



SEO Service Agreement

Last updated March 2026

1. Acceptance of Terms

By clicking "Subscribe & Agree," or otherwise electing a Wix Pricing Plan for SEO services, you confirm that you have read, understood, and agree to be bound by this Service Agreement (the "Agreement").

2. Scope of Services

Fjord Social Inc. ("Fjord") will deliver the following SEO services, as included in your chosen Pricing Plan:

- **Brand Keyword Optimization**
Refinement and targeting of branded search terms.
- **Naked URL Promotion**
Outreach and link-building focused on your root domain URL.
- **Website-wide Page Optimizations**
On-page SEO enhancements across all site pages (where enabled by your tier).
- **Partial-Match & Long-Tail Targeting**
Strategic deployment of partial-match combinations and long-tail keywords.
- **Preliminary SEO Analysis**
Baseline technical audit and discovery to identify immediate opportunities.
- **Detailed SEO Strategy & Plan**
Comprehensive roadmap outlining priorities, timelines, and KPIs.
- **Keyword Assistance**
Ongoing research, refinement, and guidance on target keywords.
- **Key Phrase Optimization**
Monthly optimization of a defined number of key phrases (5 / 10 / 20 / 40 / 80, depending on your plan).
- **Competitive Analysis Report**
In-depth review of your top online competitors and gap analysis.
- **HTML Source-Code Implementation**
Direct work within your site's HTML to apply SEO changes.
- **Additional Written Content**
Supplemental text (articles, page copy, meta descriptions, etc.) crafted to boost keyword density and content-to-HTML ratios. *(Text-only—no extensive design or coding.)*
- **Monthly Reporting**
Detailed performance reports covering keyword performance metrics, conversions, and insights; regularly monthly meeting is provided if desired.
- **Email, Chat & Phone Support**
Direct access to your account team via email, live chat, or phone during business hours.

All deliverables, frequencies, and volume (e.g. number of key phrases) are governed by the features of your selected Pricing Plan.



3. 30-Day Cancellation Policy

The Client may terminate SEO services by providing Fjord with thirty (30) days' written notice only via email to creations@fjordsocial.com or to their assigned account representative.

All services will continue in full during the thirty-day notice period and through the end of any billing period that begins within that notice period. Billing will be disabled at the expiration of the thirty-day notice period, preventing any subsequent billing cycles.

Why 30 days?

SEO campaigns require an initial 7-15 day ramp-up to prepare content, outreach sequences, and backlink strategies for the subsequent month—and to set the “drip-feed” velocity that drives long-term results. A full 30-day window ensures we can:

- Complete all planned subsequent-month activities without interruption
- Maintain campaign momentum and backlink discovery patterns
- Avoid operational losses on our low-margin, volume-built packages

Example:

If your billing cycle runs from the 15th of each month to the 14th of the following month, and we receive your notice on June 1:

- The June 15 invoice will still process (notice was fewer than 30 days before that billing date).
- Services will be delivered through July 14.
- Billing for the next cycle (beginning July 15) will be disabled as of June 30 (the end of your 30-day notice period).

4. Performance Disclaimers

No Control Over Search Engines: Fjord cannot control search-engine algorithms, ranking factors, or policies. No specific rankings or positions are guaranteed.

Third-Party Dependencies: Directory listings and other placements depend on third-party approval processes; Fjord cannot expedite or force listings.

4.A Client Website Environment and Third-Party Disclaimers

Fjord Social Inc. provides SEO services based on the current configuration and environment of the Client's website at the time of onboarding. The Client acknowledges that any technical misconfigurations, missing SEO components (e.g., improperly installed plugins, unindexed pages, broken schemas), or legacy issues from previous developers may limit initial performance and require remediation outside of the scope of standard deliverables.

Fjord Social Inc. is not responsible for SEO performance issues caused by:

- Errors or omissions from previous website providers,
- Changes made by the Client or third parties during the engagement period,
- Unapproved or undocumented updates that impact site structure, indexability, or metadata.

Remediation of such issues may be offered at an additional fee, and the timeline for SEO effectiveness may be adjusted accordingly. Fjord Social Inc. will notify the Client of any such impediments discovered during regular audits or performance reviews.



5. Out-of-Scope Work

Any requests outside the agreed SEO deliverables (e.g., landing-page design, full-site development, non-PPC marketing, extensive graphic or UX design) will be billed at Fjord's standard hourly rate and proceed only after Client email approval.

6. Communication

Fjord Social provides SEO services through a structured, performance-based delivery model. All work is completed within Fjord Social's internal systems and workflows.

Communication is conducted via email and scheduled meetings within Canadian working hours. Fjord Social does not operate within client-side communication or project management platforms, including but not limited to Slack, ClickUp, Asana, or similar tools.

SEO services are not task-based from the client's perspective. Clients are not required to assign, manage, or oversee individual tasks. Progress, deliverables, and strategic direction are communicated through regular reporting.

Meetings are optional and may be scheduled as needed but are not required for service delivery.

7. Client Responsibilities

Provide timely access to website CMS, analytics accounts, and required credentials.

Deliver all requested content or approvals within agreed timeframes.

Notify Fjord promptly of any third-party changes to the website that may affect SEO performance.

Delays beyond fifteen (15) business days may, at Fjord's discretion, incur additional administrative fees.

8. Change Orders

Any expansion or alteration of the agreed scope must be documented in a written Change Order. Both parties must agree on revised deliverables, timelines, and fees before work proceeds.

9. Fees & Payment

Monthly retainers are due on or before the invoice due date. All retainers and deposits are non-refundable. Late payments incur interest at 2% per month, compounded monthly, plus collection costs.

10. Notices

All notices under this Agreement must be in writing and delivered by email to support@fjordsocial.com or to the Client's assigned account representative.

11. Changes to Terms

Fjord may revise these Terms from time to time. Whenever revised, we will update the "Last updated" date above. Continued subscription or use of Services after that date constitutes acceptance of the revised Terms.

12. Intellectual Property

Upon full payment, the Client is granted all rights to bespoke deliverables (e.g., SEO reports, supplemental content). Fjord retains ownership of proprietary processes, methodologies, and software used in service delivery.

13. Backlink Ownership & Termination Rights

Ownership: Fjord retains all rights, title, and interest in any backlinks acquired or built as part of SEO services.

Termination Rights: If the Client fails to pay fees when due, or ends the engagement in bad faith—leaving Fjord uncompensated—Fjord may request removal or deactivation of such backlinks, without liability.

14. Confidentiality

Both parties agree to keep confidential any non-public information exchanged during the engagement, including strategies, performance data, financials, and analytics.



14. Limitation of Liability

Fjord's total liability under or in connection with this Agreement shall not exceed the total fees paid by the Client in the twelve (12) months preceding the claim. Fjord is not liable for any indirect, incidental, or consequential damages.