

# Statement Of Work

Push ROI, Inc presents this Scope of Work (SoW) to Spring Free EV, Inc., doing business on the website [www.springfreeev.com](http://www.springfreeev.com) hereafter (“Company”). The section below describes the scope and dependencies of the project.

## **PROJECT SCOPE:**

This initial four (4) month service engagement encompasses online paid advertising management and search engine optimization consulting with the goal of driving targeted traffic to [www.springfreeev.com](http://www.springfreeev.com). These services are defined below.

### **Online Paid Advertising Management:**

Push ROI will manage online paid advertising on behalf of Company, including the following:

- Set up of accounts with online advertising platforms that may include but are not limited to Alphabet, Meta, LinkedIn, and Microsoft
- Configuration of ad platform tracking scripts
- Management of the allocation of a predefined monthly budget across these advertising platforms
- Management of advertising bids on individual platforms within the predefined monthly budget
- Creation of text-based ads for search or social media
- Consult on the creation of non-text advertising creatives that may include video, images, or audio
- Consult on the creation of landing pages for online ads
- Management of multivariate testing and ongoing optimization of landing pages for online ads

### **Search Engine Optimization Consulting:**

Push ROI will allocate 19 hours each month to execute and/or make recommendations as needed to improve search rankings and generate relevant traffic for Company. This consulting may include the following:

Onsite Optimization:

- Creation of new pages for regions and services
- Make changes to visible content such as readable text, internal linking, image titles, and other elements of existing pages
- Add or change externally directed links
- Implement third-party scripts for tracking or speed optimization

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## Offsite Optimization:

- Identifying high authority, relevant, and local websites from which to earn backlinks
- Content placement and other outreach to build links new inbound links
- Creation of new online profiles on behalf of Company
- Changes to existing third-party websites
- Disavowing or removing toxic links

## Meetings and Reporting:

- Push ROI will provide ad-hoc meetings by phone within two business days of a request
- Push ROI will provide monthly advertising reporting by platform, accounting for each month's ad spend to within 1.3%. 1.3% allows for discrepancies in how various platforms handle dates and billing cycles.
- Push ROI will likely prepare and provide other reports and deliverables such as spreadsheets of organic search volume for keywords, competitive analysis, and various analytics and performance breakdowns.

## COMPANY OBLIGATIONS:

- Company must pay to Push ROI all fees outlined in this SoW
- Company is responsible for paying all advertising spend directly to each platform, such as Google, Facebook, LinkedIn, &c.
- Company must provide Push ROI with access to or authorization to create on behalf of Company any accounts, for example, Google Search Console, Google Analytics, website administration, DNS management, Microsoft Advertising, as needed for the successful completion of the above SoW.
- Company authorizes Push ROI to make reasonable changes to the website ([www.springfreeev.com](http://www.springfreeev.com)), including changes to internal linking, site maps, front and content elements, and the addition of tracking or remarketing scripts as required to complete this SoW.

## FEES:

- Push ROI will be paid the greater of \$5,500 per month, or 10% of monthly advertising spend
- Push ROI will be paid the first month fee of \$5,500 prior to the start of the service period

## COMPANY CONTACTS:

# Statement Of Work

	Project Contact	Accounts Payable Contact
Name	visrin vichit-vadakan	Vandana Azhar
Phone	310-923-2647	N/A
Email	vv@springfreeev.com	billing@springfreeEV.com

## TERMS:

- Push ROI will, always, uphold the trade secrets of Company to our best ability. However, Company agrees Push ROI, may acknowledge the existence and scope of a working relationship to any party and for any reason, particularly where the FTC requires such disclosures.
- The service shall automatically renew on a month-to-month basis. The month-to-month agreement may be terminated if either party gives the other written notice of termination at least thirty (30) days before the agreement's expiration. All other terms regarding the termination of this agreement shall be governed by the TERM AND TERMINATION section of the Push ROI, Inc Master Services Agreement (MSA).
- The Push ROI, Inc Master Services Agreement (MSA) governs all other terms of this agreement. The Push ROI, Inc. MSA last updated 13 of September 2021 incorporated herein by reference may be viewed here: <https://pushroi.com/master-service-agreement/>

### Push ROI, Inc.

By: DocuSigned by:  
Mason Pelt

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Title: Managing Director

Date: 11/30/2021

### Spring Free EV, Inc.

By: DocuSigned by:  
Sunil Paul

FB9DD4636C5B4CF...  
Title: CEO

Date: 11/29/2021