

## angelfysh Pricing Policy and Terms and Conditions of Trade (version 007)

Please note that the most up to date version of our terms and conditions are held at [www.angelfysh.com](http://www.angelfysh.com). This version was correct at September 2008 but as changes can happen at any time, please do always check online.

angelfysh provide professional search engine optimisation services and also web support services (hosting, email accounts, website statistical trackers and domain names). angelfysh is **the North East's Best Website Optimisation Company** (North East Digital Awards 2008) and has a 100% success rate for achieving first page listings in Google for clients. angelfysh is **the UK's Best Hosting Company** (FRESH Digital Awards UK 2007/8 and 2008/9) and unscheduled downtime for websites in 2007 and 2008 is 0%. Perfect!

### How are fees for website optimisation calculated?

For search engine marketing the fee structure is calculated by looking at the business itself, the competitiveness of the online marketplace and the key phrases that the business wants to be found for. Payment is required in full before each workphase begins. All quoted costs are exclusive of VAT.

### How are fees for web support services calculated?

Easy peasy. All fees appear at [www.angelfyshhosting.com](http://www.angelfyshhosting.com) and are exclusive of VAT.

### How and when should I pay for website optimisation?

Each SEM (Search Engine Marketing) workphase fee is payable in full before the workphase starts please. Individual proposals will outline exactly when payments are to be made and invoices will always clearly identify all work so you know what you are being charged for. Cash, cheque or bank transfer please (cheques to 'angelfysh') or bank transfers to angelfysh, Lloyds/TSB, 69 Bedford Street, North Shields, account number 02517930, sort code 30-96-15). You will not be charged for tea, coffee, sweets, biscuits, toilet paper, playing pool or table football. We want to help you though by making sure we are crystal clear about when payment is required at the outset of the working relationship. So here's all the information you need.

### How and when should I pay for web support services?

At the very beginning, you have 30 days to pay. At renewal points you also have 30 days to pay. We will invoice you 30 days before the beginning of the *next* service period. **Late payment** can cause you to be disconnected. But as we are not horrid we will only do this with severely overdue payments. And please note that we will cut you off not because we are horrid but because great quality, professional web support services incur direct costs for us. So please pay on 30 days. If you are rubbish and go 100% overdue (60 days from the issue date of the invoice) we'll pause the service, turning you back on just as soon as you do pay. Taking twice as long as you should do to pay is our definition of 'severely overdue'. And please note that there are also reconnection fees as disconnects and reconnects take time too.

angelfysh search engine marketing and angelfysh hosting

[www.angelfysh.com](http://www.angelfysh.com) | [www.angelfyshhosting.com](http://www.angelfyshhosting.com) | [letterbox@angelfysh.com](mailto:letterbox@angelfysh.com) | 0191 276 4777

angelfysh is the WINNER of the Best Website Optimisation Award at the North East Digital Awards 2008.

angelfysh hosting is the WINNER of the FRESH Digital Award 2007/8 for the UK's Best Website Hosting.

**What if a project detail changes part way through?**

No problem. We'll change the project proposal and costing to match and any increase or decrease will be reflected on a subsequent or replacement invoice.

**What happens if the working relationship ends?**

You'll of course make us very sad, but you may of course terminate your work with us at any time. With seo work you will see a natural decline in your search engine positioning and with any web support services you only pay for any 6 month period you have 'broken into'. We will decide to stop acting for you only with good reason and on giving you reasonable notice. In the event of termination of the engagement either by you or by us then all charges which have accrued up to the date of termination of the engagement shall fall due immediately please.

**Publicity**

angelfysh can use any work or part thereof in their own publicity material without the prior written consent of yourself, such consent not to be unreasonably withheld by you. angelfysh will be sensitive and professional where works are not yet in the public domain.

**Little legal bit**

These conditions shall be governed and construed according to English Law and the parties shall submit to the non-exclusive jurisdiction of the English courts.

**Thank you.**