

SEO Code of Ethics

Whereas all parties are working towards presenting relevant and high quality information in an easy to use format to information seekers, and whereas Universal Media is being contracted to assist clients in obtaining higher rankings for client pages, we are voluntarily adhering to the below SEO Code of Ethics:

Universal Media will not intentionally do harm to a client. This involves the continued use of any technology or procedure (without appropriate care) that is known to result in having the client site removed from search engine indexes or directories, or rendered inoperative.

Universal Media will not intentionally violate any specifically published and enforced rules of search engines or directories. Should rules and guidelines change (as they often do), Universal Media will promptly take action to comply with the changes as they apply to all clients. Where rules and guidelines are unclear, Universal Media will seek clarification and await approval from the appropriate search engine before continuing to utilize potentially harmful technology or procedures.

Universal Media will not intentionally mislead, harm, or offend a consumer. All individuals utilizing a search engine to visit a site will not be misled by the information presented to or by the search engine, or harmed or offended upon arrival at the client site. This includes techniques like "bait and switch" where the client page does not substantially contain and is not clearly associated with the optimized phrase, or may be reasonably offensive to targeted visitors.

Universal Media will not intentionally violate any laws. This involves the deliberate and continued violation of copyright, trademark, service mark, or laws related to spamming as they may exist at the state, federal, or international level.

Universal Media will not falsely represent the content of the client site. This includes the practice of presenting different versions of web pages to different users except where that information is altered solely to meet browser specifications and needs, sensitivity to regional factors such as language, or product specific needs. In general, ALL requests for a specific URL should be served identical HTML by the web server.

SEO Code of Ethics

Written by

Monday, 05 March 2012 15:13 -

Universal Media will not falsely represent others work as their own. This includes the taking of work from others in whole or in part and representing this work as their own. Universal Media may not make verbatim copies of the work of others (instead of authoring original work) without the prior consent of the other party.

Universal Media will not misrepresent their own abilities, education, training, standards of performance, certifications, trade group affiliations, technical inventory, or experiences to others. This includes quantifiable statements related to project timetables, performance history, company resources (staff, equipment, and proprietary products), and client lists. Guarantees will be restricted to items over which Universal Media has significant and reasonable control.

Universal Media will not offer their clients both internal and external dispute resolution procedures. This includes the publishing of address and phone numbers on primary web pages, the inclusion of third-party dispute resolution links prominently placed within the practitioners web site, and contracts that include sections discussing dispute resolution.

Universal Media will not protect the confidentiality and anonymity of their clients with regards to privileged information and items implying testimonial support for the SEO practitioner. All staff of SEO practitioner shall be bound to protect information that is not generally known as it may harm the client. Universal Media will not include the publishing of testimonials and proprietary logos of client lists, press releases, and other collateral discussing the client without explicit approvals.

Universal Media will not work to their best ability to increase or retain the rankings of client sites. Clients are contracting for a fee with Universal Media in order to obtain and retain search engine placement. Universal Media is charged with an obligation to utilize appropriate and allowed technology and methodologies to improve and retain the rankings for their clients in the face of shifting search engine technology, competition, and client web site needs.