

Willhelp advertising terms and conditions

WillHelp.com.au is a portal for businesses that want to demonstrate their commitment to business integrity and excellence.

In advertising on Willhelp, you agree to abide by the following:

1. Advertisers must demonstrate compliance with the minimum 20% requirement on our WQi rating to be listed.
2. All content submitted must meet the legal requirements of the country of origin as well as of Australia and not be in violation of any rules, regulations, laws or customs to which it is subject.
3. All content is subject to audit and where appropriate must be supported by acceptable proof and permissions for use (this includes, but is not limited to that of celebrities, actors, musicians, sportspeople, cartoons and public figures).
4. All content to be hosted and online behaviour must meet our Terms and Conditions
5. All material within www.willhelp.com.au is subject to the approval of Willhelp:
 - including - by extension - any pages or sites linked to, from or within www.willhelp.com.au.
 - any such links found to be unsuitable, or become unsuitable will be removed.
6. Rejection Right; Willhelp reserves the right to reject any material as follows:
(If we do host something that offends you, please let us know; we will consider any reasonable request in the light of law, sensibility and the norm for the culture in the country of origin)
 - Material that we automatically consider unsuitable, and will reject includes:
 - that which violates or infringes upon the rights of any third party, including intellectual property rights or that which is Libellous or defamatory .
 - that which promotes illegal activities, is sexually explicit (non-educational)
 - that of gambling, violence, obscenity or indecency.
 - discrimination based on race, sex, religion, nationality, disability, sexual orientation or age. This includes, but is not limited to inciting, promoting or implementing bigotry, racism, hatred, terror or intimidation.
 - promotion of firearms, explosives, weapons, tobacco, alcohol or recreational drugs.
 - opinions or beliefs of political or religious groups.
 - content not acceptable for persons under 18 years old in Australia
 - Material that we *may* consider unsuitable and reject, includes, but is not limited to
 - nudity, semi-nudity, provocative, sexual or explicitly or inferred offensive material
 - culturally or socially insensitive or is overtly or covertly indicative of anti-social behaviour
 - opinions or beliefs of socially unacceptable groups (e.g. political images, neo-Nazi images, gangs)
 - considered by us to be harmful in some manner or means
7. Willhelp (nor our workers or partners) does not necessarily hold the opinions held or promoted by our advertisers or contributors, and, whilst advertisers are subject to audit and Willhelp has processes in place to audit advertisers, Willhelp bears no responsibility or liability for advertised content.



We reserve the right to refuse anyone or legal entity site service, or discontinue site service if we feel the individual/s entity does not align with the purpose of the portal or the stated Terms and Conditions.

Contents

In advertising on Willhelp, you agree to abide by the following:	1
The WQi (Willhelp Quality Indicator) System	2
Increasing your WQi and leveraging your expertise	3
A Free Listing	4
Jade Membership	4
Bronze Membership	4
Silver Membership	5
Gold Membership	5
Platinum Membership (available early 2011)	5
Further Advertising Options	6
Extra features	6
Website packages	6
Website and email hosting	7
Domain name registration:	8

The WQi (Willhelp Quality Indicator) System

The **WQi** indicates the level of confidence a customer may expect in dealing with a listing. This Charter gives guidance on this system. Willhelp supports and sponsors a range of community services and projects. They are unrated. To promote your business on Willhelp you must meet the **minimum requirements**:

<u>Points</u>	<u>Required Items for a Listing</u>	<u>Totals</u>
5%	3 Contacts Ensure that a customer can contact you by having an email address plus at least 2 contact methods from the following list: Phone number Mobile phone number Fax number Fixed address Web-based contact form ¹	5%
5%	A Registered Business (recommended, but not actually required) Having proof of business ownership, e.g. a registered business name or number (ABN or CAN in Australia) authenticates your trading. If you do not have this, Proof of Identity will be required.	10%
5%	Feedback System Your feedback system does not have to be automated nor complex; a simple notebook will do, so long as you note customer complaints and follow them up in a timely fashion, noting the result when finished.	15%
5%	Fair Dealing A published and explicit method for fair-dealing with consumers and other businesses: This is your accessible guarantee, a public proclamation of how you will deal with a customer's legitimate concern or complaint.	20%


These requirements get you started at 20 **WQi** with a complimentary Listing². A 30%+ **WQi** enables you to have a Jade rating. A 40+ **WQi** gets you **Bronze**, 50+ gets you **Silver**, and 70+ gets you **Gold**. Higher listings help demonstrate the level of confidence that a consumer may expect in dealing with your business.

¹ Having a web-based feedback form is an extra to our normal site package, and it must be responded to at least monthly


² We are happy to give you something for nothing, so long as you do us a service in return; to maintain your contra listing, you must display a linked Willhelp logo and WQi indicator on the landing page of your website.

Increasing your WQi and leveraging your expertise

You rate higher by adding **Bonus Points** from the following list:

 Shaded items are grouped in the Quick Pick tab of the WQi rating survey to fast-track your progress.

<u>Points</u>	<u>Optional Items</u>	<u>Totals</u>
10%	<p>Managing Risk</p> <p>3% Basic Risk Management is considering what to do when things go wrong and documenting what actions to take in managing those risks</p> <p>3% A Risk Management Chart rates the risks and details appropriate actions to take. A sample and blank form can be downloaded from the quality section at Willhelp. If need be, we have consultants that can guide you in this, and help you to establish a Risk Management Plan.</p> <p>4% A Risk Management Plan helps to ensure that personnel are prepared to act appropriately. Your plan is founded upon your Risk Management Chart.</p>	30%
10%	<p>Staff Training</p> <p>Documented results of staff training (i.e. quality or performance improvement)"</p>	40%
10%	<p>A Quality System</p> <p>Do you have an accredited Quality System that is compliant with its standard? (e.g. 6-Sigma, AQTF, CRICOS, FoodSafe (HACCP), ISO, TQM)</p>	50%
20%	<p>Professional Items</p> <p>Do your people have professional qualifications <i>supported</i> by professional development?</p> <p>10% Professional qualifications within the business, supporting the business</p> <p>10% Proof of professional development within the last 3 years</p>	90%
10%	<p>Participation in Industry activities</p> <p>e.g. industry consultations, activities, meetings, workshops, active memberships</p>	60%
10%	<p>Awards</p> <p>Relevant business awards or any other official commendations (2% each, to a maximum of 10%)</p>	70%
10%	<p>Financial Stability</p> <p>If your business is doing well, you have the means to provide support to your community. As well as demonstrating good business ethics and corporate accountability, it helps demonstrate to a customer where your heart is, and is a reflection of how you are likely to deal with them:</p> <p>4% Supporting or sponsoring a community project through Willhelp</p> <p>4% Providing ongoing and consistent support of people in need (i.e. charitable support, tithing, zakath)</p>	100%
	<p>2% If people aren't chasing you for money and you're able to pay your bills on time then it's reasonable to assume that you practice safe and effective money management.</p>	

 From time to time these **WQi ratings** will be modified to reflect good practice and current business trends. When this occurs, advertisers' WQi will be adjusted up if necessary so that they will not be disadvantaged.

Willhelp Packages available

A Free Listing

📄 A single listing under one classification demonstrating that you offer reasonable customer service **Free**

⚠ A rating of **20% WQi** is required (**15%** if you do not have a registered business name, but supply proof of Identity)

⚠ It is asked; that in return for a Free Listing, you display the linked Willhelp logo rating on the landing page of your site or a stable social networking page (Facebook, MySpace, MSN, blogs etc).

- Your listing in a classification of your choice
(there is a strict limit of one listing per business/location for Free Listings)
- Business details (name phone, fax and contact number)

Jade Membership

📄 Subscribed services and a descriptive listing; including SEO features (link icons) **AUD\$40 yearly**

⚠ A rating of **30% WQi** is required

The Free Listing plus:

- Access to subscription services; including RSS feeds and newsletter subscriptions
- Business address, website icons and a short description (up to 50 words)

Bronze Membership

📄 Member services and an extended listing and increased online visibility **AUD\$90 yearly**

⚠ A rating of **40% WQi** is required

Jade features, plus:

- Up to three listings
- Access to member services; including a personalised email address (e.g. name@i.willhelp.com.au) and offers to help drive your business.
- Corporate image (e.g. logo)
- 3 linked keywords to improve search performance (available early 2011)
- Addition of a **web page profile**:
 - A full description of up to 500 words
 - Quality graphics
 - A descriptive display of your WQi rating
 - Localised business information (map **timezone** etc); and
 - A website link
 - Key features panel (where you can list special features about your business)

Silver Membership

 3 listings and Standard Profile package

AUD\$110 yearly

 A rating of 50% WQi is required

Bronze features, plus:

- Up to five listings
- A picture gallery (up to 5 thumbnails)
- Timezone information and a fixed dimension pop up profile from your listing
- 5 linked keywords to improve search performance (available early 2011)
- Improved priority in search requests (available early 2011)
- And added to your **web page profile**:
 - Pictures
 - A link to your address via Google Maps; and
 - Up to two file download links (up to 0.5MB each)

Gold Membership

 Premium Profile package with SEO links

AUD\$150 yearly

 A rating of 70% WQi is required

Silver features, plus:

- Up to eight listings
- A long description (up to 500 words)
- Search Engine Optimisation Links (Blog, FaceBook, Twitter, RSS) and META Tags; and
- A scrolling pop up with details from your listing
- 10 linked keywords to improve search performance (available early 2011)
- Addition of a **Marketing Program**:
 - Access to an advertising blog
- And added to your **web page profile**:
 - A multimedia carousel (short animation or flash movie); and
 - Up to five file download links (up to 2MB each)

Platinum Membership (available early 2011)

 Premium, Optimised Profile package with SEO technologies

AUD\$325 yearly

 A rating of 75% WQi is required

Gold features, plus:

- Up to twenty listings
- Search Engine Optimisation Links (Blog, FaceBook, Twitter, RSS) and META Tags
- Profiled keyword and descriptor metadata tagging for targeted online visibility
- A scrolling pop up with details from your listing
- Promote your Listing in up to 6 categories; and
- 20 linked keywords to improve search performance (available early 2011)
- Addition of a **Marketing Program**:
 - Access to Sponsored Marketing programs (available mid 2011)
 - Access to an advertising blog (available early 2011)
- And added to your **web page profile**:
 - Profiled keyword and descriptor metadata tagging for targeted online visibility (mid 2011)
 - A guide to Optimised text to increase Search Engine rankings (available mid 2011)

Further Advertising Options

We provide a range of other features and services at competitive rates.

Effective promotion harnesses the power of Willhelp-driven Search Engine Optimisation (SEO) and advertising with integrity on your part. Our excellence and your integrity drive the heart of Willhelp in providing true and accurate information to the customer in their search for safe and effective suppliers.

 **Our excellence is demonstrated, we invite you to share our journey**

Extra features

As well as the advertising options expressed in the **Profile & Listing Chart**, we offer the following:

Remote assistance (via phone, or through an internet connection)	\$1 per minute																		
Extra directory listings	\$25																		
Extra email address	<table border="1"> <thead> <tr> <th>Membership</th> <th>Limit</th> <th>Fee</th> </tr> </thead> <tbody> <tr> <td>Free</td> <td>(2MB)</td> <td>\$30</td> </tr> <tr> <td>Jade</td> <td>(5MB)</td> <td>\$25</td> </tr> <tr> <td>Bronze</td> <td>(20MB)</td> <td>\$30</td> </tr> <tr> <td>Silver</td> <td>(50MB)</td> <td>\$35</td> </tr> <tr> <td>Gold</td> <td>(250MB)</td> <td>\$40</td> </tr> </tbody> </table>	Membership	Limit	Fee	Free	(2MB)	\$30	Jade	(5MB)	\$25	Bronze	(20MB)	\$30	Silver	(50MB)	\$35	Gold	(250MB)	\$40
Membership	Limit	Fee																	
Free	(2MB)	\$30																	
Jade	(5MB)	\$25																	
Bronze	(20MB)	\$30																	
Silver	(50MB)	\$35																	
Gold	(250MB)	\$40																	
Authoring, editing, coding, optimisation, changes to content or pictures	\$85 per hour																		
<p>Alternative language page: This includes translation of the original English page, embedding the language online and navigation buttons to switch between it and the original. There is no discount if you provide the translation as we have to verify the content; however this does give us opportunity to improve upon the translation for you.</p>	\$120ph to setup and translate, plus; 60% of the cost of the originals' annual fee.																		

Website packages

<p>Standard Design and Hosting packages</p> <p>5 pages from a selected template: Home, Profile, Product/Services, Query, Contact.</p> <p>Pages include static images.</p>	<p>Site creation: \$500</p> <p>Suggested Hosting: \$60 pa (see next page for hosting packages)</p>
<p>Business Design and Hosting packages</p> <p>7 pages from a selected template: Home, Profile, Product/Services, Photo Gallery Testimonials, Query, Contact.</p> <p>Pages interact with an image gallery.</p>	<p>Site creation: \$950</p> <p>Suggested Hosting: \$110 pa (see next page for hosting packages)</p>
<p>Professional Design and Hosting packages</p> <p>7 pages from a selected template: Home, Profile, Product/Services, Photo Gallery Testimonials, Query, Contact.</p> <ul style="list-style-type: none"> • Pages interact with an image gallery. • Edit and change testimonials and upload pictures yourself 	<p>Site creation: \$1650</p> <p>Suggested Hosting: \$180 pa (see next page for hosting packages)</p>
<p>Custom designed web site:</p> <ul style="list-style-type: none"> • Commercial site (back-end database & shopping cart); or • Custom site (tailor made to your needs); or • additional or alternate features to the above 	<p>\$85 per hour</p> <p>Suggested Hosting: \$250 pa (see next page for hosting packages)</p>

For greater bandwidth and unlimited mailboxes, take up our Universal Hosting package for just xx a year!

Website and email hosting (Linux platform)

	Standard Hosting	Business Hosting	Professional Hosting	Corporate Hosting
Yearly Hosting Fee	\$60.00	\$90.00	\$125.00	\$200.00
RRP (without Willhelp membership)	\$75.00	\$125.00	\$175.00	\$275.00
Data				
Web Space	100MB	150MB	500MB	1000MB
Bandwidth	2GB	5GB	10GB	25GB
Email				
Mailboxes	✘	10	20	Unlimited
Webmail	✘	✔	✔	✔
Unlimited Aliases	✘	✔	✔	✔
Auto Responder	✘	✔	✔	✔
Catchall Address	✘	✔	✔	✔
Anti-Spam	✘	✔	✔	✔
Anti-Virus	✘	✔	✔	✔
Features				
PHP	✘	✘	✘	✘
ASP	✔	✔	✔	✔
ASP.NET	✔	✔	✔	✔
Perl	✘	✘	✘	✘
Python	✘	✘	✘	✘
MySQL	+	+	✔	✔
MSSQL	+	+	+	✔
eCommerce				
Shared SSL	+	+	+	+
SSL Certificate	+	+	+	+
Management				
Control Panel	✔	✔	✔	✔
Web Statistics	AWStats	AWStats	AWStats	AWStats

Additional Features (annual fees)

Email		Features	
+ 1 Additional Mailbox	\$10.00	+ MySQL Database	\$45.00
+ 3 Additional Mailboxes	\$15.00	+ MSSQL Database	\$125.00
+ 5 Additional Mailboxes	\$25.00	eCommerce	
+ 10 Additional Mailboxes	\$40.00	+ Shared SSL Support	\$50.00
		+ Purchase SSL Certificate	\$99.00

Domain name registration:

We recommend that you purchase a domain name for your business. It more professional, and presents better to the customer. If you can't be bothered to align your business to its own domain, how seriously are you perceived to take that business?

Australian Domain Names

.asn.au	\$33.00	2 Years
.com.au	\$66.00	2 Years
.id.au	\$55.00	2 Years
.net.au	\$66.00	2 Years
.org.au	\$27.50	2 Years

International Domain Names

.biz	\$33.00	1 Year
.co NEW	\$66.00	1 Year
.co.nz	\$66.00	1 Year
.co.uk	\$55.00	2 Years
.com	\$33.00	1 Year
.eu	\$88.00	1 Year
.info	\$33.00	1 Year
.mobi	\$66.00	1 Year
.net	\$33.00	1 Year
.net.nz	\$66.00	1 Year
.net.uk	\$55.00	2 Years
.org	\$33.00	1 Year
.org.nz	\$66.00	1 Year

We bill domain name registration and re-registration on a bi-annual basis to keep things tidy and to reduce administration.