
WEB-right's website and SEO code of conduct

The website and SEO (Search Engine Optimisation) industry is relatively new and is currently unregulated. As a result, some unscrupulous web companies engage in unethical practices in an attempt to take money from their clients. Some try to slant the search engine results. Others lack knowledge and experience and as a result, deliver a poor quality service.

'Black Hatting'

Unethical SEO techniques are known as 'black hat SEO' or 'black hatting'. If your SEO company or website developer (through design, ignorance or malice) uses black hat techniques on your website, your site can be penalised by the search engines. This means your site will not optimise and in the worst case, it could be removed from the search results by Google and other search engines.

Not only will your optimisation be ineffective, but the SEO company might also suggest your site's lack of performance demonstrates you need to invest more in your SEO. In other words, they want you to give them even more money.

WEB-right does not engage in any black hat activities and the following code of conduct outlines how we deliver our services.

Things we do:

We (WEB-right and WORD-right) undertake to follow this code of conduct in the delivery of all our client services.

- Provide monthly reports for clients who engage us for on-going SEO
- Maintain the client's confidentiality and keep safe any user names and passwords used to access a client's website.
- In a constantly changing industry, keep up to date with the current search engine guidelines, SEO techniques and trends.
- Ensure that we only use ethical methods to improve the performance of our websites and client websites.

Things we won't do:

- Hide text or links in any way on clients' websites in an attempt to manipulate search engine rankings, or engage in any form of keyword stuffing in an attempt to slant the search engine results.
- Insert or sell links to third party sites from a client's site, or add links on other sites which are not appropriate to the client and their business.
- Never 'cloak' content in an attempt to fool the search engines. Cloaking is the practice of putting content on the site which is only visible to the search engine robots.
- Use tactics or behaviours, including black hat SEO, which could harm or damage a client's website or reputation.
- Mislead a client about our abilities or knowledge in the field of search engine optimisation.