



## **Internet Marketing – Terms & Conditions**

### **Search Engine Optimisation (SEO)**

#### **1. CONDITIONS**

- 1.1 Any SEO work that WSI undertakes may be detrimentally affected if the Client has:
- 1.1.1 Employed the services of another Search Engine Optimisation (SEO) Company to work on the web site at the same time
  - 1.1.2 Employed the services of a Submission Company during the same period
  - 1.1.3 Created any duplicate sites, duplicate content or pages, redirects or doorway pages
  - 1.1.4 Requested or exchanged links with link farms or undertaken any spamming techniques which may harm the web site's ranking with Google
  - 1.1.5 Any other additional SEO or SEO related activity
- 1.2 To that effect WSI request that the client inform WSI in writing if any of the above has been undertaken either currently or prior to the appointing of WSI. If any such work has been undertaken WSI will not be held responsible for any agreed targets or guarantees and in such circumstances WSI reserves the right to withdraw it's obligations to the client.
- 1.3 It is agreed and understood that any activities undertaken by the Client (or by any third party on its behalf) which is in relation to or similar to the Works, including without limitation any modification of the Works or the Client's web site or the use of or inclusion of any third party product or service which might relate to the Works shall interfere with the provision of the Works by WSI and affect the results, outcomes and positions in search engines. All such things should be discussed with WSI prior to implementation and Client shall not implement the same without the prior written consent of WSI. Remedy of such matters shall be dealt with by way of Change.
- 1.4 WSI may make void any campaign and any outstanding balance becomes payable should it be discovered that the client has participated in actions considered undesirable (spamming) by the search engines, such as hidden links, links to link-farms, FFA link pages, redirect or cloaking techniques, submissions the web pages of the site to the search engines, search directories or other websites without the consent of WSI, use of automated web site submission software or automated reciprocal link programs.

#### **2. HOSTING**

- 2.1 The Client agrees that their website is not hosted on free webspace using domain forwarding (either framed or otherwise).
- 2.2 In cases where there is either concern that the current hosting IP address may be part of a 'bad neighbourhood' or for reasons of optimisation, WSI may request the client to change hosting provider.

#### **3. GUARANTEES**

- 3.1 No guarantees will be given as to a client's site position in the search engines as the search engines change their raking algorithms on a regular basis. Additionally, both new sites and competitor sites may be being optimised and submitted everyday.

#### **4. ACCESS**

- 4.1 The Client grants authority to submit the web site pages being promoted to search engines and directories.
- 4.2 WSI will have the ability to optimise the structure and content of clients' web pages. Such changes generally have a minimal visual impact. WSI will work directly with the client in order to maintain the original look and feel of your website.
- 4.3 The client must provide WSI with log-on information (username and password) to gain FTP access to the website. WSI will maintain confidentiality of log-in information.



4.4 Clients must inform webmasters or anyone else who has access to the Web site that WSI are performing SEO services on the site.

4.5 The client must allow implementation of all optimisation strategies on their website.

4.6 You are responsible for ensuring that your web site is always active and accessible.

## **5. SEO PAYMENT TERMS**

5.1 Set up fees are payable with order.

5.2 Ongoing fees are payable monthly in advance and by standing order.

5.3 WSI reserves the right to suspend a campaign following non receipt of ongoing fees.

## **6. CANCELLATION**

6.1 Campaigns run for a rolling 12 month period, unless otherwise stated in the Sales Order, and can be cancelled in writing by either party subject to a 1 month notice period.

6.2 Campaigns cannot be cancelled within the first 6 months unless otherwise stated in these Terms and Conditions.

## **PAY-PER-CLICK (PPC)**

### **1. CONDITIONS**

1.1 The Client undertakes to be authorised to use the service and that all details provided to WSI for the purpose of ordering or purchasing services are correct.

1.2 The Client confirms that they are the owner or legitimate user, or that you have the consent of the owner or legitimate user, of the web site that you are registering for the Service.

1.3 If there are any changes to the details supplied by the Client it is responsibility of the Client to inform WSI.

### **2. PAYMENTS**

2.1 Set up fees are payable with order.

2.2 All pay per click (PPC) budgets should be paid 5 working days in advance of the campaigns ongoing renewal date.

2.3 If Pay per click fees not paid 5 working days in advance the campaign will be postponed until such time as WSI are in receipt of cleared funds.

2.3 Deposited funds are non-refundable.

### **3. TERMS**

3.1 The number of unique visitors being sent to your web site is monitored using the relevant partner pay per click network systems. WSI can only provide information and data available under those systems.

3.2 The number of visitors sent to web sites may vary depending on several factors: the number of the keywords/phrases selected by WSI, the popularity of the advertisers product or service, the ability of the advertisers initial offer to tempt potential visitors to explore the offer further, the willingness of the advertiser to pay/bid more for a listing to ensure that it remains at the top of the page when there are several competing offers. WSI will not be held responsible for such relevant actions out of WSI's control.

3.3 Use of this service does not guarantee that your customer base will increase.

3.4 You are responsible for ensuring that your web site is always active and accessible.