



SEO Audit Terms and conditions

Peak District SEO will endeavour to carry out a website audit for you so that you might better understand the problems facing your website. This audit will not be exhaustive unless otherwise stated.

The Peak District Seo and PPC audits are offered as an incentive to take our 3-month or 6-month Trial packages. We feel you are more likely to feel comfortable if you have an understanding of the issues we uncover and the recommendations we put forward to fix the issues.

There is no obligation to sign up for an SEO trial, but should you choose not to do so, an invoice for the time spent on the audit and correspondence will be raised.

By requesting any of our marketing audits you are agreeing to our terms and conditions.

Before the audit can take place we may request Admin access to the following:

- **Website control panel**
This is so that we can see how your website is set up, the page structure, and what CRMs or additional software may be integrated. We prefer to create our own logins to your site rather than use your logins, this is for privacy and security. If for any reason, we do not work together you can delete our login credentials.
- **Web hosting control panel**
This is so that we can see how your website is hosted. What platform and package it is on, whether it uses a database, whether the CRM software and plugins are up to date, and see any other issues that might lead to problems in the performance of your website despite our SEO work.
- **Bing logins**
If you have Bing accounts we may need to review your advertising and review your Bing Webmaster Tools account. This is done so that we can see if there are any major issues facing your ad accounts or whether your website is flagging up any unforeseen SEO issues.
- **Google accounts**
If you have Google accounts we may need to review your ads, Analytics, Search Console and Tag manager accounts. This is done so that we can see if there are any major issues facing your ad accounts or whether your website is flagging up any unforeseen SEO issues.



SEO Audits

Peak District SEO - SEO audits will give you the health report as a snapshot in time. At any time after the audit is complete, the audit score can change and that is out of our control.

Reasons why an audit score can change include:

- Client changes to the website
- Host changes to the website
- 3rd party changes to the website including freelancers or malicious hackers.
- Changes made by us to enable further testing
- Automatic updates where software has been set to update itself

The audit score we present to you will be an accurate assessment of your website's health at the moment carried out. We guarantee to explain the key issues to you the client in layman's terms.

Our Obligation

Peak District SEO have a tight policy on the types of clients we work with.

We reserve the right to not enter into a trial after an audit is completed.

Reasons we may decide not to work with you.

- 1) If our audit reveals issues with your website that we feel are unfixable or are of such a severe nature that it wouldn't be cost-effective to attempt fixes, we will decline the opportunity.
- 2) If the client (you) shows strong resistance or reluctance to implement our recommendations we may decline the opportunity. *We want to help your business but have no desire to work against your wishes. Trust is paramount.
- 3) Personality clashes. We believe in respect for everyone. All interactions whether verbal audio, video or in person must remain respectful at all times.

Any form of aggression towards our staff members will not be tolerated. Specifically physical or verbal threats, or derogatory comments regarding Gender, Sexuality, Race, Ethnicity, or Religion. Any signs of such discrimination, we will decline the opportunity.

- 4) Conflict of interest. We try very hard to accommodate all leads where possible. However, it may be that we have a client in the same geographical region as your business. Naturally, we will look for ways to be able to serve you both, but if there is a real conflict of interest then we may not be able to work with you for ethical reasons.



PPC - AD Audits

Peak District SEO - PPC / Ad audits will give you a health report of your Ads a snapshot in time. At any time after the audit is complete, the audit score can change and that is out of our control. Reasons why an audit score can change include:

- Client changes to the website
- Host changes to the website
- 3rd party scripts set by previous ad agencies or malicious hackers
- Changes made by us to enable further testing
- Automatic updates where Ads have been set to update themselves

The audit score we present to you will be an accurate assessment of your Ad Accounts health at the moment carried out. We guarantee to explain the key issues to you the client in layman's terms.

Our Obligation

Peak District SEO have a tight policy on the types of clients we work with. We reserve the right to not enter into a trial after an audit is completed.

Reasons we may decide not to work with you.

- 5) If our audit reveals issues with your Ad Account that we feel are unfixable or are of such a severe nature that it wouldn't be cost-effective to attempt fixes, we will decline the opportunity.
- 6) If the client (you) shows strong resistance or reluctance to implement our recommendations we may decline the opportunity. *We want to help your business but have no desire to work against your wishes. Trust is paramount.
- 7) Personality clashes. We believe in respect for everyone. All interactions whether verbal audio, video or in person must remain respectful at all times.

Any form of aggression towards our staff members will not be tolerated. Specifically physical or verbal threats, or derogatory comments regarding Gender, Sexuality, Race, Ethnicity, or Religion. Any signs of such discrimination, we will decline the opportunity.

- 8) Conflict of interest. We try very hard to accommodate all leads where possible. However, it may be that we have a client in the same geographical region as your business. Naturally, we will look for ways to be able to serve you both, but if there is a real conflict of interest then we may not be able to work with you for ethical reasons.



These audits tend to reveal a wide variety of website and ad account health statuses matter what they reveal, we will not act unilaterally to carry out fixes outside of a paid agreement. Nor will we carry out work which is outside the scope of our business model.

Peak District SEO does not offer fixed price “fixes”, as they are not neither profitable for us, nor a long-term solution for the client, going forward.