

Contract For Services

FST-001-SEO

Date: March 21, 2017

FoleySportsTourism.com -- Foley, AL Attn: Don Staley, Dana Overton

Project Description:

Ongoing Search Engine Optimization (SEO) management and consulting of FoleySportsTourism.com website

This agreement between Foley Sports Tourism/City of Foley (client) and Raymond Dougherty (contractor) is for purposes of website content oversight and consulting, search engine optimization (SEO), analytics evaluation and regular (monthly) reporting. Contractor shall provide following services to client on an ongoing basis:

- Site & competitive review; SEO research, evaluation, management
- Edit site SEO elements & content as indicated via Analytics, Search Console, Search Results, Best-Practice Recommendations
- Manage/Evaluate Webmaster Tools account, Google Analytics (GA); Re-Submit .xml site maps monthly, Update Structured Data
- Research, generate & submit Monthly SEO & overall traffic reports to client
- Provide client ongoing recommendations for technical and design improvements, content revisions, potential referral links and organic search performance

Compensation to contractor shall be \$195 monthly, April 2017 - March 2018. Agreement may be terminated by either party with 60-day opt out notice.

Raymond Dougherty (Contractor)

For City of Foley/FSTC