

F.K. Ani Group, Inc.

Search Engine Optimization Guarantee

TO: Mr. John Doe
Any Street
Any Town USA

Amount: _____



The F. K. Ani Group, Inc. hereby gives you this conditional Search Engine Optimization Guarantee.

Any Web site that is all Flash, contains frames/layers or adult content is not eligible for the guarantee. Guarantees may be voided for, among other reasons, Web sites that have downtime for one day or more, Web sites that have been altered after they have been optimized by F. K. Ani Group, Inc., Web sites that are cloned, or that do not use 301 for redirects.

If customers do not respond to communications from F. K. Ani Group, Inc. for more than 30 days, the optimization project may be considered "abandoned" and payment will be surrendered in full.

For WAM Program optimization packages ("Top 10 Search Results service"), F. K. Ani Group, Inc. guarantees a minimum number of top ten listings in two or more of the top 10 major search engines from 6 weeks to 12 months from deployment date. Most engines will index your site in about three (3) months, but it takes time to gain the popularity and ranking needed to compete using competitive phrases. F. K. Ani Group, Inc. will only submit keywords to search engines in the United States. The search engines included are: AOL, AlltheWeb, AltaVista, Ask.com (formerly known as AskJeeves), Google, Hotbot, IWon, Looksmart, Lycos, MSN, Netscape, and Yahoo!. The minimum number of top ten listings guaranteed is 3, 1 per major search engine Google, Yahoo, & MSN), based on your primary keyword search. The guarantee is a full money back guarantee, subject to these and the other terms and conditions of our Services Agreement, provided at the 12 month mark from date of completion if results are not obtained. In no event will F. K. Ani Group, Inc. be liable to you for any lost profits, lost savings, or other incidental or consequential damages arising from the optimizations services provided.

This service(s) does not guarantee any sales or traffic to your Web site. Traffic and sales depend upon the demand for your particular product or service, the design and layout of your Web site, and many other factors that are beyond the control of F. K. Ani Group, Inc.

F. K. Ani Group, Inc. services do not include the paid submission fees that some engines charge for inclusion. F. K. Ani Group, Inc. is not affiliated with these submission services in any way. You may opt to pay these fees directly to the search engine for inclusion. Additional fees may apply for changes, modifications, updates, and optimization alterations that exceed the scope of these optimization services.

Executed this ____ day of _____, 2007.

Frank K. Ani Jr.
Internet Marketing Coach
F. K. Ani Group, Inc.

SPECIMEN DOCUMENTS ONLY