

Exhibit A - Professional Services Description

Professional Services – Zywave Websites - Digital Marketing Services Local SEO

- I. **Overview.** This service agreement includes services for the Customer's initial implementation of the cloud. Additional components, not listed here, require additional services.
- II. **Zywave Team.** The Zywave Team assigned to perform the Professional Services described in the agreement shall consist of a Project Manager, with overall responsibility for project success, as well as other resources as needed, which may include Implementation Consultants, Product Trainers, Data Analysts, Digital Marketing Specialists and the Customer Success Management department.
- III. **Duration.** Ongoing for the duration of the subscription from Project Start Date based on Customer responsiveness and availability.
- IV. **Inclusions.** The following services will be provided as part of this agreement.
 - a. Digital marketing activities designed to drive increased website traffic, which may include a variety of the following activities
 - i. Analytics setup
 - ii. Search console setup
 - iii. Google My Business setup and optimization
 - iv. Website optimization
 - v. Delivery of website traffic analytics, as frequently as monthly
 - vi. Group Webinar SEO coaching, as frequently as monthly
- V. **Exclusions.** The following activities are not included in this Agreement and, if applicable, require an additional service agreement:
 - a. Additional or customized training or 1:1 consulting
 - b. On-site training at Customer's or Zywave's physical location
 - c. Third-party system integration
 - d. Website design or development work
 - e. Email hosting
 - f. Domain registration
 - g. Citations/directory listings
 - h. Creation or customization of content
 - i. Creation or customization of social media or blog postings
- 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 this Agreement.

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.

Additional seats in Remote Hands-On Lab or group webinar training may be provided to accommodate new agency employees resulting from organic growth as outlined in the Schedule. Additional seats in Remote Hands-On Lab or group webinar training for new agency employees resulting from agency acquisition as outlined in the Schedule will require an additional Professional Services Fee at Zywave's then-current rates.