimized meta tags on all pages (50-60 character titles, 150-160 character descriptions)
* Canonical tags to prevent duplicate content

**Website Ownership & Transfer:**

* Website deployed to Client's Vercel account
* Full access to GitHub repository (Client's account)
* Complete codebase ownership transferred to Client
* Client owns 100% of website upon completion

**Timeline:** Website delivered within 2 weeks of contract execution

**Part 2: Ongoing SEO & Management - $397/Month**

**Monthly Deliverables:**

* 2 new service/location pages (minimum 1,200 words each, fully optimized)
* 2 strategic blog posts (minimum 1,200 words each, fully optimized)
* Continued keyword research and optimization for all new content
* Bi-weekly reports including:
  + Current rankings for targeted keywords
  + Website changes and additions
  + Site speed metrics
  + Performance analysis and recommendations

**Additional Services Included:**

* Unlimited website changes (content updates, pricing changes, images, layout adjustments)
* Technical maintenance and updates
* Google Business Profile optimization (weekly posts)
* SEO monitoring and optimization

**Terms:**

* Month-to-month agreement
* Client may cancel at any time with 30 days written notice
* No long-term contract required

**2. PAYMENT TERMS**

**Initial Payment:** $2,897 due upon contract signing

* Website Transfer: $2,500
* First Month SEO Service: $397

**Ongoing Payment:** $397/month, due on the 1st of each month

**Payment Method:** Credit Card

**Late Payment:** Payments more than 15 days late may result in service suspension

**3. 30-DAY MONEY-BACK GUARANTEE**

If Client is not satisfied with the custom website design and quality of service within 30 days of website launch, Client may request a full refund of the $2,500 website transfer fee.

**Refund Conditions:**

* Request must be made in writing within 30 days of website launch
* 100% refund, no questions asked
* Monthly SEO fee ($397) is non-refundable for services already rendered

**4. CLIENT RESPONSIBILITIES**

Client agrees to provide:

* Access to domain registrar (for DNS configuration)
* Vercel account credentials ($20 a month account)
* GitHub account credentials (free account)
* Business information, photos, and content as reasonably requested
* Timely feedback on deliverables

**5. SERVICE PROVIDER RESPONSIBILITIES**

Service Provider agrees to:

* Deliver website within 2 weeks of receiving all necessary materials
* Provide ongoing SEO services as outlined
* Respond to Client requests within 48 business hours
* Maintain website performance and uptime
* Provide bi-weekly reports as specified

**6. INTELLECTUAL PROPERTY**

Upon full payment of the $2,500 website transfer fee:

* Client owns all website code, design, and content
* Client retains full ownership of transferred website
* Service Provider retains rights to proprietary processes and systems

**7. TERMINATION**

**By Client:**

* May cancel monthly SEO services at any time with 30 days written notice
* No refund for current month's services already rendered
* Website ownership remains with Client

**By Service Provider:**

* May terminate monthly services with 30 days written notice
* Will provide transition assistance
* Client retains full website ownership

**8. LIMITATION OF LIABILITY**

Service Provider's total liability for any claims arising from this agreement shall not exceed the total amount paid by Client in the preceding 3 months.

Service Provider is not liable for:

* Third-party service failures (hosting, domain registrar, etc.)
* Search engine algorithm changes affecting rankings
* Results dependent on factors outside Service Provider's control

**9. REPRESENTATIONS**

**Service Provider represents:**

* Has expertise to provide services described
* Will perform services in professional manner
* Website will be free from major defects at time of delivery

**Client represents:**

* Has authority to enter this agreement
* Will provide accurate business information
* Owns rights to all content and materials provided

**10. MISCELLANEOUS**

**Entire Agreement:** This agreement constitutes the entire agreement between parties and supersedes all prior agreements.

**Amendment:** This agreement may only be amended in writing signed by both parties.

**Governing Law:** This agreement shall be governed by the laws of [State/Commonwealth of Virginia].

**Severability:** If any provision is found unenforceable, remaining provisions remain in effect.

**Assignment:** Neither party may assign this agreement without written consent of the other party.

**SIGNATURES**

**Service Provider:**

Matthew Nelligan, Elevate Pro Sites

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Client:**

Print Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Business Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Client Contact Information:**

Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Business Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**PAYMENT SCHEDULE**

Initial Payment Due: $\_\_\_\_\_\_\_\_\_\_\_\_\_

Payment Method: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Monthly Payment Start Date: \_\_\_\_\_\_\_\_\_

Monthly Payment Amount: $397

**Both parties acknowledge they have read, understood, and agree to the terms of this Service Agreement.**