

Guidelines for Keyword Advertising

AbeBooks welcomes affiliates that are interested in doing keyword advertising for its sites (www.abebooks.co.uk, www.abebooks.de, www.abebooks.fr, www.iberlibro.com).

However, there are some guidelines which we kindly ask you to adhere to.

Should you have a question or need our support, please do not hesitate to contact us: affiliate@abebooks.co.uk

Thanks for your cooperation!

It is allowed

- to book keywords in all search engines that are on the market (google, yahoo, msn, miva etc.)
- to build up own landing pages based on product data of AbeBooks
- to use the corporate brand "AbeBooks" in the Ad text

It is not allowed

- to use www.abebooks.co.uk or any AbeBooks URL as a visible URL
- to book keywords on the AbeBooks brand name and all combinations with it
- to build up a website identical or almost identical to the AbeBooks sites. It has to be made sure that the user realizes that the affiliate site is not the official AbeBooks website.
- to book branded keywords of direct competitors of AbeBooks. The Affiliate has to make sure that when selecting keywords or domain names or building up web sites (text source, meta tags etc) he complies with competition law and does not infringe trademark law.
- to bid higher on the following keywords than AbeBooks. See list of keywords attached to this document (page 2).

Affiliates Must

- adhere to current webmaster guidelines of search engines.
For example, the following search engine manipulation techniques are not allowed: Cloaking, Doorway Pages, massive use of double/copied content.
The Affiliate has to check current guidelines of the search engines regularly.

Google: <http://www.google.co.uk/support/webmasters/bin/answer.py?answer=35769>

Yahoo: http://searchmarketing.yahoo.com/en_GB/rc/srch/relevancy.php

MIVA: <https://account.uk.miva.com/advertiser/account/popups/listingsguidelines.asp#1>

MSN: http://advertising.microsoft.com/uk/wdocs/user/en-us/cap/external/external_high/index.html

Appendix

You are not allowed to bid higher on the following keywords:

Germany	UK	France	Spain	Italy
antiquariat	rare books	livres anciens	libros descatalogados	vendita libri
antiquarische bücher	second hand books	livres doccasion	comprar libros	libri
buchantiquariat	used books	livres	comprar libro	libreria on line
antiquariate	books	livre rare	libros segunda mano	libreria online
gebrauchte bücher	book	livres rares	libros de segunda mano	libri fuori catalogo
bücher	out of print books	livres épuisés	libros usados	antiquariato libri
buch antiquariat	out of print	ancien livre	librerias on line	libro usato
bücher antiquariat	antiquarian books	livres occasion	libros viejos	libri on line
antiquarisch	old books	livre occasion	libreria on line	libri online
antiquariat bücher	secondhand books	livre doccasion	buscador de libros	libri vendita
bücherantiquariat	second hand book	livre	libros antiguos	libri fuori stampa
zentralantiquariat	used book	acheter livre	libro antiguo	libri seconda mano
bücher gebraucht	cheap books	achat livre		
buch	book search	livres ancien		
buch kaufen	booksearch			
