Spartan Lead

# Project Agreement Form

Service: Google Business Profile Optimization

Document Type: Client Service Agreement

Version: 1.0

Effective Date: [Insert Date]

## 1. CLIENT INFORMATION

- Client Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

- Business Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

- Email Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

- Phone Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

- Business Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

- Business Website (if any): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

- Industry/Niche: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## 2. SERVICE DESCRIPTION

Spartan Lead agrees to provide the following Google Business Profile Optimization Services:

* Included Services:
* Google Business Profile creation or audit
* Profile formatting and NAP (Name, Address, Phone) accuracy
* Keyword research and content optimization
* Custom business description creation
* Service and product listings configuration
* Custom-designed cover photo and logo (basic design)
* Visual branding adjustments for consistency
* Review strategy development + response templates
* Verification assistance or suspension resolution (if needed)
* Optional Add-ons (Check if applicable):

☐ Custom Photo/Video Session Coordination

☐ Monthly Monitoring & Updates

☐ Google Ads Setup

☐ Website Landing Page Creation

## 3. PROJECT TIMELINE

Estimated Total Duration: 5–10 business days

* Discovery & Onboarding – Client info collection & initial audit: 1–2 business days
* Strategy & Optimization – Profile update, content & visuals: 3–5 business days
* Review & Adjustments – Client feedback implementation: 1–2 business days
* Final Delivery & Walkthrough – Optimization summary & recommendations: 1 business day

## 4. CLIENT RESPONSIBILITIES

* Provide timely and accurate business information.
* Grant access to Google Business Profile or share manager rights.
* Respond to emails or communication within 2 business days.
* Review drafts and materials in a timely manner.

## 5. PAYMENT TERMS

- Total Project Fee: $\_\_\_\_\_\_\_\_\_\_\_

- Deposit Required: 50% ($\_\_\_\_\_\_\_\_\_\_) due upon signing

- Balance Due: 50% ($\_\_\_\_\_\_\_\_\_\_) due upon completion

☐ Payment received via: [ ] PayPal [ ] Credit/Debit [ ] Bank Transfer

☐ Invoicing: Issued electronically via email

## 6. REVISIONS & SUPPORT

Includes two (2) rounds of revisions. Additional revisions billed at $\_\_\_\_\_/hour.

Post-project support is included for 7 business days.

## 7. TERMINATION & CANCELLATION

Either party may terminate the agreement with written notice.

Deposit is non-refundable once optimization work has started.

## 8. CONFIDENTIALITY

All client data, strategies, and credentials remain confidential.

## 9. ACKNOWLEDGEMENT & SIGNATURES

By signing this agreement, both parties confirm agreement to the terms.

Client Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_

Spartan Lead Representative Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_

Let’s make your business visible where it matters most—on Google.

Thank you for choosing Spartan Lead. We're ready to get to work!