

Vortex Solution of Montreal's Search Engine Optimization Code of Ethics

The SEO (search engine optimization) process results from principles that enhance Website usability and aid search engines to rank sites appropriately. Legitimate SEO companies (such as Vortex Solution) recognize this reality and strive to create strong, useful, content-rich sites that benefit the end user. Legitimate optimization is, in fact, inseparable from good design (including W3C protocol), good content and solid usability.

Unfortunately, some search engine optimization "experts" that are not respected have mistreated the tools of optimization, getting ahead not through the legitimate methods that advantage the Internet, but through spam and other practices destructive to search engine functionality, disruptive of basic Website usability and negligent of the future of the Internet community.

Vortex Solution stands strongly against such practices. We do not:

- Misrepresent ourselves or our services to our clients nor do we propose, in any way, that we have special relationships with prominent search engines that will enable us to guarantee rankings;
- Use misleading redirect pages, cloaked pages, hidden text, doorway pages, stolen content, keyword stuffing, comment stuffing or any other process known to sabotage search engine results;
- Participate in nor associate with link farms or other means in order to artificially enhance link popularity;
- Knowingly contravene any guidelines or rules posted on any search engine, including rules concerning automated submissions and automated rank checking programs;

Intentionally misdirect or misinform clients about our search engine optimization methods nor do we hide any of our optimization methods from our clients, who have a basic right to understand how our company manages their Website.

The best Websites are those most likely to benefit the end user, and they should be the most prominent in search engine results. It is therefore the job of all true optimizers to create solid user and search engine friendly sites that help produce quality search engine results and reflect well on all members of the SEO community.

We at Vortex Solution conduct business and search engine marketing by this SEO code of ethics. We respect other optimization and programming companies. Although rivalry is often fierce in our industry, we believe that only by working together with our business colleagues are we able to best benefit our clients, search engines and industry. We invite any companies or individuals who also believe in the SEO code of ethics to post this document on their Website. We do not require a link back, although we always appreciate one.