

SCOPE OF WORK

Prepared for Drishti Eye Centre

Client	Drishti Eye Centre	Agency	Blue Waves Media, Kolkata
Document	Scope of Work	Engagement	Monthly Retainer, Renewable

BLUE WAVES MEDIA

Digital Marketing Agency

Objective

This Scope of Work outlines the Google Business Profile (GMB) optimization, management, and local advertising services to be delivered by Blue Waves Media. The objective is to improve the client's Google Business Profile visibility, strengthen local search rankings, and generate consistent calls, website visits, direction requests, and customer enquiries through structured optimization and Google Ads (Local Services / GMB Ads).

1. Scope of Work

1.1 GMB Optimization & Management

Profile Optimization

- Complete optimization of the Google Business Profile
- Optimization of Business Description, Services & Categories
- Keyword-focused profile optimization
- Improvement of business information and profile relevance
- Local SEO optimization for better visibility

Ranking Improvement

- Local keyword targeting
- Optimization based on relevant search terms
- Regular profile activity to improve visibility
- Competitor & local market analysis
- Strategies to improve Google Maps rankings

Weekly Content & Updates

- 3 Google Business Profile updates per week
- Promotional & service-focused posts
- Keyword-optimized post content
- Customer-focused offers and updates

Photos & Visual Updates

- Regular photo posting
- Product/service images
- Business activity & promotional creatives
- Image optimization for better profile engagement

1.2 GMB Ads / Local Advertising

Sponsored Ads Campaign

- Creation and setup of Google Ads campaigns
- Location-based targeting

- Relevant keyword targeting
- Ad copy creation
- Campaign monitoring & optimization

Lead & Customer Growth Focus

- Phone Calls
- Directions & Store Visits
- Website Visits
- Customer Enquiries

Campaign Optimization

- Regular performance monitoring
- Budget optimization
- Keyword & targeting refinement
- Ad performance improvement
- Conversion-focused optimization

2. Expected Outcomes

- Improved Google Maps visibility
- Better local search rankings
- Increased profile engagement
- More calls & enquiries
- Increased website visits
- Increased customer visits
- Stronger local online presence

Note: Ranking and lead generation results may vary depending on competition, location, search demand, budget, and current profile strength.

3. Commercials

Description	Basis	Amount (INR)
Blue Waves Media — Agency Management Fee(GMB Optimization, Weekly Content, Ads Management)	Per month	₹ 5,000
GST @ 18%	On agency fee	₹ 900
Total Payable to Blue Waves Media	Per month	₹ 5,900

Description	Basis	Amount (INR)
Google Ads Spend (Ad Budget)	Per day, paid directly to Google by client	₹ 200 – ₹ 300 /day

Ad Budget & Billing

- The Google Ads run/campaign amount (₹200–₹300 per day, or as mutually revised) will be provided by the client directly to Google. Blue Waves Media does not collect, hold, or invoice the client for ad spend.
- The Agency Management Fee of ₹5,000 + 18% GST (₹5,900 total) per month covers GMB optimization, weekly content & photo updates, and Google Ads campaign setup, monitoring & optimization.
- Ad budget can be revised at any time by mutual agreement between the client and Blue Waves Media, based on campaign performance and business goals.
- Invoices for the Agency Management Fee will be raised monthly and are payable in advance, on or before the start of each billing cycle, unless otherwise agreed in writing.

4. Terms & Conditions

- Contract Duration:** This agreement is valid for an initial period of 3 months from the start date, renewable thereafter on a month-to-month basis unless terminated by either party.
- Payment Terms:** The monthly Agency Management Fee is payable in advance. Google Ads spend is billed directly by Google to the client's payment method on file and is outside the scope of Blue Waves Media's invoicing.
- Access:** The client will provide Blue Waves Media with Manager-level (or equivalent) access to the Google Business Profile and Google Ads account to enable optimization, posting, and campaign management.
- Content & Approvals:** Post content, offers, and ad copy will be shared with the client for review where time permits; urgent or scheduled updates may be published directly to maintain the weekly posting cadence.
- Reporting:** Blue Waves Media will share periodic performance updates covering profile activity, ad performance, calls, and enquiries generated.
- Termination:** Either party may terminate this agreement with 15 days' written notice. Fees paid for the current billing cycle are non-refundable; any pending dues up to the termination date remain payable.
- Results Disclaimer:** Google Maps ranking positions and lead volumes depend on factors outside Blue Waves Media's direct control, including competition, location, search demand, ad budget, and the profile's existing strength. Blue Waves Media commits to best-effort optimization and management but does not guarantee specific ranking positions or lead numbers.
- Ad Account Ownership:** The Google Ads account and its billing remain in the client's name and ownership at all times; Blue Waves Media acts solely as the managing agency.
- Confidentiality:** Both parties agree to keep business, financial, and strategic information shared during this engagement confidential.

5. Acceptance



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By signing below, both parties agree to the scope of work, commercials, and terms & conditions outlined in this document.

For Blue Waves Media

For Drishti Eye Care Centre

Authorized Signatory

Authorized Signatory