

# Select Solutions U.S.

The Select Solutions U.S. Code of Ethics has been instituted since 1996 to provide you with an up front look at how we guide all contacts with our clients. We are most serious about the following professional conduct guidelines and ethical standards.

- We treat our clients and web site visitors with honesty and respect at all times. We will make every effort to deliver work within the estimated time frame and budget.
- We honor and respectfully exercise any rights and/or privileges provided to us by our clients. We abide by and will protect all communications between our clients and keep those communications confidential.
- We will be up front with our rates and fees from the project initiation, so you will be clear on what our roles and expectations are.
- We won't hold your web site's information hostage – if you want to make changes, we'll let you!
- We will never withhold passwords. The way we see it, your web site is your information and you own it.
- We will always look out for your security.
- We will always be available to you seven days a week, 365 days a year.
- We will maintain a high level of competence, as well as staying current with new trends in the web design and development industry.
- We will always work to the best of our abilities to ensure the timely delivery and success of every web project. We act as an extended member of your organization. Our goal is to exceed your expectations.
- We will protect sensitive information given by clients and customers as private and confidential. All credit card, social security and personal information transactions will be performed on secured servers (SSL encryption).
- We are very liberal in our billing practices. We do not bill you to the minute. A full 98% of our clients never exceed our hosting's 2 hours of updates per quarter included fees.
- Search Engine friendly coding comes with all web designs
- Search engine optimization (SEO) is defined as the process of improving traffic to a web site via "natural" or "organic" search results (SERPs). Due to the constant changing nature of the business, SEO is hard to quantify and has often been described as an "arcane" business. At Select Solutions U.S., we adhere to

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our strict quality and ethical guidelines, so you will know exactly what to expect from an SEO campaign.

- We do adhere to the strict guidelines as recommended by Google, Yahoo and MSN.
- Following a detailed review of your web site and current rankings, we will provide you with a fair and honest assessment of what you can expect from search engine optimization (SEO).
- If we feel that your request is unfeasible or harmful to your web site's reputation (insistence on using "blackhat" techniques), we will tell you the reasons why and suggest alternatives.
- We track your search results with web server statistics, search ranking positions and other comparative data, and we provide you with that information on a regular basis. We will identify trends and make adjustments accordingly on your web site.
- Our SEO team is dedicated to staying current on all the latest news on search engine optimization and software and any other element that can help make your marketing campaign a success.
- We do not practice any "blackhat" techniques such as cloaking, mirroring without purpose, spam or misdirection. Your results are sustainable for the long term and your online reputation protected.
- We want you completely satisfied. If at any time after you have given us the opportunity to correct items brought to our attention, you are not satisfied; we will assist you in moving your site to another supplier.

