

Date: July 30, 2012
From: John Diethelm / Millennium Marketing Consultancy LLC / John@johndiethelm.com
Regarding: Private Client References for Website Strategy & Search Engine Marketing (SEM)

There is unfortunately no accreditation in the SEM business so Google has taken the initiative to “Audit” the 3rd party agencies who are certified partners and offer Pay Per Click Management services.

Millennium Marketing Consultancy is a certified partner and passed an audit by Google on July 30, 2012 and posted the required link on www.millenniummarketingllc.com as required by the audit:

<http://www.google.com/adwords/thirdpartypartners/>



As a Google AdWords Certified Partner, being in compliance is important. If you are found to not be compliant, Google can remove your certification and even disable your ability to manage accounts.

My firm passed the review which is now to be done yearly or in some cases more frequently if Google receives complaints about a Partner. The review was thorough! Millennium Marketing Consultancy operate transparently and were already adhering to Google policies shown below.

In summary this is what Google requires your Google AdWords Certified Partner to do:

1. “At the minimum provide advertisers with monthly data on AdWords costs, clicks and impressions at the account level.”
2. “All third parties primarily serving small to medium-sized clients are required to provide the Google Disclosure Notice.”
3. “Third parties may not engage in unclear, deceptive or harassing sales practices.”
4. “Third parties may not misrepresent their relationship to Google.”
5. “You may not make improper guarantees about Google to your clients.”
6. “You may not violate Google’s branding guidelines.”
7. “You may not improperly use AdWords accounts, or AdWords marketing or sales material.”

Be aware of AdWords service agencies that are in direct violation with Google’s policies.

Compliance review is a good thing. It keeps Google AdWords Certified Partners on a level playing field, prevents agencies from claiming preferential relationship with Google which they don’t have. Google helps to make the Google AdWords Certified Partner status legitimate and the audit is good for all clients

Google Third-Party Policy

- [Overview](#)
- [Third-party policies](#)
- [What happens if you don't comply](#)
- [Complaining about a third-party partner](#)

Overview

Google third parties include anyone who sells Google AdWords. This section outlines policies for all third parties who sell Google AdWords.

We're always working to improve advertisers' return on investment and experience with AdWords, and we want to make sure that advertisers – whether they work with AdWords directly or not – understand how AdWords is performing for them and what to expect from their third-party partners. Accountability is a core principle of AdWords, and focusing on what's best for the advertiser is ultimately the best long-term course for third parties working with AdWords.

We believe that most agencies, resellers and other third parties who sell AdWords already meet these policies and establishing clear third-party policies will ensure that they aren't negatively affected by parties not adhering to them.

These policies are in addition to any existing terms and policies for third party programmes, including:

- [Google Partners](#)
- [AdWords API](#) and [Standard Access](#)
- [Google AdWords Premier SMB Partner Programme](#)
- [Google Adwords Terms and Conditions](#)

Third-Party Policies

The following policies apply to all third parties:

(1) Third parties should at minimum provide advertisers with monthly data on AdWords costs, clicks and impressions at the account level.*

Google third parties who provide any level of cost and performance reporting today should make AdWords cost and performance information easily accessible to their advertiser clients and available at the same level of detail as other reporting information. For example, if a third party provides their clients with daily cost and performance reporting at the keyword level, then they'll be required to report daily cost and performance for their clients' AdWords keywords.

For those third parties who don't provide any reporting today, they should, at a minimum, provide advertisers with monthly data on AdWords costs, clicks and impressions at the account level. For example, let's say that ABC Agency is managing AdWords campaigns for their client, Ryan's Repair Service. In July, the AdWords account for Ryan's Repair Service accrues 1,400 clicks on 12,000

impressions for an AdWords cost of £700 (the exact amount charged by AdWords). ABC Agency will be required to provide a report to Ryan's Repair Service that shows AdWords cost and performance at the account level:

Ryan's Repair Service – AdWords report for July

Clicks: 1,400

Impressions: 12,000

Cost: £700

[Learn more](#) about this requirement.

*As required by your applicable terms of service.

(2) All third parties primarily serving small to medium-sized clients are required to provide the Google Disclosure Notice.

We believe that it's especially important for advertisers with small to medium-sized advertising budgets - who may not have the resources and expertise of large advertisers - to know what they can expect when working with our third-party partners.

If you're a third-party partner and 80% or more of your customers spend less than \$1,000 USD (or local currency equivalent) per month on AdWords, you're required to [share a disclosure document](#) with your customers. You should have the disclosure in a [clearly discoverable](#) location on your website. In addition, during new sales or renewals, you must either let your clients know about the presence of the disclosure on your website, email them a soft copy or mail them a printed copy.

(3) Third parties may not engage in unclear, deceptive or harassing sales practices, including:

- Not spending a client's media budget in the agreed upon media, or deceptively diverting spend destined for AdWords inventory to other media.
- Claiming an ability to offer preferential discounts in the AdWords auction or to purchase keywords in bulk.
- Claiming to have an exemption from the AdWords auction.
- Implying that AdWords costs are based on the number of keywords selected and the budgets set.
- Suggesting to clients that Google sells AdWords for fixed prices (not through an auction or CPA process) when in fact they are not sold for fixed prices.
- Purposefully not using AdWords features that were agreed to with a client. For example, not using local geo-targeting when the client has asked you to target the ads locally.
- Advertising for or having other people take Google AdWords Certification Programme exams on your behalf.
- Harassing advertisers to use your services by, for example, cold-calling potential advertisers repeatedly, not respecting an advertiser's marketing or email opt-out preferences or putting undue pressure on them to sign up or stay with your agency.

(4) Third parties may not misrepresent their relationship to Google, including:

- Claiming to be contacting advertisers on behalf of Google.
- Claiming to be Google.
- Claiming a third-party programme status with Google – for example, a Google Partner or AdWords Premier SMB Partner (unless so authorised by Google).

- Claiming or implying that you have a special working relationship or partnership with Google.
- Claiming that Google gives you a discount or special pricing.
- Claiming that Google gives you access to special ad positions.

(5) You may not make improper guarantees about Google to your clients, including:

- Selling AdWords as permanent positions or priority-listing, or selling AdWords as "listings" when in fact they are not.
- Misrepresenting free placement products, such as Google Places, as pay-for-insertion products.
- Confusing, intentionally or unintentionally, search results and ads.
- Claiming that you can guarantee top placements in Google, or that ads will appear in Google Search at all times.
- Implying that you may sell Google AdWords features such as geo-targeting, YouTube ads and location extensions in countries where that feature is not available.

(6) You may not violate Google's branding guidelines, including:

- Using Google brand features in any way that isn't consistent with Google's brand-usage guidelines - for example, displaying a Google brand feature as the most prominent element on your web page.
- Using the Google Partners badge in a manner prohibited by the brand-usage guidelines.
- Selling mostly search engine optimisation while claiming that client's spend is mostly for AdWords.

(7) You may not improperly use AdWords accounts, or AdWords marketing or sales material, including:

- Using an AdWords account for more than one advertiser. A different Google AdWords account is required for each client that is being serviced by the third party. You may not mix clients in an account, for example, by setting up different campaigns for clients in one account.
- Erasing or destroying AdWords accounts of advertisers that you are about to lose.
- Branding AdWords marketing or sales material as your own (unless authorised by Google).
- Offering AdWords vouchers or coupons in return for payment.
- Offering AdWords vouchers or coupons for the primary purpose of collecting email addresses and or other improper purposes.

(8) The following violations will lead to immediate suspension:

- Phishing: This includes any and all attempts to acquire sensitive information such as usernames, passwords and credit card details by misrepresenting yourself as a trustworthy entity in an electronic communication.
- Pretending to be Google (for example, misrepresenting yourself on your website, using the Google logo deceptively, calling or otherwise contacting people in the name of Google).
- Other actions that Google deems to be imminently harmful to Google's advertisers or users.

Programme Policy Enforcement and Non-compliance

Google will enforce policies through compliance audits as well as through investigation of complaints that we receive.

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If we find you in violation of any of the above programme policies, you'll receive a warning. If you fail to correct the violation within 15 days, your membership and access to Google programmes will be reviewed for corrective action.

Corrective action can include disqualifying you from Google Partners, AdWords API Standard Access, AdWords API access and/or terminating your AdWords accounts if violations of these policies continue. As noted in Section (8), some egregious violations will lead to immediate suspension without notice, and/or termination of your AdWords accounts, all qualification status and AdWords API access.

If you have questions regarding any of the information in this document please do not hesitate to contact me.



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