# EXHIBIT A - SERVICES PACKAGE DESCRIPTIONS

(V1. 2023 UK EMEA)

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 |
|---|---|---|---|---|---|
| **Botify Analytics** | **SiteCrawler** | | ⬜ | ⬜ | ⬜ |
| | 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 | **OPTION** | **OPTION** |
| | 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 | ⬜ | ⬜ |
| | 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) | | | |
| **LogAnalyzer** | | ☐ | ☐ | ☐ |
| 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 |
| **RealKeywords** | | ☐ | ☐ | ☐ |
| 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 |
| **EngagementAnalytics** | | ☐ | ☐ | ☐ |

| | | | Plan 1 | Plan 2 | Plan 3 |
|---|---|---|---|---|---|
| | 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 | ☐ | ☐ | ☐ |
| | **Monthly Crawl Envelope (Millions of Visits)** | 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 |
| | **Annual Export & API Credits - Manual, Automated, & API Calls (Millions of Visits)** | 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.

**<u>Botify Team</u>**

- **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.

**<u>Technology</u>**

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

**<u>Meeting Frequency</u>**

- **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.