

Guidance Digital | Terms & Conditions

Welcome to Guidance Digital! I'm excited to work with you. Please read these terms carefully as they explain how we'll work together.

1. Services Provided

Our aim is to improve the credibility and visibility of your Google Business Profile with the following:

- a. Research into the keywords customers are searching when looking for the services you offer and the targeting of up to 10 of these keywords in your local area.
- b. A QR code review poster, QR code for your phone and URL link that direct customers back to your Google profile to leave you a review.
- c. Replies to any legacy reviews from the last year that don't currently have a response.
- d. Timely replies to all new reviews that are left on your profile. You can either sign these off individually or let us post on your behalf.
- e. Drip feeding of work photos you provide onto your Google profile over a given month. Google prefers steady activity over bursts.
- f. Google Business Profile protection to stop competitors from making any unauthorised changes to your profile.
- g. 4 x pieces of content created each month and posted on your Facebook, Instagram and Google Business Profile.
- i. A monthly report showing how the above activity is leading to more potential customers contacting you.

2. Payment

The first month is charged at £1, with subsequent months charged at £30 per month. Payment is taken monthly via direct debit using GoCardless (link set up payment attached). There's no minimum term for the contract. Should you wish to cancel, simply send me an email to let me know and I'll take no further payments.

4. Timelines

As soon as you complete the direct debit link, I'll create your QR code review poster and start optimising your Google Business Profile.

5. Your Responsibilities

You agree to share management access to your Google Business Profile. Additionally, you agree to provide any necessary information (text, images, preferences) promptly. Delays in receiving materials may delay the project.

6. Local SEO

The local SEO strategy I'll follow is based on my experience and industry best practice. Results are not guaranteed, as search ranking factors, algorithm changes and competitor marketing activities are beyond our control. However, most clients see a positive improvement in rankings in three to six months.

7. Limitation of Liability

We strive for excellent results but are not liable for losses due to downtime, security breaches, or external platform changes (e.g., Google algorithm updates).