

## SEO Product Specific Terms

Version 1 April 2026

In addition to the terms and conditions of your agreement with Granicus, LLC or one of its affiliates or subsidiaries, Client's use of the SEO product offerings will be governed by the additional terms set forth below. Any conflict between the terms of your agreement with Granicus and these product-specific terms will be resolved in favor of these terms solely as it relates to the SEO Product.

### 1. SEO Services Scope and Applicability

These SEO Product Specific Terms apply to all SEO package tiers, including Core, Pro, Plus, Premium, and Elite, custom SEO Work Orders and SEO add-on services. These terms govern Content services and Conversion Rate Optimization (CRO) testing services. If Client requests approval for any SEO deliverable, including but not limited to meta tag implementations, on-page optimizations, or broken link scans, the approval deadlines, revision limits, and forfeiture provisions described herein will apply:

### 2. Client Responsibilities and Timelines

Client is responsible for providing timely feedback, approvals, and required materials. Client acknowledges that delays or failure to respond within the timelines set forth below may result in forfeiture of deliverables.

- a. Approval of Recommendations. Client must approve, reject, or provide consolidated feedback on content recommendations, CRO test ideas, and general SEO recommendations (when approval is requested) within ten (10) business days of delivery. Once a recommendation has been approved, it is considered final and cannot be changed. If Client no longer wishes to move forward with an approved recommendation before the final item is built, they may cancel the request but that deliverable is considered forfeit and will not be replaced with an additional recommendation.
- b. Draft Deliverable Review. Client must provide consolidated feedback on draft deliverables within ten (10) business days of receipt. Drafts will be delivered in near-final form and not as outlines or partial drafts.
- c. Final Approval. Client must approve revised or final deliverable within ten (10) business days of delivery.

### 3. Revision Limits

Deliverable creation includes a maximum of two (2) rounds of revisions: an initial feedback round and a final adjustment round. Beyond two rounds, additional

revisions are not included. Client may provide edits directly, and Granicus will implement the Client-edited version. Client edits must be submitted in the appropriate format within ten (10) business days of receiving the deliverable.

#### **4. Alternative Recommendations**

If Client does not approve an initial recommendation, Granicus will provide one (1) additional round of alternative recommendations. No further alternative recommendations are included. After alternatives are exhausted, Client may provide specific direction within scope which Granicus will execute.

#### **5. Forfeiture and Non-Rollover**

If Client fails to provide required approvals or feedback within the stated timelines, Granicus will issue one reminder. If Client does not respond by the final deadline stated in such reminder, the specific deliverable will be deemed forfeited and Granicus's obligations for such services will be deemed fulfilled for the applicable period. Forfeited deliverables do not roll over to future service periods. Except for content article deliverables, Granicus will not proceed with implementation without approval unless otherwise agreed in writing.

#### **6. Content Articles Deliverables**

If Client does not provide feedback on draft content articles within ten (10 business days), Granicus will move the draft content to the CMS as a draft page and inform the client of draft page location. The Client is then responsible for additional edits and publishing the page.

#### **7. CMS Implementation**

Upon final approval or receipt of Client-edited content as permitted herein, Granicus will upload content to Client's CMS as a draft or as otherwise agreed. If a deliverable is forfeited, any further edits or implementation are the responsibility of Client unless a new scope is executed.