

# SERVICE LEVEL AGREEMENT

## 1. INTRODUCTION

This Service Level Agreement defines the support standards and service expectations provided by AI Takes Axion Ltd to the client. It applies to all services including AI automation, website hosting, SEO, and associated services.

## 2. SERVICE AVAILABILITY

Services are provided on an 'as available' basis. The Company does not guarantee uninterrupted or error-free operation. No fixed uptime percentage is guaranteed unless explicitly agreed in writing.

## 3. SUPPORT HOURS & CHANNELS

Standard support: Monday to Friday, 9:00 AM to 5:00 PM UK time, excluding public holidays. Support via email: [contact@aitakesaxion.com](mailto:contact@aitakesaxion.com). Out-of-hours requests handled the next working day.

## 4. RESPONSE TIME TARGETS

- Critical issues (complete system failure) — within 4 business hours
- High priority (major functionality impacted) — within 1 business day
- General enquiries — within 2 business days

These are targets, not guarantees.

## 5. WEBSITE PROJECTS

### Preview Delivery

Delivered within the estimated timeframe confirmed at project commencement, subject to timely receipt of client content.

### Revision Turnaround

Revisions delivered within 5 working days of receiving consolidated client feedback.

### Go-Live

Site made live within 2 working days of client sign-off, subject to domain propagation times.

### Post-Launch Corrections

Minor factual corrections within 7 days of go-live addressed within 3 working days as a courtesy.

## 6. SEO RETAINER COMMITMENTS

- Monthly SEO report delivered on the same date each month
- Google Search Console and Semrush data reviewed monthly

- Google Business Profile updated with a monthly post
- Keyword tracking reviewed and recorded monthly
- On-page optimisations completed within the month where required
- Blog posts published within the calendar month (Full Service only)

## 7. EXCLUSIONS

This SLA does not cover issues caused by client misuse or breach; external system failures outside the Company's control; custom development beyond agreed scope; or training outside agreed services.

## 8. GOVERNING LAW

This SLA is governed by the laws of England and Wales.