



ARROWHEAD MARKETING & CONSULTING

SEO Content & Lead Generation Agreement

This Agreement is made on _____ (date) between **AUSTIN JOHNSON** ("Contractor") and _____ ("Client").

SERVICES & PRICING

Service	Basis	Fee
SEO blog & web content written to attract inbound customers	Per qualified lead	\$ _____
Lead capture form built & managed by Contractor; leads forwarded to Client	Included	—
On-page SEO optimization of content pages	Included	—
Monthly lead report (date, source & details of each lead billed)	Included	—

No retainer and no upfront fee. Client pays only the per-lead fee above for each Qualified Lead delivered.

TERMS

- 1. Qualified Lead.** A new inbound prospect for Client's services that arrives through the lead-capture form or tracking channel created and controlled by Contractor, and is genuinely interested in Client's services. Spam, duplicate, current-customer, and solicitation contacts do not count. Contractor forwards each lead's details to Client as it is received.
- 2. Fee & Proof.** Client pays the per-lead fee for every Qualified Lead. Each invoice includes a log of the leads billed, with date, source, and the form record for each, so every charge is independently verifiable.
- 3. Term.** This Agreement is ongoing and continues until cancelled. Either party may cancel with 30 days' written notice. Client owes for all Qualified Leads delivered through the cancellation date.
- 4. Payment.** Contractor invoices monthly. Client pays within 7 days of the invoice date. Work pauses on any balance unpaid after 14 days.
- 5. Ownership.** Content created by Contractor remains Contractor's property until the corresponding invoice is paid in full, at which point it transfers to Client.
- 6. Independent Contractor.** Contractor is an independent contractor, not an employee, and is responsible for its own taxes, tools, and methods.
- 7. No Guarantee of Volume.** Contractor cannot guarantee a specific number of leads. Client pays solely for the Qualified Leads actually delivered — if none are delivered, nothing is owed.
- 8. Entire Agreement.** This is the entire agreement between the parties and may be changed only in writing signed by both.

SIGNATURES

Contractor — Arrowhead Marketing & Consulting
Name: Austin Johnson
Date: _____

Client Name: _____

Date: _____

AUSTIN JOHNSON

CEO/ FOUNDER/ DEVELOPER/ MARKETING SPECIALIST



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