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## **WEB SITE LINKING AGREEMENT**

THIS AGREEMENT is made on the *[insert day]* day of *[insert month]* *[insert year]* ("Effective Date")

BETWEEN:

*[Insert the name and address of the organisation proposing the mutual links]*, ("the Proposing party")

AND

*[Insert the name and address of the organisation agreeing to the mutual links]*, ("the Accepting party")

### **1. Definitions**

In this Agreement the following terms shall have the following meanings unless the context otherwise requires.

"Above the fold"

The portion of any web page first viewed in the window of a browser when accessed and viewable without the need to scroll down the page.

"Home or index page"

The first page of any web site that is accessed by a user entering the domain name address of that site.

## "Meta Tags"

The Hypertext Markup Language (HTML) coding used by web sites to aid indexing by search services by listing selected keywords in order to display those pages when a user enters such keywords into a search service.

## "Web Domain Name Address"

The text representation of a unique numerical address using the Internet Protocol address system.

Reference in this Agreement to the masculine shall include the feminine and any reference to the singular shall include the plural.

## **2. Outline**

The Proposing party, *[insert Proposing party web site address]* and the Accepting party, *[insert Accepting party web site address]* wish to exchange links to their respective web sites so that both web sites link to the home or index page of the other web site. The parties therefore agree as follows:

## **3. Index Page Linking**

The parties shall only link to the home or index page of the other web site and shall not at anytime link directly to any other web page accessible through the other web site so as to by-pass the home or index page without the express prior written approval of the party being linked to.

## **4. Linking Details and Formats**

**4.1** That all links shall be in a form agreed between the parties, whether by means of a graphic or text link.

**4.2** Any graphic link should use the graphic supplied by the party to be linked to. Such graphic to be supplied in a format suitable for display on a web page. Should the graphic not be supplied in a suitable format it is agreed that the party creating the link shall have permission to render the graphic into a suitable previously agreed format.

**4.3** Such graphic shall be of a reasonable file size and shall not exceed the file size or display dimensions of any other graphics displayed on the same web page. The graphic shall be displayed in the same or similar display dimensions to any other graphics used for linking to a third party site as displayed on the same web page.

**4.4** Furthermore the graphic shall not be displayed in a manner that distorts the dimensions or colours of the graphic so as to render it difficult to view or in the case of a logo, which dilutes the identity of the logo owner or could

cause confusion to the public.

**4.5** Any graphic shall also be coded with a text alternative ("img alt") tag using Hypertext Markup Language (HTML) or other computer language coding producing the same result in the format "websiteaddress.com" or such other text alternative as may be agreed between the parties.

**4.6** Any text link shall be displayed in a font in keeping with the look and feel of the web site on which it is displayed and shall be displayed in a font size no smaller than any other text link to another third party web site as displayed on the linking web site. The content of such a text link shall consist of the address of the web site to be linked to in the format "websiteaddress.com" or such other text link as may be agreed between the parties that accurately informs the user that they will be transferred to the other party's web site.

**4.7** Wherever possible all links shall be placed above the fold on any web page on which they are displayed.

**Sample document – the remaining are clause headings only  
Full document contains all clauses**

**5. Excluded Actions**

**6. Agreement Period**

**7. Parties & Successors**

**8. Prior Written Approval**

**9. Entire Agreement**

**10. Jurisdiction**

IN WITNESS of which the parties have signed this Agreement the day, month and year first above written.

*[Insert Proposing party's Name]*

*[Insert name of person signing on Proposing party's behalf]*

*[Insert their position]*

Signature: \_\_\_\_\_

*[Insert Accepting party's Name]*

*[Insert name of person signing on Accepting party's behalf]*

*[Insert their position]*

Signature: \_\_\_\_\_

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