

## Project Scope of Work

### Parties

- (1) **BRAINLABS DIGITAL, INC**, a Texas corporation, with its principal offices located at 2400 E Cesar Chavez St. Suite 208 TX 78702 ("**Brainlabs**"); and
- (2) **TOUCHNOTE LTD** of 17–18 Clere Street, London, EC2A 4LJ, United Kingdom, with registered company number 06235264 (the "**Client**")

This Project Scope of Work for the provision of Additional Services to the Client is issued pursuant to and is in accordance with the agreement entered into between the Parties dated February 19, 2020 ("Agreement").

### Project Summary

Brainlabs will provide a focused SEO project for the Client to support awareness, search authority, organic traffic growth, and growing membership base from organic traffic. Technical & content insights, priority recommendations, and defined implementation support will be provided.

### Services/Deliverables

Dedicated SEO Support:

- Allocated Strategist and SEO Specialist
- Ad-hoc team support for data insights, and recommendations throughout term

SEO Analysis & Execution:

- Content/Technical Reviews and Insights
- Initial Tech red flags, and SEO Quick Win Recommendations
- Backlink Audit & Analysis to support external linking performance
- Search Landscape Competitive/Gap Analysis
- Priority Keyword Targeting Analysis
  - Intent/Cannibalization insights
- Existing Content Recommendations, and Support for New Content
  - Content Recommendations (est. 15-25 pages/month) may detail a variety of revisions such as metadata (including title and meta descriptions), body copy, and internal cross-linking to improve relevance on opportunistic keywords, and user experience
- Implementation Support (5-7 pages/month)
  - Metadata updates, copy edits, page setups
  - Architecture support (URLs and internal links)
- Benchmark Analysis & Reporting Insights
  - Monthly monitoring of ranking, & KPIs
  - Insights to inform strategy and tactical recommendations

Term

The Project will begin on August 17, 2020, and will continue until terminated by either Party on at least 30 days' notice, such termination to take effect no earlier than November 17, 2020.

Project Charges

\$7,000 per month.

Where a month's invoice covers a period of work of less than one month, the fee shall be prorated.

IN WITNESS WHEREOF, each of the parties has caused this Agreement to be executed on its behalf by its duly authorized representative as of the Effective Date.

\_\_\_\_\_  
Signed on behalf of the **Client** (Director or duly authorized signatory)

Date \_\_\_\_\_

\_\_\_\_\_  
Signed on behalf of **Brainlabs** (Director or duly authorized signatory)

Date \_\_\_\_\_