

## Exhibit A - Professional Services Description

### Professional Services –Zywave Websites Performance - Standard

- 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 shall consist of a Project Coordinator, Website Implementation Consultant, Website Developer, Digital Marketing Specialist, Social Media Specialist, and Local SEO Specialist.
- III. **Duration.** Website development 6-8 weeks from Initial Effective Date based on Customer responsiveness and availability. Digital Marketing Services will be effective once website is live in Production through duration of contract term.
- IV. **Inclusions.** The following services will be provided as part of this agreement.
  - a. **Initial Setup:**
    - i. Product activation and user setup
  - b. **Website Development & Implementation Consulting:**
    - i. System configuration for core application functionality
    - ii. System setup includes embedded schema to support search engine optimization (SEO)
      1. Google's index is determined solely by Google's algorithms and cannot be guaranteed.
    - iii. Standard features are activated in preparation for site's launch, if applicable.
      1. Location Editor
      2. Employee Directory
      3. Carrier Page
      4. Testimonials
      5. Quote Forms
      6. Mission Statement
      7. About Us
      8. Create up to twenty (20) carriers, testimonials, and employees
      9. Create up to two (2) custom forms with field limit not to exceed 15 fields per form
      10. Customize up to five (5) optimized location landing pages
    - iv. SSL Certificate installation
    - v. Design and development for site 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.
    - vi. Standard Zywave Website content package
    - vii. Import blogs
      1. Requires existing blogs are exportable in XML format from current blog system
    - viii. Complete up to three (3) website reviews with customer prior to site launch
      1. Up to three (3) rounds of edits and change requests
    - ix. Site migration options (if applicable)
      1. For Zywave website Hosted Applications, a site migration is in scope, and consultation will be provided to ensure all relevant and compliant content from existing site is migrated over to the new layout not to exceed thirty (30) pages.

2. For non-Zywave website Hosted Applications, migrate up to twenty (20) pages with content provided by customer – does not include blog posts.

**c. Digital Marketing Services:**

- i. Access to dedicated Digital Marketing Specialist to align and strategize agency goals.
- ii. Initial Kickoff Call and Consultation
- iii. Access to monthly Live and On-Demand SEO webinars
- iv. Initial SEO homepage and featured lines of business optimization (i.e. Keywords and search phrases)
- v. Live demonstrations of administrative user features and functionality
- vi. Setup of Business Listing; up to five (5) locations
  1. Only applicable to physical office locations
- vii. Updates to directory listings upon request
- viii. Digital Marketing activities designed to drive website traffic, which may include a variety of the following activities:
  1. Website analytics setup
  2. Monthly website analytics reporting
  3. Delivery of monthly newsletter including digital marketing best practice and strategies
  4. Website Optimization
    - a. Site auditing and maintenance
    - b. Content authoring
- ix. Access to Reputation Management Dashboard
- x. Guidance and consultation on setting up and optimizing up to five (5) Google Business Profile pages
  1. Optimization and verification subject to Google guidelines
  2. Does not include service area businesses such as coworking spaces, PO boxes, remote and virtual office locations

**d. Custom Content Services:**

- i. Delivered by the last day of the month after website launch.
- ii. Includes choice of one (1) custom website page with up to three (3) paragraphs of content, or one (1) custom blog per month up to 400 words.
- iii. Custom Content excludes compliance content and Zywave reserves the right to deny content topics.

**e. Social Media Services:**

- i. Weekly Delivery: Social Media post services commence post-website launch, adhering to a standard schedule.
- ii. Facebook Setup & Posts: Platform setup with three (3) posts per week from predefined tracks, featuring curated images from approved media libraries. Posts will include line of business-related content.
  1. Note: Customization such as adding phone numbers or agency information is not available due to bulk scheduling.

**f. Training:**

- i. Access to Zywave University via live and on-demand group instructor led curriculum training.
  - i.

**V. Exclusions.** The following activities are not included in this Agreement and, if applicable, require an additional service agreement and potential fees:

**a. Initial Setup:**

- i. Configuration of IP Addresses
- ii. Email hosting
- iii. Domain registration

iv. Customized reports

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 3<sup>rd</sup> party platforms
  - 1. Content migration will not exceed 20 pages. Additional page migration will incur additional fees, if the customer wants Zywave to migrate content on their behalf.
- iii. Specific types of custom design, custom development, and integration with 3rd parties such as the following: Logo and other marketing collateral creation or adjustment, API Integrations, website structural adjustments to templates or template parts, etc.
- iv. Customized and optimized location landing pages beyond up to five (5) included
- v. Once Customer agrees to website layout, a Statement of Work will be required for any website layout change(s)
- vi. Layout changes after initial implementation. A Statement of Work will be required for any ongoing layout changes.
- vii. Foreign language translations. Spanish translations available for standard content at an additional fee.

d. **Digital Marketing Services:**

- i. Creation or customization of content beyond choice of one (1) custom website page or one (1) custom blog per month
- ii. Administrative, content, design, or configuration website changes for requested by Customer including requests that are available for Customer to perform directly through the website platform
- iii. Guidance and consultation on setting up and optimizing Google Business Profile beyond the up to five (5) pages included

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.