



City Clerk Document No. _____

City Council Meeting Date: June 27, 2024

**AMENDMENT TO CITY OF CHANDLER AGREEMENT
SEARCH ENGINE OPIMIZATION AND PAY PER CLICK SERVICES
CITY OF CHANDLER AGREEMENT NO. ED3-920-4587**

THIS AMENDMENT NO. 1 (Amendment No. 1) is made and entered into by and between the City of Chandler, an Arizona municipal corporation (City), and Simpleview Worldwide, Inc. (Contractor), (City and Contractor may individually be referred to as Party and collectively referred to as Parties) and made _____, 2024 (Effective Date).

RECITALS

WHEREAS, the Parties entered into an agreement for search engine optimization and pay per click services (Agreement); and

WHEREAS, the term of the Agreement was July 1, 2023, through June 30, 2024, with the option of up to four one-year extensions; and

WHEREAS, the Parties wish to exercise the first option through this Amendment to extend the Agreement for one year.

AGREEMENT

NOW THEREFORE, the Parties agree as follows:

1. The recitals are accurate and are incorporated and made a part of the Agreement by this reference.
2. Section III is amended to read as follows: The Agreement is extended for a one-year period July 1, 2024, through June 30, 2025.
3. Section IV, Price is amended to read as follows: The City will pay the Contractor the per unit cost set forth in Revised Exhibit B of the original Agreement, attached to and made a part of this Amendment No. 1. Total payments made to the Contractor during the term of this Amendment No. 1 will not exceed \$109,200.

4. All other terms and conditions of the Agreement remain unchanged and in full force and effect. If a conflict or ambiguity arises between this Amendment No. 1 and the Agreement, the terms and conditions in this Amendment No. 1 prevail and control.

IN WITNESS WHEREOF, the Parties have entered into this Amendment on the Effective Date.

FOR THE CITY

By: _____

Its: Mayor

FOR THE CONTRACTOR

By: Scott Meredith

Its: Head of Contracts & Procurement

APPROVED AS TO FORM:

By: _____
City Attorney 

ATTEST:

By: _____
City Clerk

REVISED EXHIBIT B COMPENSATION AND FEES

Fees are inclusive of all costs associated with the Scope of Services.

Section 1: Search Engine Optimization (SEO) Engagement	
Engagement Tier - Premium	\$3,500 per month
Content Planning Consultation, Meta Tag Optimization, Duplicate Content Check, Enhanced Structured Data (SCHEMA), Quarterly Campaign-focused Keyword Research & Analysis, Annual Competitive Analysis Report, Quarterly CRO (up to two), CRO design work	Included
Content Creation: Up to (ONE) 1,000-Word Content (1 Image) Quarterly and (TWO) 500-Word Content (2 Images) Monthly	Included
Reporting: Monthly Standard Reporting, Annual Year-end Summary, and 1-Page Enhanced Monthly Analytics Reporting – Custom Report Pages	Included
Section 2: Pay Per Click	
PPC Media	\$4,800 per month
PPC Management & Reporting (20% of Annual Spend up to \$150,000 PPC Spend)	\$800.00 per month
Section 3: Total Annual Cost	
	\$109,200 per year
Section 4: Hourly Rates	
Staff roles and hourly rates for services in addition to the Scope.	
Lela Scott MacNeil, Digital Media Analyst	\$125 per hour
Leanna Gonzalez, SEO Analyst	\$125 per hour