

Sherrylanne.com Ltd Search Engine Submission Service.



Conditions of service.

1) Definitions

- 1.1 Customer - shall mean the purchaser of the product unless the product is sold by a reseller in which case it shall mean the owner of the website being registered, unless otherwise agreed.
- 1.2 Sherrylanne.com Ltd - the provider of the service.
- 1.3 Service - shall mean the submission of the customers website to Search Engines currently defined at the time of placement of the order by the customer or reseller and modified from time to time to provide the best possible service.
- 1.4 Website - shall mean the customers website or page or domain name as provided by the customer at the time of order and shall not be transferable.
- 1.5 Search Engine - shall mean search or directory website services which accept free submission of websites to their listings.
- 1.6 URL - shall mean the Internet address of the customers website.

- 2) The service - shall consist of bi-monthly submission of the customers website URL to the list of Search Engines in place at the time of order. This list is monitored and amended as required so that websites are submitted to the top 15 Search Engines.
- 3) It is the customers responsibility to ensure that their website is properly designed and constructed in a manner which makes it "Search Engine Friendly" and that it be maintained in such condition for the duration of the agreed submittal period. Should the customer make changes to the site during the submittal period then the customer must take responsibility for the effect upon listing.

It is also the customers responsibility to update the site if required due to the actions of other website owners whose sites may "overtake" the customers due to ongoing development / improvement. Sherrylanne.com Ltd will make suggestions for improvement before the first submission should these be required, which the client will be expected to implement. Sherrylanne.com Ltd will also provide further reasonable assistance when requested in this respect.

The following minimum criteria must be met prior to submission and maintained:

- The site must have the official business name visible to any visitor to that site on the front page.
- The business address must be visible to any visitor to that site on the front page.
- The site must not contain any parts under construction.
- The site must be quick to load with the majority of user system set ups. (A good guide is a homepage which is about 65 - 70 Kilobytes max.
- All links on the site must work (and must link to relevant content)
- The site must support multiple browsers and capabilities (e.g. no Java-only or Flash-only sites)
- The site must PROPERLY incorporate the 5 chosen main keywords in the homepage.

- The site homepage must NOT be a "splash" welcome page.
- The site must have its title and metatags properly inserted and maintained on all pages.
- The site must clearly define the purpose, products, and/or services of the business.
- The site must be up and running 24 hours a day, 7 days a week.
- The site cannot mirror or redirect to another Web site. Nor can the domain name "click through" to a web address that is part of another site. All sites must be on their own dedicated webspace. Sites located on free dial-up service webspace will not be accepted.
- The site must not contain webpages with these symbols in the URL: ampersand (&), percent sign (%), equals sign (=), dollar sign (\$) or question mark (?).
- Where a site is a frames site the client must accept that it will not be listed properly on all Search Engines.

Sites may be checked at random during submission - if a site is found to be no longer complying the client will be informed and given until the next submission to carry out remedial action. Otherwise their service will be cancelled without refund.

- 4) Submission to Search Engines does not guarantee listing, nor does it guarantee a high listing under every or any particular search keyword or phrase.
- 5) Submission to Search Engines does not guarantee listing within a certain time period as this can vary from one Search Engine to another depending upon their volume of submissions, problems, etc. at any time. Customers should expect to wait anything from 2 to 4 months or more before their site starts to appear. It can be less, but it should not be relied upon.
- 6) Customers website content must be legal and ethical and maintained in that condition by the owner. Sherrylanne.com Ltd does not and will not promote websites with content that is not legal. The definition of the term legal shall mean compliance with those laws in place in any country where the website may be viewed. If content is considered by Sherrylanne.com Ltd as unsuitable then a customers order will be rejected as Sherrylanne.com Ltd cannot jeopardise it's position and standing with Search Engines by submitting unsuitable websites. Orders to submit sites with adult content are not accepted. The decision as to whether an order is accepted is that of Sherrylanne.com Ltd and will be final.
- 7) Sherrylanne.com Ltd does not make false claims about gaining customers "Top listings" on Search Engines, but Sherrylanne.com Ltd does undertake to provide a quality service and all reasonable assistance towards achieving good listings. It is possible however that from time to time client's sites may require updates to maintain this.
- 8) Search Engines regularly change the way they list websites without prior notice and may at any time remove websites from their listings, also without prior notice. Sherrylanne.com Ltd cannot be held responsible for the effects of such actions that are beyond the control of Sherrylanne.com Ltd. This service is provided so that by regular submission the customers website should maintain a presence on the majority of top 15 Search Engines on a long term basis even in the event of temporary removal from one or more.

- 9) Customers websites must not under any circumstances include pages at the time of order or subsequently added which are designed to “fool Search Engines” Such pages might include invisible keywords repeated hundreds of times, etc. These can be detected by Search Engines and result in the offending website being removed and in some cases the owners being banned from submitting further websites. Furthermore it can jeopardise Sherrylanne.com Ltd standing with Search Engines as a submitter and therefore will not be tolerated.
- 10) Payment - will be accepted in US Dollars or UK Pounds Sterling only, by cheque in advance, made payable to Sherrylanne, or by quarterly standing order.
- 11) To ensure continuity of service a payment reminder will be issued to those customers not paying by standing order following the sixth submission, and payment will be required for the following twelve months period prior to the next scheduled submission date.
- 12) The Internet is a constantly and rapidly changing communication medium. This service may be modified or updated without notice if required in order to maintain a high quality of service to the customer should technological or other demands warrant changes.
- 13) The use of this service does not guarantee a minimum number or any “hits” to a customers sites or business resulting there from, as this also depends upon other factors, not least the quality and content of the customers site and it’s products, services and pricing.

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I have read and agree to the conditions of service:

Signed.....

Please print name.....

Company.....

Date.....

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