

AGREEMENT OF TERMS FOR GOOGLE ADWORDS CAMPAIGN  
BETWEEN

(1) Mr. G. McGuire T/A Adwords Expert;

and

(2)

These following terms and conditions are in relation to Adwords Expert providing you with a service in relation to your Google Adwords account and expenditure and upon accepting these terms you accept that you are binding yourself legally to them.

1. From the date we accept your signed instructions the contract will run for three months and will then continue on a monthly basis automatically until notice is given. For this purpose we assume that each month has exactly 30 days.
2. You agree to pay an initial fee of £250 in order to set up your campaign and to then pay a monthly management fee for Adwords Expert to manage your campaign for a minimum period of three months. This management fee will be a minimum of £200 per month depending on your monthly campaign spend and up to a maximum of £500 per month. The management fee is dependent upon the complexity of your campaign and this fee is agreed upon before implementing your campaign. Adwords Expert does not receive any commissions from Google or any other search engine and does not add a mark up to any prices charged to our clients from a search engine.
3. Payment for the implementation of your campaign will be in advance of the campaign being activated and after you have agreed stages 1 and 2 of your campaign. Your monthly management fee will be paid directly into our bank account by BACS on the 30<sup>th</sup> day of the first month of your campaign and thereafter on the 30<sup>th</sup> day of each following month for the duration of your campaign.
4. Notice of cancellation of this agreement shall be deemed valid and accepted by Adwords Expert if received by facsimile, e-mail or post after the initial three month period. Cancellation will be accepted on date of actual receipt by Adwords Expert and will take effect at the end of that current thirty day period for which you will be charged at the normal rate applicable.
5. Whether Adwords Expert create you a new Google Adwords account or have dual access to your current Google Adwords account, it is agreed that neither party can change the login details throughout the duration of the contract unless agreed in writing (e-mail, fax and post) by both parties.
6. Throughout the duration of the contract you agree that any tools, coding, new keywords and any knowledge gained cannot be used in any other Google Adwords Account you may have, or create yourselves during the Term of this contract.
7. If we have created a new Google Adwords Account for you, Adwords Expert has the authority to close the new account down.
8. On termination of this agreement whether by cancellation or expiry you agree that any tools, coding, new keywords and any knowledge gained throughout the duration of the contract will be "removed" and "undone" by Adwords Expert.

9. On termination of this agreement be it by cancellation or expiry you will allow Adwords Expert to, "remove" and "undo" all work implemented in to your Google Adwords Account by Adwords Expert.
10. Adwords Expert agrees that during the contract and after termination of this agreement, all the financial details supplied to us by you for the purpose of our services will be kept confidential.
11. You agree that Adwords Expert can monitor your account after cancellation or expiry of agreement to make sure you are not using any tools, coding, new keywords and any knowledge gained.
12. Each of these terms, (above), are essential to us providing a service to you, our client. If any one of these terms is breached throughout the duration of the contract Adwords Expert will have no choice other than to terminate the contract with immediate effect.

Signed: .....

Date: .....

Print Name: .....

Company .....