



## SERVICE AGREEMENT

*A program of Profit Cookers*

### What is Profit Direct?

Profit Direct is a web optimization and direct ordering program for restaurant partners. It ensures your website ranks higher on Google, attracts more local customers, and converts visitors into direct orders bypassing third-party commission fees of 15–30% and putting more profit in your pocket.

### 1. PARTIES

This Service Agreement (“Agreement”) is entered into as of the Effective Date by and between:

**Effective Date:**

**Service Provider: Profit Direct**

**Partner Restaurant:**

**Restaurant Name:**

**Contact Name:**

**Address:**

**Phone:**

**Website Address:**

### 2. SCOPE OF SERVICES

Profit Direct will provide the following services to Partner’s restaurant:

- Comprehensive website audit and optimization (speed, mobile, SEO, user experience)
- Local SEO strategy, keyword optimization, schema markup, and Google Search Console management
- Google Business Profile optimization, review monitoring, and local citation management

- Direct ordering integration, call-to-action placement, and conversion optimization
- Online reputation monitoring and negative issue resolution
- Ongoing website health monitoring, content updates, and proactive recommendations

### 3. QUARTERLY REPORTING

Profit Direct will provide Partner with a Quarterly Performance Report covering:

- Website traffic and visitor analytics
- Google search ranking positions for targeted local keywords
- Google Business Profile performance metrics
- Direct ordering volume and conversion data (where available)
- Online reputation summary and recommendations for the upcoming quarter

Reports will be delivered within fifteen (15) days following the end of each calendar quarter.

### 4. PRICING & PAYMENT

Plan	Rate
Monthly Plan	\$299.00 / month
Annual Plan	\$3,000.00 / year (save \$588)

Payment will draft via ACH or Credit Card the first of each month (monthly) or upon execution (annual).

### 5. PAYMENT INFORMATION

**Bank Name**

**Routing Number**

**Account Number**

**Credit Card Number**

**Exp Date**

**Security Code**

**Zip**

### 6. TERM & TERMINATION

This Agreement begins on the Effective Date and continues for twelve (12) months. It auto-renews month-to-month thereafter unless either Party provides thirty (30) days' written notice. No refund will be issued for unused portions of a prepaid annual plan.

## 7. PARTNER OBLIGATIONS

Partner agrees to provide timely access to website hosting, CMS, and Google Business Profile accounts; respond to content or approval requests within seven (7) business days; maintain an active website; and not engage a competing web optimization service for the same location during the term.

## 8. GENERAL TERMS

**Confidentiality.** All proprietary information, analytics, credentials, and business data shared under this Agreement shall remain confidential and shall not be disclosed without prior written consent. This obligation survives termination.

**No Guarantees.** Profit Direct makes no guarantee of specific rankings, traffic, or revenue. Services are provided on a best-efforts basis using industry best practices. Total liability shall not exceed fees paid in the twelve (12) months preceding a claim.

**Independent Contractor.** Profit Direct operates as an independent contractor. Nothing herein creates an employment, agency, or partnership relationship.

**Entire Agreement.** This Agreement constitutes the entire understanding between the Parties. Modifications require written consent of both Parties.

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## SIGNATURES

### PROFIT DIRECT

Signature:

Printed Name:

Title:

Date:

### PARTNER RESTAURANT

Signature:

Printed Name:

Title:

Date: