

## Policies / Practices – Keyword Marketing




### Keyword Marketing Policies – SEO – Search Engine Positioning:

- ❖ The affiliate can't use the word perfumesclub.co.uk, perfumesclub or its variants in the URL displayed in its website.
  - Invalid example: [www.affiliate.co.uk/beauty/perfumesclub.co.uk](http://www.affiliate.co.uk/beauty/perfumesclub.co.uk)  
[www.affiliate.co.uk/beauty/perfumesclub](http://www.affiliate.co.uk/beauty/perfumesclub)
  - Valid example: [www.affiliate.co.uk/beauty/perfumes88](http://www.affiliate.co.uk/beauty/perfumes88)  
[www.affiliate.co.uk/beauty/perfumery9829832](http://www.affiliate.co.uk/beauty/perfumery9829832)
- ❖ It can't be included, on any site, the source code of the website, the word perfumesclub.co.uk, perfumesclub or its variants.
- ❖ The word perfumesclub.co.uk it can't appear on:
  - The title, as Keywords or in the Description
  - As content in the website
  - As hidden text or as dropdown on any of the websites of the affiliate dedicated exclusively to promote the offers of the perfumesclub.co.uk\*

\*Its inclusion is allowed only in the areas that specify the offer, like the following voucher discount in the example.







### Valid example:



**Save up to 60% on men's perfumes**

Save up to 60% on men's perfumes at Perfumes Club UK. Different brands are on your choice, you are sure to find the one that suits you most.

Expires: Aug 31, 2013 | Verified on 08/14/2013

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[Get Deal & Visit Store](#)

## **Affiliate Program – Perfume´s Club**

- ❖ All the affiliates have the freedom on pushing for any word and employing all their resources for positioning keywords that can bring them more traffic, but what they can't do is actions to position their websites using the name of the advertiser. Reason why, in case the positioning of the website exceeds the first 10 results on any of the search engines – Google, Yahoo or Bing – Perfumesclub.co.uk it reserves the right to cancel the contract with that affiliate and exclude it from the program, in case of no making all the changes to give a solution to this situation.