



Internet/Digital Marketing. Service Level Agreement.

1. General Provision of Marketing Services

Toltech provide digital marketing services tailored to a specific project. This generally includes a selection of services which are deemed (in conjunction with the client) to provide the most cost effective approach to achieve the project objectives with the realms of the budget and information provided.

At Toltech, we are dedicated to providing our clients with effective digital marketing services that align with their goals and objectives. It's important to understand that the delivery of these services can take different forms – sometimes individually and at other times as part of comprehensive packages. Additionally, outcomes can vary due to the interconnected nature of digital marketing services and external factors beyond our control.

Individual Services:

We offer individual digital marketing services tailored to your specific needs, such as Search Engine Optimisation (SEO), Social Media Marketing and Email Marketing etc These services can be effective in isolation but may have differing impacts when not integrated into a comprehensive digital strategy.

Comprehensive Packages:

To maximise the impact of your digital marketing efforts, we offer comprehensive packages that combine multiple services. These packages are designed to create synergy among various marketing channels, improving overall results.

Interdependence of Services

It's essential to recognise that many digital marketing services are symbiotic and somewhat dependent on each other. For example, a well-optimised website (SEO) can enhance the effectiveness of social media engagement can complement email marketing campaigns. However, the success of each component can influence the overall outcome.

External Factors:

Digital marketing outcomes are also influenced by external factors that we cannot control, such as changes in search engine algorithms, shifts in consumer behaviour, and industry competitiveness. These factors can impact the performance of individual services and overall campaign results.

Managing Expectations:

While we strive to achieve the best possible results for your digital marketing efforts, it's essential to manage expectations realistically. We cannot guarantee specific outcomes, such as top positions in search engine rankings, due to the dynamic nature of the digital landscape and the factors mentioned above.

Instead, we focus on data-driven strategies, continuous improvement, and transparent reporting to optimise your digital marketing campaigns and maximise their effectiveness. Our goal is to deliver the best possible results within the context of your specific objectives and the services you've chosen.

2. Search Engine Optimisation

By engaging in SEO services with Toltech, the client acknowledges and understands that search engine ranking positions are influenced by multiple factors, including algorithmic changes, competition, and content quality and many others. While we strive for optimal results, we do not have control over search engine rankings.

We use our best endeavours to optimise your website/pages for search in accordance with the limited publications of Google and other search engines wherever appropriate.

The primary objective of our SEO services is to enhance the online visibility of the client website and improve organic search rankings across relevant search engines, thereby driving increased organic traffic and engagement. It is important to note that SEO is an ongoing process where, and results may vary over time.

This may include some or all the recommendations listed within Google's Webmaster Guidelines document. The customer shall provide us with enough information to allow Toltech to optimise the website in respect of their services.

It's crucial to recognise that on-site optimisation is just one facet of a comprehensive SEO strategy. Off-site factors, user experience, website speed, and content quality also play pivotal roles. As far as possible and reasonable we try to address these elements to create a holistic SEO approach.

The client acknowledges the following in connection with the Services:

The website pages may not be accepted by the Search Engine at the Search Engine's sole discretion. Toltech will attempt to resubmit Site pages that have not been accepted by the Search Engine in a reasonable timescale.

Toltech shall not be responsible for any changes made to the website by the Customer or any third party which adversely affects the position of the website on the Search Engines.

Toltech shall not be responsible for any off-page parameters conditions or circumstances which adversely affects the position of the Site on the Search Engine, including, but not limited to content changes, security regimes directly or indirectly associated with the client network, computers, configuration or email regime, links from bad neighbourhoods.

On-Site Optimisation

We will perform a comprehensive audit and optimisation of the on-site elements, including metadata, content, website structure, and technical aspects, to improve search engine rankings.

Algorithm Updates:

The client acknowledges that search engine ranking positions are influenced by various factors, including Google's algorithm updates. These updates are beyond our control and may impact rankings.

Fluctuations:

SEO is an ongoing process, and search rankings may fluctuate over time. Toltech will work diligently to improve rankings, but we cannot guarantee consistent top positions due to algorithmic changes, competition and other external factors.

Competitive Landscape:

Rankings depend on the competitive landscape in your industry. While Toltech will employ best practices, your competitors' strategies can also influence the client's position in search results.

Content and Quality:

The quality of website content, user experience, and user engagement also plays a crucial role in rankings. Toltech can advise on content improvements, but the final quality and relevance rest with your website.

Link Building:

If/Where we deploy/utilise link building as part of the client's digital strategy we will implement ethical link-building practices. However, the impact of external links on rankings is subject to Google's discretion and algorithmic assessment.

Long-Term Perspective:

SEO is a long-term strategy. While Toltech will work to achieve and maintain organic high rankings, immediate or guaranteed results are not feasible.

Adherence to Guidelines:

Toltech strictly adheres to industry best practices and Google's guidelines for ethical SEO. Any unethical practices or violations may lead to ranking penalties.

Client Collaboration:

Client collaboration is essential for SEO success. The client is responsible for providing relevant and up-to-date information, access, and feedback to support the SEO efforts.

Continuous Improvement:

Toltech is dedicated to continuous improvement in SEO strategies. We will adapt to algorithmic changes and explore opportunities for enhancement.

What We Can Reasonably Achieve:

While we strive for excellence, it's important to understand that SEO results are influenced by various factors, including industry competitiveness, algorithm updates, and user behaviour. We aim to improve organic rankings, increase organic traffic, and enhance website visibility. However, specific ranking guarantees are not feasible due to the dynamic nature of search engines and the online eco-system.

What We Have Influence Over and Can Control:

We have influence and control over various aspects of SEO, including on-site optimisation, content creation, and off-site link-building efforts. We will implement best practices, keep abreast of algorithm changes, and make data-driven decisions to optimise your online presence continuously.

Off-Site Optimisation:

Where expressly agreed, appropriate and budget allows we will implement strategies to enhance off-site factors such as link building, local visibility and social signals, which may contribute to improve rankings and authority.

3. Email Marketing

Toltech will provide email marketing service as per the proposal. We will prepare and deploy an email marketing campaign in conjunction with you

An email newsletter is considered to be an email message which is:

- Prepared in advance
- Sent via an appropriate online service *such as Mailchimp or similar with measurement and possibly other resources). For the purposes of this document we will refer to the main provider as Mailchimp.
- Generally contains links back to your website/landing page

Email Campaign Setup:

Toltech will design and set up email marketing campaigns, including email templates, subject lines, and content layout.

List Management:

We will assist in managing email subscriber lists, including list segmentation, maintenance, and compliance with relevant regulations (e.g., CAN-SPAM, GDPR). See 'Updating email Lists' elsewhere in this document.

Delivery and Tracking:

We will handle the sending of email campaigns using a dedicated email marketing platform and track key metrics such as open rates, click-through rates, and unsubscribes.

Reporting:

Toltech will provide regular reports detailing email campaign performance, audience engagement, and actionable insights.

Schedule of Messages:

In conjunction with you we will prepare a schedule of messages to be issued in or as part of an email newsletter.

Content:

Content for each email newsletter will be agreed with and approved by you at an appropriate stage of the project and prior to sending

Data Management:

All data to be sent with in the Mailchimp account shall remain the property of the client

Service Provider: We ensure that you are the owner of the Mailchimp (or equivalent provider) account as you are the Data Controller. We simply facilitate the process and use the tools and resources on your behalf

Initial Gathering of your list:

In instances where you have never sent email Marketing communications before (or are in a circumstance where your list is effectively being treated as a new list, We will liaise with you to gather and filter the list into usable state.

Cleansing and Verifying Data:

Toltech use online tools and software to help us clean and verify your data as best we can. Cleaning and verifying you data generally means that we try (within reason) to achieve the following

Delete bad address (email addresses, poorly formed/with errors)

Delete mailboxes which are no longer in use

Deleted/out of use/non monitored mailboxes

Definitions in email Marketing Delivery

For purposed of clarity we provide the definitions used by Bounceless in their email deliverability service

What Are Email Bounces?

Before delving into the types of email bounces, let's define what an email bounce actually is. An email bounce occurs when a sent email fails to reach its intended recipient's inbox and is returned to the sender. Bounces can happen due to various reasons, including invalid or non-existent email addresses, full mailboxes, or server-related issues.

1. **Hard Bounces:** Hard bounces are permanent delivery failures caused by factors that prevent the email from being delivered to the recipient's inbox. Common reasons for hard bounces include invalid or non-existent email addresses, domain errors, or blocked email accounts. It is crucial to remove hard bounce addresses from your email list promptly to maintain a healthy sender reputation and improve deliverability.
2. **Soft Bounces:** Soft bounces are temporary delivery failures where the email cannot be delivered to the recipient's inbox at a specific moment. Soft bounces can occur due to reasons like a full mailbox, a recipient's server being temporarily down, or a message size exceeding the recipient's limits. Unlike hard bounces, soft bounces allow for future delivery attempts, as the issue may resolve itself.
3. **Transient Bounces:** Transient bounces refer to temporary delivery failures caused by technical issues during the email transmission process. These issues might include network disruptions, server timeouts, or other transient errors. Transient bounces are usually resolved automatically, and the email can be successfully delivered in subsequent delivery attempts.
4. **Block Bounces:** Block bounces occur when an email is rejected or blocked by the recipient's email server or spam filters. This can happen due to various reasons, such as spam suspicions, blacklisting, or sender reputation issues. It is essential to monitor and maintain a good sender reputation to minimize block bounces and improve email deliverability.
5. **Recipient Bounces:** Recipient bounces occur when the recipient's email server rejects the email due to factors specific to the recipient. This can include issues like email account suspension, mailbox full errors, or email filtering rules set by the recipient. Addressing recipient-specific issues can help reduce recipient bounces and improve email delivery rates.

Processing:

Toltech will liaise with the client to process the data provided with a view to cleansing and improving its usability. This will typically include, but not be limited to, identifying and fixing (where possible) duplicates, poorly formed addresses.

Deliverability:

Email deliverability is a critical aspect of successful email marketing campaigns. However, it's important to note that deliverability is not always guaranteed. Factors such as spam filters, blacklists, and the handling of emails by major service providers like Google and Microsoft can affect whether an email reaches its intended recipient, as they try to protect non-business email addresses from spam. To maximise deliverability, it's essential to maintain clean, permission-based lists, adhere to email marketing best practices, and continually monitor and adjust strategies to ensure email messages reach the right inboxes."

Updating email Lists:

We rely on the client to provide updates to the email list from whatever source they have available such as email inboxes, CRM systems or other systems used. Where new email addresses are required to be inserted into the list from manual methods (any thing the then a subscription directly into Mailchimp) the client shall gather, clean and provide the data to Toltech in a fit for purpose manner a process and timescale agreed.

Client Responsibilities:

For the successful execution of Email Marketing campaigns, The Client is responsible for the following:

- **Providing and Updating Email Lists:** The Client must supply email lists or access to subscriber databases. It is essential to maintain these lists with accurate and up-to-date contact information.
- **Clean Data:** The Client is responsible for ensuring that email lists are free of inaccuracies, duplicates, and invalid or outdated email addresses.

- **Content Creation:** The Client is expected to provide content for email marketing messages, including text, images, and other media. Content should adhere to best practices and be suitable for email distribution.
- **Approvals and Review:** The Client is responsible for timely review and approval of email campaign drafts, subject lines, and content.
- **Compliance:** The Client must adhere to all applicable laws and regulations related to email marketing, including obtaining necessary consents and honouring opt-out requests.

What Toltech Cannot Provide: While we strive for success, Toltech cannot guarantee specific email open rates, click-through rates, or conversion rates, as these metrics depend on various factors, including audience behaviour and content relevance.

4. Google Business Profile/Local SEO

Toltech will undertake set up and manage your Google Business Profile on your behalf with the scope of the agreed contract. The scope of the service may vary depending on Google's deployment in relation to the scale and nature of data which can be published, edited and verified

Scope of Services:

Profile Setup and Optimisation: Toltech will create, claim and populate the GBP to enhance its visibility and accuracy.

Content Management:

We will regularly update the GBP with relevant and engaging content, including business hours, photos, descriptions, posts, and customer reviews.

Monitoring and Responding:

Toltech will monitor customer reviews, questions, and feedback on the GBP and respond promptly as necessary.

Performance Tracking:

We will track key metrics, such as views, clicks, and customer actions on the GBP, and provide regular performance reports.

Other Local SEO:

Where appropriate, agreed Toltech will set up/manage other key directories/local SEO facilities such as listings on Apple Maps/Business Connect, BingPlaces.

Client Responsibilities:

For the successful management of the GBP, The Client is responsible for:

Providing Access:

The Client must grant Toltech access to the GBP dashboard, including necessary permissions for management.

Timely Updates:

The Client is responsible for providing timely updates, including changes in business information, promotions, or special events.

Feedback and Communication:

The Client should promptly communicate feedback, preferences, and special requests related to GBP management.

Monitoring and Notifications:

The Client is responsible for monitoring GBP-related notifications, such as new reviews or questions.

Compliance:

The Client must ensure that all content and responses adhere to Google's guidelines and policies.

Comments:

Unless otherwise agreed and with clear instruction and rulesets on responding the Client will be responsible for responding to comments, queries and direct messages posted on Google Business Profile.

What Toltech Can Provide

Toltech will provide expertise in GBP management, including strategy, content creation, engagement, and performance tracking. We will strive to enhance your online presence, reputation, and customer engagement through the GBP.

What Toltech Cannot Provide:

While we aim for success, Toltech cannot guarantee specific metrics such as click-through rates, views, or review ratings, as these depend on various factors, including user behaviour.

5. Google Marketing Platform (incl Analytics)

Toltech will undertake to set up and manage your Google Marketing Platform and related Tools on your behalf with the scope of the agreed contract. The scope of the service may vary depending on Google's deployment in relation to the scale and nature of data which can be published, edited and verified.

This includes but is not limited to Google Analytics, google Search Console and other services which are provided at the behest of Google.

Performance Tracking:

Toltech will track key metrics, including clicks, impressions, conversions, and return on investment (ROI), and provide regular performance reports.

Client Responsibilities:

For the successful management of GMP, The Client is responsible for:

Access and Permissions: The Client must grant Toltech access to the GMP account with appropriate permissions for campaign management.

Providing Goals: The Client should clearly communicate campaign goals, budgets, and target audiences.

Timely Updates:

The Client is responsible for providing timely updates, such as changes in promotions, special events, or business information.

Feedback and Communication:

The Client should promptly communicate feedback, preferences, and special requests related to GMP campaigns.

Compliance:

The Client must ensure that all campaign content and targeting adhere to advertising guidelines and policies.

What Toltech Can Provide:

Toltech will provide expertise in management of Google Marketing Platform and tools, including campaign setup, optimisation, creative development, and performance analysis. We will work to achieve your marketing objectives and maximise ROI within the Google Marketing Platform and other Google tools.

What Toltech Cannot Provide:

While we aim for success, Toltech cannot guarantee specific metrics, such as click-through rates, conversions, or ad position, as these depend on various factors, including market dynamics and user behaviour.

6. Google Search Console

Google Search Console is a tool provided by Google that allows us to see how a website appears in Google search results. It gives insights into how Google bots crawl and index a site, whether there are any errors or issues that need fixing to better comply with Google's suggestions.

Technical Nature:

GSC is primarily a technical tool designed for webmasters and SEO professionals. It delves into the technical aspects of your website's indexing, crawlability, and visibility on Google. Its complexity is focused on technical aspects and may not be user-friendly for non-technical users. We employ its features and data to make informed decisions about optimising your site for search engines.

Monitoring and Management:

Toltech uses GSC to monitor and manage elements of SEO that are within our influence. This includes addressing crawl issues, optimising sitemaps, and ensuring that your website is properly indexed by search engines.

Limitations:

It's important to note that GSC data is subject to Google's algorithms and systems. Changes in Google's algorithms can impact the data provided by GSC. Additionally, GSC does not provide insights into off-page SEO factors or competitor analysis.

Continuous Improvement:

Toltech is committed to leveraging GSC and other SEO tools to continuously improve the clients website's search engine visibility and performance. We will adapt our strategies based on the insights derived from GSC data.

Client Collaboration:

While GSC is primarily an internal tool, collaboration with The Client is essential for successful SEO. The Client may be required to grant access to GSC and provide relevant information as needed.

Data Privacy and Security:

We take data privacy and security seriously. Any data shared via GSC will be treated with the utmost confidentiality and used solely for the purpose of providing SEO services.

7. Third Party Services

This shall include but not be limited to any service that Toltech and/or the client utilise for the benefit of the project. Such as Jotform, Monday.com, Bounceless, Sendgrid etc.

Where required and appropriate to the project Toltech will arrange for the client to be the account holder and grants access to allow us to manage/configure the account in accordance with the project objectives.

It is the client's responsibility ensure that he is aware of the service, costs (if any apply), privacy, privileges and access control.

Where appropriate Toltech will manage our account, passwords management's an account access control with the privileges provided.

This agreement defines roles, responsibilities, and the mechanics of utilising Third-Party Services to facilitate The Client's operations.

Role:

Toltech acts as a manager or facilitator in utilising Third-Party Services on behalf of The Client. This role includes but is not limited to setting up, configuring, and managing accounts, as well as utilising features and tools provided by Third-Party Services to enhance The Client's operations.

Account Ownership:

It is expressly acknowledged that The Client owns and controls the accounts with Third-Party Services. Any accounts, data, or assets associated with these services are the property of The Client. Toltech exercises its expertise to manage these accounts effectively on behalf of The Client.

Account Responsibility:

The Client bears ultimate responsibility for the proper management, security, and compliance with the terms of service and policies of the Third-Party Services. This includes, but is not limited to, the payment of subscription fees and adherence to usage limitations.

Data Privacy and Security: Toltech is committed to maintaining the privacy and security of any data or information shared through Third-Party Services. All data shared with or processed by Third-Party Services will be treated with the utmost confidentiality and used solely for the purpose of providing services to The Client.

Cooperation and Communication:

Effective collaboration between Toltech and The Client is essential for the successful use of Third-Party Services. The Client agrees to provide necessary information, access, and timely feedback as required to facilitate the use of these services.

Limitations:

It's important to note that Toltech's role is to facilitate and manage the use of Third-Party Services. Toltech does not assume ownership of the accounts or assets associated with these services, and The Client retains full control and responsibility.

By engaging in services with Toltech, The Client acknowledges and understands the role of Toltech as a manager/facilitator in utilising Third-Party Services. The Client retains ownership, control, and responsibility for these accounts, while Toltech assists in their effective use.

8. Use of AI (artificial Intelligence)

Utilising AI-Generated Content

For clients who find themselves too occupied to consistently supply a steady flow of stories, blogs, articles, or other forms of information, we offer a solution utilising artificial intelligence (AI) to generate content, including both text and images. This service is intended as a supportive measure, allowing us to maintain momentum in marketing efforts, such as newsletters, social media posts, and other digital marketing materials, on behalf of our clients.

Scope of AI-Generated Content

Quality Assurance The AI-generated content aims to achieve a respectable level of quality that, in most instances, will be suitable for the intended marketing purposes. We leverage advanced AI technologies to produce content that is coherent, contextually relevant, and aligned with your brand's voice and marketing objectives.

Content Review

We do not claim ownership of the AI-generated content. It is provided as a facilitator to ensure continued progress in your marketing initiatives. All AI-generated content will be subject to your review and approval. We will send proofs of all AI-generated materials to the client, who will then have the final say in their approval and use.

Limitations and Responsibilities:

While AI can produce high-quality content, it is important to note that it may not capture the nuances of your brand or industry-specific jargon as precisely as a human writer. Therefore, we recommend clients to review AI-generated content carefully to ensure it meets their standards and expectations

Approval Process:

Clients are expected to provide timely feedback on AI-generated content, just as with any other materials we produce. This includes suggestions for revisions or approval to proceed with the content as generated

By offering AI-generated content as an option, we aim to provide a flexible solution for clients who are pressed for time but still wish to engage actively in their digital marketing efforts. We believe this approach allows for a balanced and efficient way to continue producing quality content, ensuring no interruption in your marketing strategy's execution.

Social Media

If/Where we deploy/utilise social media as part of the client's digital strategy we will implement ethical link-building practices. However, the impact of external links on rankings is subject to Google's discretion and algorithmic assessment.