

Exhibit A - Professional Services Description

Professional Services – Sales Cloud – Starter – Full Service

- I. **Overview.** This service agreement includes services for the Customer's initial implementation of the Hosted Application. Additional components, not listed here, require additional services.
- II. **Zywave Team.** The Zywave Team assigned to perform the Professional Services described in the agreement will include a Project Manager, Implementation Consultant, Product Trainer, and Data Analysts, Social Media Specialist, Local SEO Specialist and Website Implementation Consultant.
- III. **Duration.** Website development 6-8 weeks from Initial Effective Date dependent upon customer engagement. Ongoing services available for updating directory listings throughout the duration of the Term. Sales Cloud duration is 4-6 weeks from Initial Effective Date, dependent upon customer engagement.
- IV. **Inclusions.** The following services will be provided as part of this agreement.
 - a. **Initial Setup:**
 - i. Product activation and user setup
 - ii. Core account and contact data load
 - iii. Logo setup
 - iv. Activation and configuration of “Send on Behalf” functionality
 - v. Assignment of one (1) IP address and the associated “Send on Behalf” utility
 - vi. Best Practice/Workflow documentation
 - b. **Website Development:**
 - i. System configuration for core application functionality. Standard features are activated in preparation for website’s launch, if applicable.
 - 1. Location Editor
 - 2. Employee Directory
 - 3. Carrier Page
 - 4. Testimonials
 - 5. Quote Forms
 - 6. About Us
 - ii. SSL Certificate installation
 - iii. Design and development for website layout and navigation based on currently available design themes
 - 1. Request to change the selected design theme during or after development, may incur additional costs.
 - iv. Standard Zywave Website content package
 - v. If a website migration from Legacy IWB, is in scope and in compliance, consultation will be provided to ensure all relevant and compliant content from existing website is migrated over to the new layout. For avoidance of doubt, an in scope and in compliance website migration is limited to existing Zywave website Hosted Applications.
 - c. **SEO Services:**
 - i. Access to Live and On-Demand SEO webinars
 - ii. Initial homepage and featured Lines of Business SEO setup (ie. keywords and search phrases)

1. SERP Content Optimization, keywords, and search phrases
 - iii. Website analytics setup
 - iv. Monthly website traffic analytics reporting
 - v. Live demonstrations of administrative user features and functionality
 - vi. Setup of Business Listing; up to three (3) locations
 - vii. Updates to business directory listings upon request
 - d. **Social Media Services:**
 - i. Delivered weekly after website launch and initial setup.
 - ii. Social Media platform setup for Facebook and up to three (3) posts per week from approved content tracks.
 - iii. Social Media posts include: three (3) Line of Business-related Facebook posts per week, with curated images.
 - e. **Training:**
 - i. Access to Zywave University via On Demand and Group Instructor Led curriculum offerings
- V. **Exclusions.** The following activities are not included in this Agreement and, if applicable, require an additional service agreement:
- a. **Initial Setup:**
 - i. Configuration of IP Addresses
 - ii. Email hosting
 - iii. Domain registration
 - iv. Custom graphic design work
 - v. Dedicated IP addresses (applies only to “Send on Behalf” functionality)
 - vi. Customized outputs
 - b. **Training:**
 - i. Customized and One on One training
 - ii. On-site training or consulting at Customer or Zywave physical locations
 - c. **Website Implementation Consulting & Initial Setup:**
 - i. Unlimited photo download from Media Manager
 - ii. Unlimited content migration from existing 3rd party platforms
 1. Content migration will not exceed 20 pieces. Additional page migration will incur additional fees, if the customer wants Zywave to migrate content on their behalf.
 - Specific types of custom design, custom development, and integration with 3rd parties, which may include but is not limited to the following: logo and other marketing collateral creation or adjustment, API Integrations, website structural adjustments to templates or template parts.
 - Changes(s) to website layout during or after development
 - A Statement of Work will be required for any website layout change(s) after the layout has been agreed upon and the development has begun or been completed.
 - d. **SEO Services:**
 - i. Continued SEO Maintenance and auditing
 - ii. Creation or customization of content

iii. Digital Marketing activities designed to drive website traffic, which may include a variety of the following activities:

1. Dedicated Digital Marketing Specialist
2. Strategy Emails
3. Website optimization
4. Citations/directory listings outside of three (3) locations
5. Custom Content including custom pages and custom blogs
6. Reputation Management Dashboard
7. Google Business Profile page setup and optimization

VI. **Expiration.** All Professional Services are subject to the Zywave Cancellation Policy available at <https://www.zywave.com/training-cancellation-policy>. Any unused Professional Services Fees will expire 6 months from date of purchase. Any Professional Services performed following such expiration will require an additional Professional Services Fee at Zywave's then-current rates.

VII. **Billing.** The Professional Services Fee is due upon execution of the Product Schedule.

Zywave will bill Customer for reasonable and actual travel, living expenses (if applicable) and related incidental expenses incurred by Zywave's personnel in rendering the Services.