

SEO & DIGITAL MARKETING AGREEMENT

This Agreement is entered into by and between:

LOGIK DIGITAL PTE. LTD.

2 Venture Drive #19-21, Vision Exchange
Singapore 608526
("The Company")

AND

CLIENT BUSINESS NAME: [Business Name to be imported from checkout field]

CLIENT BUSINESS ADDRESS: [Business Address to be imported from checkout field]
("The Client")

1. BACKGROUND AND AGREEMENT

1.1 The Client desires to engage The Company to provide digital marketing and search engine optimization (SEO) services as outlined in this Agreement.

1.2 The Company agrees to provide such services under the terms and conditions set forth herein.

1.3 In consideration of the mutual benefits and obligations contained in this Agreement, the parties agree to the following terms and conditions.

2. SERVICES PROVIDED

2.1 The Client hereby engages The Company to provide digital marketing and search engine optimization services ("Services").

2.2 The Services may include a combination of the following, depending on the Client's selected plan:

- End-to-end digital strategy development and execution.
- SEO and local SEO activities, including audits, profile optimization, citation management, and ongoing visibility enhancements.
- Content creation, blogging, and syndication.
- Link building and authority development.
- Social media setup, optimization, and ongoing management.
- Email marketing setup, support, and/or fully managed execution.
- Ongoing campaign monitoring, reporting, and strategic reviews.

- Dedicated account management and support.

2.3 Specific Services provided will be determined by the Client's chosen plan as outlined on The Company's website: <https://logikdigital.com/plans/>

2.4 All Services shall be performed in a professional and workmanlike manner consistent with industry standards.

3. SERVICE SPECIFICATIONS – DIGITAL MARKETING & SEO

The Company's services are designed to enhance the Client's online visibility, authority, and growth by optimizing performance across:

- **Traditional search engines** (Google, Bing) – driving traffic directly to the Client's website.
- **Emerging AI-powered discovery platforms** (e.g., ChatGPT, Perplexity, Google AI Overviews) – ensuring the Client's brand and content are accurately represented within AI-driven results.

3.1 SEO and Digital Marketing Activities

Depending on the selected plan, services may include:

- **Search Engine Optimization:** Technical optimization, on-page improvements, high-quality backlink acquisition, and implementation of E-E-A-T (Expertise, Experience, Authoritativeness, and Trustworthiness) signals.
- **AI Search Optimization:** Strategies to ensure the Client's brand is accurately represented and surfaced in AI-driven results.
- **Local SEO & Citations:** Google Business Profile optimization, citation cleanup, and ongoing local visibility improvements.
- **Content & Media:** Blog creation, syndication, and strategic content distribution to support SEO and authority.
- **Link Building:** Ongoing development of authoritative signals through relevant and high-quality backlinking.
- **Social Media Marketing:** Setup, optimization, and management of The Client's social media presence, with options for fully managed campaigns.
- **Email Marketing:** Setup and support of email marketing platforms, with options for fully managed campaigns.

- **Performance Tracking & Reporting:** Real-time ranking and performance dashboards, monthly campaign reporting, review monitoring, and regular strategy consultations.
- **Support & Account Management:** Email, phone, and live chat support (depending on plan), along with dedicated account management and strategy meetings.

3.2 The scope, frequency, and depth of each service will vary based on The Client's selected plan. Full details of each plan are available at: <https://logikdigital.com/plans/>

4. PAYMENT TERMS AND DURATION

4.1 The monthly service fee is due and payable in advance at the beginning of each billing cycle.

4.2 The initial term of this Agreement is six (6) months from the date of service activation ("Minimum Term").

4.3 Upon completion of the Minimum Term, this Agreement shall automatically renew on a month-to-month basis unless terminated by either party with thirty (30) days' prior written notice.

4.4 All monthly fees are non-refundable once services have been initiated for that billing period.

4.5 Out-of-scope work or additional services requested beyond the selected plan will be quoted separately and require written approval before implementation.

5. OWNERSHIP AND INTELLECTUAL PROPERTY

5.1 Service Deliverables

- The Client retains ownership of their existing website and business content.
- General SEO methodologies, processes, and templates remain the property of The Company.

5.2 Content and Materials

- All The Company-supplied methodologies, software, and proprietary tools are protected by copyright.
- The Client warrants they have rights to all content and materials they provide.

- The Client grants The Company permission to access and optimize digital properties as necessary.

5.3 Copyright information is available at: <https://logikdigital.com/terms-conditions/>

6. CLIENT RESPONSIBILITIES AND OBLIGATIONS

6.1 Provide timely access to websites, analytics accounts, and other digital properties necessary for service delivery.

6.2 Review and approve content recommendations and strategic initiatives prior to implementation.

6.3 Implement approved recommendations or provide The Company with access to do so.

6.4 Ensure compliance with all applicable laws and industry standards.

6.5 Maintain consistent digital marketing efforts and avoid conflicting strategies during the service period.

6.6 Comply with acceptable use guidelines as updated by The Company.

7. HEALTHCARE INDUSTRY COMPLIANCE

7.1 Regulatory Compliance

The Company acknowledges that healthcare-related digital marketing and websites must comply with applicable healthcare advertising regulations, including but not limited to:

- HIPAA (Health Insurance Portability and Accountability Act) requirements in the United States.
- Regional and national healthcare advertising guidelines in Canada, the UK, and other jurisdictions.
- Rules and codes of practice established by local medical, dental, chiropractic, or other professional regulatory bodies.

7.2 Client Responsibility

While The Company designs, develops, and markets websites with industry best practices in mind and strives to maintain compliance in the jurisdictions in which we operate, it is ultimately the responsibility of the Client (the clinic, practice, or healthcare provider) to ensure that their website, advertising, and marketing activities meet the specific requirements of their region and professional body.

7.3 The Company's Role

The Company will:

- Provide guidance on healthcare marketing best practices, including content structure, disclaimers, and privacy considerations.
- Advise on known regulatory restrictions related to digital advertising and online visibility.
- Assist the Client in implementing necessary compliance-related adjustments when requested.

7.4 Limitations

The Company does not provide legal advice, nor does it assume responsibility for compliance with healthcare-specific laws or regulations. The Client is strongly encouraged to review all website content, marketing materials, and digital strategies with their own legal counsel and/or compliance officer to confirm adherence to jurisdiction-specific requirements.

8. CONFIDENTIALITY

8.1 Both parties acknowledge the necessity of sharing confidential information, including proprietary information, trade secrets, strategies, and performance data.

8.2 Each party agrees to:

- Use commercially reasonable efforts to protect the other's Confidential Information.
- Use at least the same degree of care as they use to protect their own information.
- Use Confidential Information only as permitted under this Agreement.

8.3 All information is treated in accordance with The Company's privacy policy:

<https://logikdigital.com/privacy-policy/>

9. SERVICE CANCELLATION AND TERMINATION

9.1 Early Termination During Minimum Term

- The Client may terminate this Agreement with thirty (30) days' written notice.
- Client remains liable for all remaining fees through the end of the Minimum Term.

- All fees previously paid are non-refundable.
- The Company will provide completed work and reports through the termination date.

9.2 Termination After Minimum Term

- Either party may terminate with thirty (30) days' written notice.
- The Client receives all completed reports and deliverables through the final billing period.

9.3 The Company-Initiated Termination

The Company reserves the right to terminate for:

- Non-payment following thirty (30) days' written notice.
- Material breach of Agreement terms.
- Inappropriate, illegal, or defamatory content.
- Fraud or copyright infringement.
- Abandonment, non-responsiveness, or failure to participate.
- Abusive behavior toward The Company staff.
- Conduct that interferes with service delivery.

9.4 Termination does not relieve either party of obligations incurred prior to termination. All payment obligations survive termination.

10. SEO PERFORMANCE AND EXPECTATIONS

10.1 SEO and digital marketing are long-term strategies; results may take three to six (3–6) months or longer, depending on competition, market conditions, and other factors.

10.2 The Company makes no guarantees regarding specific rankings, inclusion in AI-generated results, traffic increases, or conversions.

10.3 Search engine and AI algorithms change frequently; The Company will adapt strategies accordingly using industry best practices.

10.4 Client performance metrics will be reported transparently each month.

11. COMPLIANCE AND COMMUNICATIONS

11.1 All strategies will comply with industry standards and white-hat practices.

11.2 The Company may reference the Client's business in case studies and marketing

materials unless requested otherwise in writing.

11.3 Detailed service features for each plan are available at:

<https://logikdigital.com/plans/>.

12. LIMITATION OF LIABILITY

12.1 Neither party shall be liable for inability to perform due to algorithm changes, technical issues, internet outages, maintenance, or acts of God.

12.2 Temporary service interruptions may occur for updates or maintenance.

13. MODIFICATIONS

13.1 The Company reserves the right to modify this Agreement with thirty (30) days' written notice.

13.2 Continued use of Services after modification constitutes acceptance of revised terms.

14. GENERAL PROVISIONS

14.1 Entire Agreement – This Agreement constitutes the entire understanding between the parties.

14.2 Currency – All monetary amounts are in United States Dollars (USD).

14.3 Governing Law – This Agreement shall be governed by the laws of Singapore.

14.4 Independent Contractors – The parties are independent contractors; no agency or employment relationship is created.

14.5 Notices – All notices must be in writing and delivered by registered mail, courier, or email.

15. ACKNOWLEDGMENT

By proceeding with checkout, the Client acknowledges that they have read, understood, and agree to be bound by these Terms and Conditions.

Effective Date: Upon completion of checkout process

Document Version: November 25, 2025