

WEB SITE LINKING AGREEMENT

THIS AGREEMENT is made on
[insert year] ("Effective Date

BETWEEN:

*[Insert the name and address
mutual links]*, ("the Proposing

AND

*[Insert the name and address
mutual links]*, ("the Accepting

1. Definitions

In this Agreement the following
meanings unless the context

"Above the fold"

The portion of any web page
when accessed and viewable
page.

"Home or index page"

The first page of any web site
the domain name address of

"Meta Tags"

The Hypertext Markup Language
to aid indexing by search services
order to display those pages
a search service.

"Web Domain Name Address"

The text representation of a
Internet Protocol address sys

1.2.2 Reference in this Agree
the feminine and any referen
plural.

WHEREAS:

2. The Proposing party, *[insert]* and the Accepting party, *[insert]* wish to exchange links to the web sites link to the home or parties therefore agree as follows:

3. The parties shall only link to a web site and shall not at any page accessible through the home or index page without the party being linked to.

4. The parties further agree that:

4.1 That all links shall be in a graphic format, whether by means of a graphic or text.

4.2 Any graphic link should be used to link to a web page. Such graphic should be displayed on a web page. Should the graphic be in a suitable format it is agreed that the parties shall have permission to render the graphic in the agreed format.

4.3 Such graphic shall be of a size that does not exceed the file size or display size of the graphic displayed on the same web page. The graphic shall be the same or similar display size as the graphic used for linking to a third party site.

4.4 Furthermore the graphic shall not be distorted, distort the dimensions or color, or be difficult to view or in the case of a logo, the logo owner or could cause confusion.

4.5 Any graphic shall also be coded using the "alt" tag using Hypertext Markup Language (HTML) computer language coding protocol, such as "websiteaddress.com" or such as agreed between the parties.

4.6 Any text link shall be displayed in a font size no smaller than that of the look and feel of the web site from which it is displayed in a font size no smaller than that of any other third party web site to which it is linked. The content of such a text link shall be displayed on the web site to be linked to in the same manner as any other text link as may be agreed upon and shall accurately inform the user to which it is linked of the other party's web site.

4.7 Wherever possible all links shall be placed on any web page on which they are used.

5. In recognition that the act of linking to another party's web site may have a negative impact upon the value and goodwill of the other party, the parties agree not to do so without the written approval of the other party.

5.1 Use the other party's name or any of the keywords contained within the other party's web site referred to or repeated in the other party's web site; or

5.2 Register the other party's name or any of the similar sounding or similarly spelled words or a combination of it as keyword or domain name; or

5.3 Refer to the other party's name or any of the promotional material including the other party's logo or any of the other party's

6. This Agreement continues in full force and effect until either party on giving reasonable notice in writing to the other party thirty days.

7. The named "Proposing party" in the other party's Agreement shall include their name and address and may be appointed from time to time.

8. Where required under this Agreement, written approval shall be communicated by email, fax or ordinary post.

9. This Agreement constitutes the entire agreement between the parties and supersedes all previous arrangements between the parties.

10. This Agreement shall be interpreted in accordance with the law of England and the parties hereby submit to the jurisdiction of the courts of England.

IN WITNESS of which the parties have hereunto set their hands and seals on the _____ day, month and year first above written.

*[Insert Proposing party's Name]
[Insert name of person signing]
[Insert their position]*

Signature: _____

*[Insert Accepting party's Name]
[Insert name of person signing]
[Insert their position]*

Signature: _____

EXAMPLE AGREEMENT

WEB SITE LINKING AGREEMENT

AGREEMENT is made on the _____
("Effective Date") ("Effective

BETWEEN:

Deep Sea Diving Contractors
Proposing party")

AND

Safe Diving Supplies Limited

1. Definitions

In this Agreement the following
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when accessed and viewable
page.

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the domain name address of

"Meta Tags"

The Hypertext Markup Language
to aid indexing by search services
order to display those pages
a search service.

"Web Domain Name Address"

The text representation of a
Internet Protocol address system

1.2.2 Reference in this Agreement
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WHEREAS:

2. The Proposing party, **www**
the Accepting party, **www.sa**
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IN WITNESS of which the parties have hereunto set their hands and seals on the day, month and year first above written.

Deep Sea Diving Contractors Ltd
Tony Jones
Director

Signature: _____

Safe Diving Supplies Limited
John Peters
Company Secretary

Signature: _____