

# GoMVP SEO Accelerator Terms & Conditions

## 1. Service Overview

By subscribing to GoMVP's SEO Accelerator plan (£100 per month), you ("the Client") agree to the following Terms & Conditions. This service is provided strictly on a business-to-business basis and is not available to consumers.

The SEO Accelerator is a managed Google Business Profile (GBP) service designed to improve local visibility and engagement for small businesses.

The service includes:

- Initial setup or optimisation of a single Google Business Profile.
- Ongoing management and activity, typically performed on a near-daily basis.
- Professional responses to customer reviews.
- Repurposing of client-provided social media content for GBP use.
- Regular photo uploads to maintain profile activity.
- Strategic positioning aimed at improving local search visibility.

## 2. What's Included

The subscription covers:

- **Initial Profile Development** – Setup or optimisation of business information, categories, service areas, and attributes.
- **Ongoing Profile Management** – Regular activity and optimisation to maintain an active and compliant profile.
- **Review Response Management** – Timely, professional responses to customer reviews.
- **Content Repurposing** – Use of content supplied by the Client for posting on the Google Business Profile.
- **Photo Uploads** – Regular image uploads to support engagement and visibility.
- **Competitive Positioning** – Strategic adjustments based on local market conditions.

## 3. What's Not Included (Billable Extras)

Unless agreed separately in writing, the subscription does not include:

- Creation of original written content, photography, or graphic design.
- Management of social media accounts.
- Website development, hosting, or maintenance.
- Paid advertising or media buying.
- Management of more than one Google Business Profile.
- Recovery of suspended profiles or remediation of existing policy violations.

- Offline or physical marketing materials.

Any additional work will be quoted and approved in writing before commencement.

#### **4. Fees & Payment Terms**

- The subscription fee is £100 per month.
- The first calendar month of service is provided at no charge.
- The agreement has a minimum term of 12 months, commencing on the Service Start Date.
- Billing begins at the start of month two and is payable monthly in advance.
- Prices are fixed for the initial 12-month term.
- After the initial term, pricing may be varied with at least 30 days' written notice, effective from the next renewal period.
- Late or missed payments may result in suspension of services until the account is brought up to date.

#### **5. Service Start Date**

The Service Start Date is the earlier of:

- The date GoMVP receives the required access credentials or permissions to manage the Google Business Profile, or
- The date GoMVP first undertakes billable activity on behalf of the Client.

Delays caused by lack of access, missing information, or slow approvals do not pause or extend the contract term.

#### **6. Client Responsibilities**

The Client agrees to:

- Provide accurate and complete business information.
- Grant and maintain appropriate access to the Google Business Profile.
- Supply content promptly where required.
- Respond reasonably to requests for clarification or approval.
- Notify GoMVP promptly of changes to business details.
- Refrain from making independent changes to the profile without prior consultation.

GoMVP is not responsible for reduced performance or disruption caused by the Client's actions or omissions.

#### **7. Term & Cancellation**

This agreement is a fixed 12-month contract.

Early termination during the minimum term requires payment of the remaining monthly fees. This reflects a genuine pre-estimate of loss, including onboarding, resource allocation, and foregone revenue.

After the initial term, the agreement continues on a rolling monthly basis.

Either party may terminate after the initial term by providing 30 days' written notice.

Upon termination:

- GoMVP will cease management activities.
- Ownership and control of the Google Business Profile remain with the Client.
- Content uploaded during the subscription may remain on the profile unless removed by the Client.

## 8. Service Limitations & Disclaimers

- **No Guaranteed Results** – Search rankings and visibility are determined by third-party algorithms and factors outside GoMVP's control. No specific outcomes are guaranteed.
- **Third-Party Dependency** – GoMVP is not responsible for changes, suspensions, or enforcement actions taken by Google.
- **Information Accuracy** – The Client is solely responsible for the accuracy of information supplied.

## 9. Limitation of Liability

GoMVP is not liable for indirect, incidental, or consequential losses, including loss of revenue or business opportunity.

GoMVP's total liability is limited to the fees paid by the Client in the three months preceding the claim.

Nothing in these Terms limits liability for fraud or other liability that cannot be excluded under English law.

## 10. Confidentiality

Each party agrees to keep confidential any non-public business information received from the other.

Confidential information may be disclosed to employees, contractors, or third parties where necessary to deliver the service, or where required by law.

## 11. Force Majeure

GoMVP is not liable for failure or delay in performance caused by events beyond reasonable control, including platform outages, changes in third-party policies, or acts of God.

## 12. Governing Law

These Terms & Conditions are governed by the laws of England and Wales. The courts of England and Wales have exclusive jurisdiction.