

## EXHIBIT A - SERVICES PACKAGE DESCRIPTIONS

(V1. 2023 JAPAN)

This exhibit is attached to and forms an integral part of the Agreement signed between Customer and Botify and is intended to describe in general the Services provided to Customer under the Agreement. Customer acknowledges that it has read, understood, and retained a copy of this exhibit and agrees to be bound by it.

### Definitions:

“**API Credit**” means one single row of data exported through the Botify SiteCrawler or other aspects of the Services, which for a single URL could include as many data dimensions as needed. LinkGraph queries are excluded. If a query hits a LinkGraph dimension, then 1 row would be equal to 0.1 credits.

“**Botify SiteCrawler**” means Botify’s program or automated script which performs Crawls to analyze a WebProperty’s structure.

“**LinkGraph**” means any metric or dimension with a label containing "linkgraph".

“**URL**” means the internet address of a particular page of a WebProperty.

		Features Definitions	Essential	Pro	Enterprise
<b>Botify Analytics</b>	<b>SiteCrawler</b>		•	•	•
	Crawl Frequency (preconfigured Crawl)	Recommended setting for recurring Crawls of a WebProperty	Up to Bi-Monthly	Up to Weekly	Up to Daily
	Maximum SiteCrawler Speed	Maximum SiteCrawler speed for HTML pages	250 pages /sec	250 pages /sec	250 pages /sec
	Javascript-Crawl Activated	Option enabling of Crawling and rendering of Javascript elements of a WebProperty	x	<b>OPTION</b>	<b>OPTION</b>
	Mobile Device Rendering	Javascript Crawl setting enabling rendering of a page as seen from a mobile device	x	•	•
	Dedicated SiteCrawler IP Address	SiteCrawler Crawls from fixed WebProperty IP address	x	<b>D</b>	<b>D</b>
	HTML Code Extraction	Feature enabling extraction of certain HTML components	5	10	15
	Advanced Page Type Segmentation	Feature enabling differentiation of WebProperty pages based on URL structure	•	•	•
	URL Explorer	Allows selection and export of WebProperty information at the URL level	•	•	•
	Advanced Search Engine Content Quality Evaluation	Feature evaluating quality of WebProperty content as it relates to search engine analysis (duplicates, templating, etc.)	•	•	•
	Adhoc WebCrawler for Test Projects (Pre-Prod, Directory Tests, etc.)	Additional SiteCrawler projects dedicated to testing or other specific goals (includes SiteCrawler only, data storage conditions apply)	•	•	•
	SiteCrawler Competitor Benchmark Projects (if	Additional SiteCrawler projects dedicated to competitor	•	•	•

not blocked by competitors)	benchmarking (includes SiteCrawler only, data storage conditions apply)			
<b>LogAnalyzer</b>		•	•	•
Full Core Project Daily Analysis	Daily webserver log files analysis to track search engine Crawl activity of a WebProperty	•	•	•
Search-Engine Crawl Report Analysis (vs. Full Structure)	Report comparing pages Crawled by search engines vs. pages in the structure analyzed by SiteCrawler	•	•	•
Orphan Pages report	Report providing details about pages Crawled by search engines but not discovered during the Crawl of a WebProperty by Botify	•	•	•
Number of Search Engines	Maximum number of search engine which with LogAnalyzer can be used	1	2	3
<b>RealKeywords</b>		•	•	•
Real Keywords, Rankings, and Usage Tracking	Features enabling tracking of real search trends, keywords, & ranking used to find a WebProperty on Google	•	•	•
Number of Analyzed Keywords	Maximum number of real keywords included in analysis	Unlimited per GSC Property	Unlimited per GSC Property	Unlimited per GSC Property
Multi-Devices	Features enabling tracking of real search trends, keywords, & ranking used to find a WebProperty on Google per device	•	•	•
Multi-Countries	Features enabling tracking of real search trends, keywords, & ranking used to find a WebProperty on Google per country	•	•	•
Daily Trends	Features enabling daily tracking of real search trends, keywords, & ranking used to find a WebProperty on Google	•	•	•
Keywords vs. Content-Matching Analyses	Feature enabling analysis of the presence of keywords in WebProperty content	•	•	•
Keywords Advanced Grouping Segmentation	Feature enabling differentiation of keywords based on keyword type (branded, non-branded, topic, etc.)	•	•	•
Keywords Explorer	Allows selection and export of information at the keywords level	•	•	•
Number of Google Search Console Properties	Maximum number of Google Search Console Properties used to generate the RealKeywords analysis	1	<10	<50
<b>EngagementAnalytics</b>		•	•	•

	Organic Visits	Reporting of the total number of visits made to a WebProperty from search engines	•	•	•
	Organic Engagement Visits	Reporting of engagement analytics (pages viewed, bounce rate, time spent, etc.) by visitors from search engines to a WebProperty	•	•	•
	Organic Revenue and Attribution	Reporting of revenue generated by visitors from search engines to a WebProperty	Automatic Via API	• Custom with Botify Pro Services Team	• Custom with Botify Pro Services Team
	Third Party Provider Supported	WebAnalytics provider supported to generate EngagementAnalytics analyses	Google Analytics	+ GA 360, Adobe Analytics	+ GA 360, Adobe Analytics
Botify Intelligence	ActionBoard	Prescriptive list of prioritized SEO actions based on machine-learning and data science	• Standard	• Standard	• Standard
	AlertPanel	Alerting system notifying Customer when of SEO issues with a WebProperty	x	• Standard	• Standard
	Daily Number of Strategic Pages Analyzed (with JS Problem Detection)	Maximum number of pages Crawled and analyzed by AlertPanel to generate alert (pages not included in fair use)	x	Up to 100k	Up to 250k
Botify Activation	FastIndex - Sitemaps Generator	Feature listing and prioritizing pages that should be included in the sitemaps of a WebProperty	x	•	•
	FastIndex - Bing Indexing APIs Connectors	Feature using the Bing Indexing API to automatically index a list of prioritized pages in the Bing search engine index	x	x	•
Capabilities	Chrome Browser Extension	Chrome browser extension available for Customers displaying various Botify KPIs for a particular WebProperty page	•	•	•
	Custom Dashboard	Feature enabling Customer to create and customize SEO reporting	•	•	•
	<b>Monthly Crawl Envelope (Millions of Visits)</b>	Maximum monthly authorized number of pages Crawled by Botify SiteCrawler for a specific plan	Fair Use Policy	Fair Use Policy	Fair Use Policy
	≤ 1		Up to 5m	Up to 10m	Up to 20m
	1 < but ≤ 5		Up to 7.5m	Up to 15m	Up to 30m
	5 < but ≤ 20		Up to 10m	Up to 20m	Up to 50m
	>20		custom	custom	custom
<b>Annual Export &amp; API Credits - Manual, Automated, &amp; API Calls (Millions of Visits)</b>	Annual maximum authorized Export & API Credits (manual, automated, & API calls) for a specific plan	Up to 60m credits	Up to 120m credits	Up to 300m credits	

	≤ 1		30m	60m	120m
	1 < but ≤ 5		45m	90m	180m
	5 < but ≤ 20		60m	120m	300m
	>20		custom	custom	custom
	Export Types		Download via interface & API only	Workflow automation with automated exports on storage services: S3, Google Cloud Storage or FTP	All Pro + automated exports direct to databases: Redshift, BigQuery, Snowflake
	Service Level Agreement (at account level)		•	•	•
	Enterprise Dashboards (at account level)	Feature enabling Customer to create and customize SEO reporting based on multiple WebProperties	x	x	•
	SSO Connection (at account level)	Single Sign On authentication scheme that allows Customer to connect to the Services in a more advanced secure way	x	x	•

		Essential	Pro	Enterprise
Included Professional Services	General Onboarding	•	•	•
	Account Setup (Users, Analytics, Log Integration, Crawl Configuration, etc.)	•	•	•
	In-App Chat Support	•	•	•
	Revenue Integration	•	•	•
	Botify Account Team	AM	AM/SDS	AM/SDS/CSM
	Botify Account Strategic Team Call	X	Monthly	Biweekly*
	SEO Recommendations & Best Practices from Botify Account Team	X	Reactive	Proactive

	Project Management	X	•	• **
	API Services	X	Cloud storage setup	Cloud and database storage setup
	Additional Training for New Users Or On New Features	LMS	LMS + Q&A	Personalized

\*Enterprise: Typically, biweekly calls with the addition of ad hoc meetings depending on customer needs.

\*\*Includes cross team collaboration between multiple teams in your organization that are utilizing Botify.

### **Botify Team**

- **Onboarding Manager:** Coordinates initial training and account setup.
- **Account Manager:** Owner of commercial aspects of the relationship.
- **Customer Success Manager:** Aligns with client goals and projects to support from a project planning perspective.
- **Search Data Strategist:** Product and SEO expert.

### **Technology**

- **LMS:** Learning management system
- **Cloud Storage:** Amazon S3 or Google Cloud Storage
- **Database Storage:** Amazon Redshift or Google BigQuery

### **Meeting Frequency**

- **Essential:** Monthly review with Account Manager to answer product questions and highlight helpful features.
- **Pro:** Typically, a monthly call focused on customers goals and objectives.