

# Advertisers: 7Search Advertising Rules and Guidelines

This guide provides 7Search advertisers with the information necessary to better understand 7Search rules and relevancy standards so that they can make the best use of their advertising dollars at 7Search. The criteria presented below is used to evaluate our established search listings. Advertiser search terms will be accepted only if the conditions below are met and maintained. Failure to abide by these advertiser guidelines could result in the termination of the account.

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## 7Search Arbitrage Policy

To ensure that 7Search results are relevant and provide useful information to Web surfers, sites that contain low quality or scraped content, or sites which offer no other links/resources outside of contextual advertising, will not be allowed to participate in the 7Search advertising program.

In addition, by default, 7Search limits the number of keywords to 1000 per advertising entity. Advertisers are NOT allowed to open multiple accounts to circumvent this rule. If they do, all accounts will be closed.

Please note that this rule will NOT apply to all advertisers, if you are promoting a site and need to add more than 1000 keywords please contact customer support and provide details about your website and examples of keywords and bids you want to add in excess of 1000. High quality sites (defined as those not in violation of existing rules and with a clearly defined and unique path to the information being sought by surfers) bidding a minimum of \$0.05 per click will have their limit increased.

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For additional information regarding click arbitrage, please contact a member of the [7Search support staff](#).

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## Title and Description

Titles and descriptions must be relevant, not only to the website submitted, but to the keyword the website is listed under.

*Example:* If the title and description only describes "games" then you cannot submit the keyword "travel" for your site.

1. Advertisers are now allowed to use unique (multiple) titles, descriptions, and URLs to advertise the same unique URL or website address.
2. Titles and descriptions in all capital letters are not allowed. Capital letters can only be used for grammatical purposes.

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3. URLs or website addresses cannot be advertised in titles or in descriptions to persuade people to type in the web address instead of clicking on our link. Phone numbers cannot be displayed in the title or description only.

4. Use of a competitor's Company and/or product name in your title or description is strictly prohibited.

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### General or Specific Keywords and Site Content

Be sure that your search terms are relevant to the content on your site. Advertisers who choose general terms or phrases often do so for ideas or guidance on general topics. Surfers who search for specific terms or phrases do so because they have an interest in a specific topic. 7Search evaluates your search terms to determine whether your search terms are general or specific and whether your site reflects that. Advertisers' search terms and phrases will be accepted if the above is true. Failure to do so will result in the deletion of your keyword.

*Example:* A webmaster selling hardware tools is bidding on the search term "craftsman socket wrench" must offer craftsman socket wrenches on his site. The website would not be relevant if there was no information about the wrenches themselves. A site actually selling craftsman socket wrenches, as a product would be allowed terms such as "tools", "wrenches" or "tools for sale."

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The search terms and phrases you select must describe the website you have submitted and not the consumers of your product, service or information provided.

*Example:* If you have a website that sells sports apparel, you may bid on "athletic apparel" but not "athlete."

If you are only submitting the main or index page of your site, the search terms that you have selected must appear within three clicks of the submitted page, or the advertiser must submit the URL in which the keyword/topic can be found. 7Search suggests that advertisers submit the URL in which the keyword/topic can be found for the most significant return.

Search terms must reflect the content of the website. Inserting a search term or phrase on a website for the sole purpose of having a reference to that term or phrase is grounds for the search term and listing to be automatically deleted.

*Example:* An e-commerce website that promotes specialized software for lawyers and accountants might include the phrase "Perfect for Lawyers and Accountants." This, however, does not make the terms "Lawyer" or "Accountant" relevant.

### **(Website Interaction)**

Your Site's Interaction with a visitor's computer must avoid altering user's browser behavior or setting such as back button functionality or browser window size.

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## Illegal Content

Websites containing illegal content are not accepted on 7Search.com. We will not accept payment for delivering prospective buyers of illegal items. For example, child pornography, hacking websites, bestiality, illegal drugs and non-prescription online pharmacies are strictly prohibited.

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## Adult Content

Advertisers must own the website submitted and must be able to verify ownership. Affiliate programs and website redirection is not allowed. Use of Non-adult keywords in adult campaigns is strictly prohibited.

Websites containing adult oriented material must have the “Adult Oriented Website?” box checked for each campaign used to promote the given website.

It is strictly prohibited for any Customer to promote any site(s) involving in any way, shape or form, sexually explicit acts involving humans and animals (bestiality) or sexually explicit acts involving persons younger than 18 years of age (child pornography), or sexually explicit acts showing violence or rape (snuff films). If you are uncertain whether or not your website violates our “adult content” policy or the law please click the following link for a more in depth discussion of illegal pornographic materials: <http://www4.law.cornell.edu/uscode/18/2252.html>

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Should we feel that you are violating our adult content policy and providing content of an illegal nature, we will report your site to the proper authorities.

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### **Gaming Content**

Internet gambling websites that accept bets or wagers from customers in the U.S. may be violating provisions of U.S. law and various state laws. Users of 7Search search databases come from throughout the English-speaking world.

You, as the 7Search advertiser, are responsible for taking appropriate measures to avoid accepting bets or wagers from users located in the U.S.

Advertisers must own the website submitted and must be able to verify ownership. Affiliate programs and website redirection is not allowed.

## Determination of Relevancy

7Search evaluates and determines search term relevancy according to the order in which the search terms or phrases are written.

*Example:* "Apartment furnishings" would be relevant to a furniture store, while "furnished apartment" would be relevant to an apartment listing. Usually, search terms are not interchangeable.

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## "Mapping" of Keywords

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If you select the misspelling of search terms or phrases and those misspelled keywords spell another word and your website does not pertain to the misspelling of your term or phrase, you will be dropped from that misspelling's category.

*Example:* If a user is searching for wedding and accidentally types in weeding, the user will not find any material related to weddings, but lots of material on weeding. Wedding sites will not be allowed to purchase the keyword "weeding" as a sample misspelling, nor will weeding sites be allowed to purchase the keyword "wedding."

If the search term or phrase that you select is unfamiliar to the staff at 7Search, it will be deleted. You may contest the deletion decision at any time. If doing so, you must provide proof of the search terms existence.

*Example:* If a website provides information regarding health products and services and the search term selected is "Andrographis," a Scandinavian herbal cold medication, chances are that our Editing staff may not be familiar with it. Just inform us of its meaning to avoid deletion of your keyword.

Keywords and key phrases that have not been searched for on 7Search or within its partner network in the previous three months will be automatically deleted from advertisers' account upon submission.

## Links as Content

Websites must provide content relevant to the chosen keyword. Websites with hyperlinks that direct surfers to websites with relevant content are not sufficient, and as a result, your keyword will be deleted.

*Example:* If your website provides money management content and has a link to an Internet weather service, your site cannot be listed under the keyword "weather."

Dynamic (landing on different pages) URLs are prohibited. All URLs must be static (landing on one specific page).

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## Site Ownership

7Search advertisers must own the website submitted for placement and be able to verify ownership.

## **Company or Brand Name Bidding**

7Search does not allow advertisers to bid on company or brand names other than their own unless proof of rights of distribution has been established. Referencing a site in your content does not constitute an acceptable reason for bidding.

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## **Duplicate Keywords for Multiple Pages**

No duplicate websites may appear under the same keyword. In order to maintain quality search results for our surfers, we do not allow duplicate URL listings for the same search return list.

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This includes but is not limited to:

The websites with the same domain, such as [www.7search.com](http://www.7search.com) and sub page [www.7search.com/affiliate](http://www.7search.com/affiliate) for a more targeted keyword may not both appear for the same keyword. Only one page may be displayed for each search term. Choose the most targeted page for the keyword.

Websites may not duplicate the appearance/content of another site such as with affiliated website programs.

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## **"Popup" and "Pop-Under" Advertising**

7Search does not allow advertisers to bid on search terms that are located in pop-up or pop-under windows. The search terms that you have selected must appear within three clicks of the submitted page, or the advertiser must submit the URL in which the keyword or topic can be found.

## Promoting a Search Engine

Search engines are welcome to advertise on 7Search. Similar to regular advertisers, however, search engines are only allowed to bid on terms relevant to the service that they provide.

*Example:* Acceptable search terms would be search engine, search engines, pay per click, search, query, metacrawler, search for music, search for cars, etc. Unacceptable search terms include "travel", "games", "Britney Spears" or "music".

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## Auction, Portal, and Shopping Websites

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Auction, shopping, and portal websites are allowed to advertise on 7Search. However, these advertisers may only bid on keywords relevant to the content of their sites. Keywords must exactly describe the service offered.

*Example:* Acceptable search terms would be auction, shopping, online shopping, bidding to buy, etc. Search terms that would not be acceptable are book bag, video game, camera, etc.

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### eBay & Auction Sellers

Advertisers that operate their own eBay store or use auction websites to sell products are allowed to bid on keywords relevant to the items being sold on their web page. Web surfers must be taken directly to the web page advertising the item. These Advertisers are not restricted to the search terms such as auction, shopping, online shopping, bidding to buy, etc., and may bid to appear under search terms that accurately describe the specific item being sold.

## Payment Options

1. A \$25 minimum deposit is required to open an account. Funding for 7Search Advertiser accounts are on a pre-paid basis. We accept payment via credit card (Visa, MasterCard, American Express) or check.
2. Upon request, Wire Transfers will be considered on a case-by-case basis. Please contact client support for consideration and Wire Transfer details. Considerations: Length of relationship, monthly spending, credit history, amount transferred, & location.
3. 7Search.com does not offer Net Terms or Credit Terms. Should you require invoicing or documentation for accounting purposes, please contact a member of 7Search.com's client support staff and that document can be created for you.

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## Maximum Search Terms per Account

## **Advertisers: 7Search Advertising Rules and Guidelines**

Advertisers are allowed a maximum of 1,000 search terms in each account.

Do NOT open multiple accounts to bid on more than the maximum keywords allowed. Contact customer support if you would like to add more than 1,000 keywords and we will review each case individually.

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### **Account Restrictions, Limitations, and Fees**

Keywords can be self-uploaded using our formatted mass submission spreadsheet. Advertisers that do not use the pre-formatted spreadsheet will be charged a service fee of \$25.00 to have a member of the 7Search staff upload advertisers's submissions in the correct format.

7Search does offer statistical data within your account for the past three (3) months. But, Advertisers who request any click reports that dates back farther than 6 months will be charged a \$10 service fee.

## Additional Notes

7Search.com reviews and analyzes our search listings to ensure the highest standards. Listings submitted before the publication of this guide are subject to review at any time. Our staff is taking the appropriate steps to provide our advertisers with the best possible experience.

This list will continuously be expanded and modified. This is not an agreement between 7Search.com and its advertisers, nor does it limit 7Search.com's discretion in determining the relevancy of search terms to advertiser listings.

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*Unique solution ID: #1283  
Author: 7Search Client Support  
Last update: 2009-08-07 14:02*