

Services disclaimer

with respect to Online Brand Management services

Revised July 2019

Client acknowledges the following with respect to SEO services provided by OMNY:

- All fees are non-refundable.
- OMNY has no control over the policies and ranking algorithms of search engines with respect to the type of sites and/or content that they accept now or in the future. Client's website may be excluded from any search engine or directory at any time at the sole discretion of the search engine or directory.
- Due to the competitiveness of some keywords/phrases, ongoing changes in search engine ranking algorithms, and other competitive factors, OMNY does not guarantee No.1 positions or consistent top 10 positions for any particular keyword, phrase, or search term.
- OMNY assumes no liability for ranking, traffic, indexing issues related to penalties. Consequently, the client understands that ranking new websites is much more difficult than ranking old and established sites and they should not have unrealistic expectations about rankings, traffic, and revenues.
- New websites may get a temporary boost in ranking for some targeted keywords for few days but then it settles down to its real ranking position. This is known as 'new site boost effect' and it is quite common. Consequently, the client understands that a new site cannot achieve true high rankings within a month of launch.
- Occasionally, search engines will drop listings for no apparent reason. Often, the listing will reappear without any additional SEO efforts.
- A website search engine ranking can fluctuate at any time because of on-going changes in the ranking algorithm, SEO efforts made by the competitors or both.
- The client guarantees any elements consisting of text, graphics, photos, designs, trademarks, or other artwork provided to OMNY for inclusion on the client's website are owned by the client, or that client has received permission from the rightful owner(s) to use each of these elements. OMNY does not accept accountability for any legal action against the client resulting from unauthorised content use.
- Unless otherwise specified, any form of coding (web and app) is excluded and all documents will be handed over to the client for implementation on the website.

OMNY does not guarantee/warranty of project timeline or added expenses (like charging additional fees etc) if client:

- Makes delays in providing required access, documents, permissions or any support for Search Engine Optimisation purposes.
- Fails to make necessary changes to the website as and when advised for carrying out the Search Engine Optimisation services.
- There is a server outage for a prolonged time on the client's site.
- The client understands that their SEO results alone can't be held responsible for their website's success or failure. The client understands that they need to work as partner with their SEO provider, give them the necessary time and commitment and follow their advice/suggestions seriously and on time to make their marketing campaign(s) a success.

OMNY does not guarantee/warranty of project timeline or added expenses (like charging additional fees etc) if the SEO work is destroyed either wholly or in parts, either knowingly or unknowingly by any party without the prior consultation:

- Changes in the file(s) or folder(s) name.
- Putting a file in a different folder or putting a folder in another folder or sub-domain.
- Making changes in the head section of a document like, changing the text in the title tag or removing certain HTML tags required for site authentication.
- Deleting a link, folder, file, web document or sub-domain.
- Modifying text on a web document, like changing the formatting of the text or repositioning the text.
- Removing analytics code from the web page which is used to track website traffic.
- Linking out to any website without prior consultation.
- Adding a file, folder, web document, widget or any functionality.
- Renaming URLs of existing web documents.
- Taking down the website or part of the website.
- Renaming, relocating, adding or removing any file, folder or sub-domain on a web server including web documents, robots.txt, .htaccess file, sitemap.xml, rss.xml etc.
- Changes in the site architecture.
- Changes in the anchor text.
- Making any changes on an optimized web page.
- Uploading a new website to the domain.
- Duplicating content either on the website or releasing it online through other websites.

Contact Coenraad Sutton / Linel Louw for enquiries at:

EMAIL coenraad@omnybrandmanagement.co.za / linel@omnybrandmanagement.co.za