

Terms & Conditions

1. Please be aware that by accepting our request to manage your Google Adwords account or by agreeing to allow us to set up an account you are agreeing to these terms & conditions. At that point this agreement begins and will run for (number of months agreed) – these terms supersede any other information received or mentioned at point of sale in the event of any misunderstanding.

2.1 Advanced PPC Ltd. will manage and maintain a Google Adwords Account for an initial period of (number of months agreed). We will provide full analysis, access to the account and will make changes based on our experience and expertise. At the end of the initial term the agreement will continue on a monthly rolling basis until either cancellation or a new agreement has been agreed.

2.2 We will not be able to inform the customer of all changes that we make, however we will not alter the following without consultation

- Account budget.
- Bulk changes to key phrases
- Bulk changes to landing pages.
- Any additional service that would require payment.

3.1 The Google Adwords account remains the intellectual property of the client. At the end of the agreement the Adwords account will be returned to the client & Advanced PPC Ltd. will no longer have access to the account if requested .

3.2 In the event we are creating a new Google Adwords account for the client we will charge a set-up fee of (Agreed Price) for our services,.

4.1 The client is responsible for all payments to Google for the Adwords Account being used to run the marketing campaign.

4.2 Please be aware that the work we carry out in no way affects your natural/organic position on any of Google's search engines.

5.1 Our management fee (as agreed at point of sale) is for the management and maintenance of your account and may not include large scale & time consuming bulk changes that have been requested by the customer. For example if the customer is changing product type or has a new website – and there is a large amount of work – we may after consultation with the client, charge for the extra work (at a rate of £40/hr).

5.2 The management fee will be invoiced at the end of each month (using the date of the start of the agreement) on 7 day payment terms. We reserve the right to charge statutory interest on late payments (8% + Bank of England base rate).

5.3 Please note that there is a minimum monthly fee of (as agreed) per month . This is due in all situations including but not limited to,

- The client wishes to drop their monthly budget or spend nothing on their Google Adwords account.
- The client suspends access to Advanced PPC Ltd. to their Google Adwords account.
- The client wishes to use another third party or themselves to run their Google Adwords account.

6.1 Our services can be cancelled either in writing or by email (info@advancedppc.co.uk) so that the agreement

will cease at the end of the agreed term. Our services will only be cancelled either by ourselves receiving a cancellation request by letter or by yourselves receiving a confirmation by e-mail and providing that the account is not in arrears. Please be aware that we cannot be held responsible if we do not receive any e-mails that you send and we will always respond to cancellation requests to confirm.

6.2 We require 5 working days notice to cancel and if this notice period falls within the next renewal date, we will continue the agreement for the following month.

6.3 In the event of a missed or cancelled payment our services will continue for a maximum of 15 working days. However we will continue to charge for our services until the agreement has been cancelled.

6.4 It will not be possible for the agreement to be cancelled should there be an outstanding balance even if it has been requested in writing prior or after the account is in arrears. The client would need to first pay the outstanding balance and then request the notice period. This includes a situation where the customer refuses to pay for their final month/s payment after they have given notice.

7.1 Advanced PPC Ltd. will not be liable for any errors in content, omissions, consequences, damages, costs, refunds, or rebates of any kind arising from any interruption of service or other unavailability of the Internet or website(s) in which the advertisements are published for whatever reason.

7.2 Advanced PPC Ltd. further acknowledges and agrees that errors or mistakes in the performance of the Advertising Services, including but not limited to misspellings or miss-communications, do not create a right to refund for the client. The client will give advanced PPC Ltd. timely notice and allow a reasonable opportunity thereafter to cure any identified errors or omissions.

7.3 Advanced PPC Ltd. makes no representations or warranties relating to the results of Advertising Services, including without limitation, the number of impressions, click-throughs, or leads and any promotional effect or return on investment thereof.

7.4 In no event shall Advanced PPC Ltd. be responsible for any consequential, special, lost profits, or other damages arising under this Agreement.

You are also authorising the seller to hold the following pieces of information.

Company/Contact Name/Address

Contact Details

URL/Email Address