

Date	April, 2020
Company	<b>Columbia County Tourism Development Council</b>
Contact	Paula Vann
Title	Executive Director
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URL	<a href="https://springsrus.com">https://springsrus.com</a>
Service	<b>SEO Tasks Implementation &amp; Development</b>
Contract Period	<b>May 1, 2020 – September 30, 2020</b>
Agency Fee	<b>\$6,000 one-time development task.</b> Payment in full for the period of this contract is due upon the starting date.

### Scope of Work - SEO Tasks Implementation & Development

According to the outlined tasks proposed by Sokratik's partner agency and Columbia County TDC, ITI Digital will implement the following scope of work. This scope of work is quoted for a one-time development phase.

- Implementation of all technical SEO tasks as outlined in the support document "Columbia\_County\_Technical\_SEO\_TASKS" provided by Sokratik.
- Two rounds of revisions by Columbia County TDC
- Testing and quality assurance of development tasks
- Publish new updates to website / CMS live
- Communication and collaboration with partner agency Sokratik as needed.
- Report of implemented tasks - detailed reporting of before and after page status

### Terms of Service

ITI Digital does not ensure any improvement on search engine rankings nor guarantees any specific search optimization deliverables upon completion of this scope of work. The SEO results are strictly to be performed between Sokratik's and Columbia County TDC.

Any work that exceeds the selected package or if no support plan package is selected, the client will be billed on **an hourly basis of \$120 per hour**. Work within the package of choice will be billed in one-hour increments.

### What is not included?

Web page layout updates, image editing, graphic design, graphics editing, database design, database changes, programming, and search engine optimization. Website redesign, realignment or re-development. ITI will submit a quote for the services upon request. CMS design or integration including but not limited to blogs, shopping carts, and web forums. ITI Digital is not responsible for rewriting sentences, restructuring paragraphs, or checking for typing errors, misspellings, etc.

**Deadlines & Deliverables**

ITI Digital will respond to all maintenance requests from "The Client" within 48 hours on weekdays and 72 hours on weekends, via email or phone or through our Support Ticket System with a confirmation that the request was received, and estimated completion date for each action item in the request. ITI Digital will adhere to all quoted deadlines for the deliverables in the maintenance requests at all possible costs. In the event that ITI Digital has any issues in delivering on a quoted deadline, "The Client" will be notified via email or telephone the reasoning for any change.

**Additional Services**

Any revisions, additions or redesign "The Client" requests ITI to perform that is not specified in this document shall be considered "additional" and will require separate agreement and payment. ITI shall advise "The Client" on any requested work that falls within these bounds.

**Customer Acknowledges**

ITI Digital has no control over the policies of search engines or directories with respect to the type of sites and/or content that they accept now or in the future. Customer's website(s) may be excluded from any search engine or directory at any time at the sole discretion of the search engine or directory entity.

If changes are made by ITI Digital according to Customer's information, and the changes submitted by the client are not correct, additional time to remedy the changes fall under the maintenance hours of time allotted.

**Limited Liability**

The client acknowledges that the service provided is of such a nature that service can be interrupted for many reasons other than the negligence of ITI Digital and that damages resulting from any interruption of service are difficult to ascertain. Therefore, the client agrees that ITI Digital shall not be liable for any damages arising from such causes beyond the direct and exclusive control of ITI Digital. Client further acknowledges that ITI's liability for its own negligence may not, in any event, exceed an amount equivalent to charges payable by the client for services during the period damages occurred. In no event shall ITI Digital be liable for any special or consequential damages, loss or injury. ITI Digital is not responsible for any damages your business may suffer. ITI Digital does not make implied or written warranties for any of our services. ITI Digital denies any warranty or merchantability for a specific purpose. This includes loss of data resulting from delays, non-deliveries, wrong delivery, and any and all service interruptions caused by our server.

ITI Digital has no control over the policies of search engines or directories with respect to the type of sites and/or content that they accept now or in the future. Customer's website(s) may be excluded from any search engine or directory at any time at the sole discretion of the search engine or directory entity.

## SIGNATURE PAGE

I understand that I will be billed for the quoted plus any production charges incurred for creative work other than outlined within this insertion order. I understand that all charges are due within 30 days from the billing date and that a finance charge of 1.5% will be applied to any unpaid balance after 30 days.

**Organization: Columbia County Tourism Development Council**

Services: SEO Tasks Implementation & Development

**Contract Period: May 1, 2020 - September 30, 2020**

Fee: \$6,000 one-time fee reflecting the support plan of choice (as indicated above)

**No Early Termination; No Refunds.**

The contract period will end on the expiration date and the agreement cannot be canceled early. All articles are written within 30-days of the signed insertion order and marketing strategies are committed. We do not provide refunds.

*\*Payment Terms: 30 days from the date of the signed agreement*

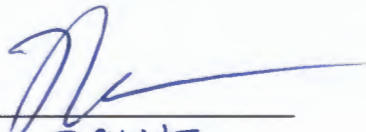
Accepted on behalf of:

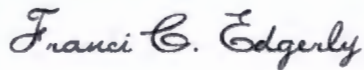
**Columbia County Tourism Development Council**

Signature: \_\_\_\_\_

~~Paula Vann~~

~~Executive Director~~

  
Toby Witt  
CHAIRMAN



Accepted for ITI Digital:

**Franci Edgerly**

CEO & Founder

Please return signed insertion order scanned by email to [franci@iti-digital.com](mailto:franci@iti-digital.com)