

PraxisNow Tiered SEO Support Services

Standard Terms & Conditions

Each of the support service tiers is offered and provided on the basis of a single subscriber (single point of contact) and a single supported website. The following are the terms which govern the service:

Where more than one person wishes to post a question relating to a single website, a separate support service subscription is required. Where one person wishes to post questions relating to more than one website, additional support subscriptions are required.

Any service tier may be purchased online using either a direct debit or PayPal subscription.

PraxisNow reserves the right to refuse acceptance of any support service subscription or its continuation at any time and for any reason. Examples of circumstances where such acceptance would be refused are:

- where PraxisNow deems the subscriber to be abusing the service subscription level by placing too high a support overhead on PraxisNow relative to the subscription being paid. For example, with a Silver (email only) subscription, up to four email issues per month is considered reasonable. For a Gold subscription (email and/or telephone), up to six emails or telephone calls may be considered reasonable. With a Platinum subscription, there is no upper limit specified, however, PraxisNow reserves the right to use its own judgement as to whether the service is being abused or not.
- where PraxisNow considers that the advice being provided is not being used for the purpose of supporting a single subscriber website. This may arise for example where a subscriber is, in turn, providing on-going support to a third party. A special back-to-back support arrangement could be made here.
- where PraxisNow is being contacted by more than one person in relation to a single subscription, or by one person relating to more than a single website.
- where PraxisNow considers the advice being provided under the support subscription is being used for purposes other than supporting the subscribers website. For example, this may arise if the advice was being published in a blog or other non-authorized digital or non-digital publication.

SILVER SUBSCRIPTION

Silver subscribers may communicate support issues only by email and may receive a response either by email or telephone at PraxisNow's discretion. The subscribers telephone number must be included within each email issue raised. Whilst best efforts will be made to respond as quickly as possible (often with one or two hours), no response time guarantee is provided.

Silver subscribers could typically expect that up to four issues raised per month would be considered non-abusive, a fifth issue within a given month may be dealt with at PraxisNow's discretion, but a sixth issue within a Silver subscription will be considered abuse and no reply may be forthcoming.

GOLD SUBSCRIPTION

Gold subscribers may communicate support issues either by email or by telephone and may receive either email or telephone responses. Whilst best efforts will be made to deal with telephone issues immediately, in some cases, if deeper analysis is required, it will clearly take a longer time.

Gold subscribers could typically expect that up to five issues raised per month either through telephone or email (combined) would be considered non-abusive, a sixth issue within a given month may be dealt with at PraxisNow's discretion, but additional issues within a Gold subscription may be considered appropriate to upgrade to a platinum service level.

PLATINUM SUBSCRIPTION

A platinum subscription is designed for challenging SEO programmes where an advanced understanding of SEO methods is required. Whilst no specific upper limit on the number of issues raised per month exists, from time to time, it could be expected that deeper engagement on a particular issue may be required. Should the level of required engagement exceed what would be considered reasonable in a given month, a preferential consulting rate, based on the length of time which the Platinum support service has been in place, will be offered to the subscriber who may accept or reject it as appropriate. In exceptional circumstances and where a Platinum account is a minimum of one year old, a platinum subscriber may be invited to spend some one-to-one time with PraxisNow, at no cost, where a particular skill has been identified that would be advantageous to the subscriber to acquire.

WHITE LABEL SEO SUPPORT

If you would like PraxisNow to provide SEO support directly to your customers - either as PraxisNow or wearing your corporate hat, please talk to us about a white-label support agreement. We would typically price such an agreement based on the number of customers and websites involved and the level of support you would like to provide.

TERMINATION

In cases where, for any reason, PraxisNow or a subscriber wishes to terminate a support subscription at any time, no refunds shall be issued. Subscribers may terminate a subscription at any time from within their PayPal accounts.

The intention of each of the SEO support service tiers is to allow you to have a high level of SEO competency available to you at all times. Even if you do not need support in a given month, when a real issue arises, you will know that the support is available to you on demand. Either party may terminate at any time without notice.

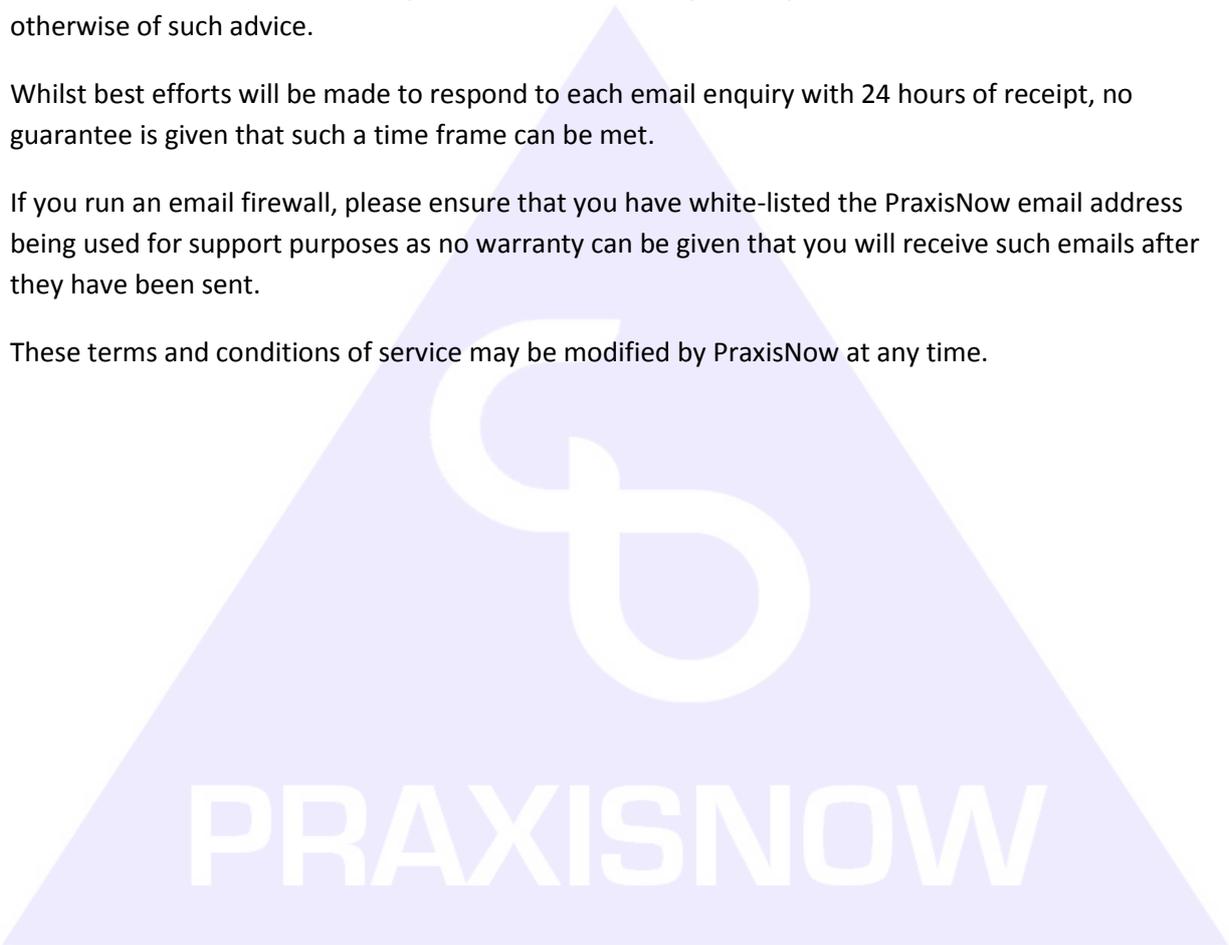
INDEMNITIES

PraxisNow offers its advice based on the best information available to it at the time when the support issue has been raised. Whilst best efforts will be made to ensure that the advice given is the best available advice, no warranty is made and no liability is accepted for the correctness or otherwise of such advice.

Whilst best efforts will be made to respond to each email enquiry with 24 hours of receipt, no guarantee is given that such a time frame can be met.

If you run an email firewall, please ensure that you have white-listed the PraxisNow email address being used for support purposes as no warranty can be given that you will receive such emails after they have been sent.

These terms and conditions of service may be modified by PraxisNow at any time.



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