



SSILA Website Links Policy

One of the great benefits of being an SSI Authorized Dealer is the fact that your School & Dive Center can be found by millions of people Worldwide by way of our International SSI Dealer Database online at www.ssila.com

The Internet has truly transformed our planet into a Global Economy. Never before has there been such a way to reach millions and millions of people around the world in such an easy and affordable manner. As more and more products & services are sold, promoted, advertised and researched online, it has become almost essential for any serious business to have a presence online. SSI realized this early on, and our website is now in its third generation, continually being updated and re-designed to increase exposure, provide more services and to offer a one-stop place for both our Professional Members as well as their potential clients to find everything they need to get started with some ***Serious Diving and Serious Fun!***

As more and more SSI Dive Centers and Schools realize the potential benefit of having their own websites, the SSI Authorized Dealer Search has become an even more useful tool for Divers and Students searching for SSI Dive Centers around the world.

A visitor to the SSI Page can easily jump from our website to yours, and back again, and along the way they can find valuable information about the courses you offer, pricing, your staff, dive sites in your area, and hotel packages you can offer them. *Millions of people visit our website every month!* While they may have never heard of your Dive Center and would never have been able to find you directly on their own, they can find you via the SSI Worldwide Website, which is linked to thousands of other websites and promoted on every SSI Product they see. They can contact you by email via your website, and you can establish a personal relationship with people on the other side of the planet, long before they arrive to your doorstep. Likewise, a local visitor to your page can jump to SSI's page to learn more about SSI Courses and materials, which courses interest them, and why they should choose SSI Training at your Dive Center to become serious, well trained scuba divers.

Making a good impression on these website visitors is just as important as the impression they get when they arrive to your Dive Center. ***Visitors arriving to your Website from the SSI Worldwide site have already decided that they are looking for SSI Diver Training***, so it is important that the message they receive is clear and consistent. For this reason, we have developed some guidelines for linking your Dive Center or Schools website to SSIs, and we are sure you will find some valuable site design tips that can increase the success rate of your individual website.

Please contact us today to find out how you can increase your exposure to SSI Divers worldwide, get more traffic to your Website and use SSI's International Website to sell products and services in your local community. We'll send you a list of suggestions and requirements that will have SSI Divers contacting you in no time!

SSI Link Policy

SSI Dive Centers and Schools with Websites wishing to be linked to the SSI Worldwide Database must:

- Scuba Schools International will only link sites that provide educational and informational content related to recreational scuba diving. You must maintain a website that promotes Scuba Training and related educational services to the public, without the excessive use of banner-ads or other distracting advertising means.
- If your site makes any specific mention of Training Agency affiliations or courses, SSI must be mentioned as the primary agency and SSI Courses must be fully represented and promoted in a preferential manner.
- A reciprocal link to the SSILA website required.
- Your site may place a link to the SSILA website by use of a current and approved SSI Logo. You must contact SSILA first to obtain permission for use of trademarked Logotype. The link must be directed to www.ssila.com
- No other training agency links or logos may be present on your website.
- Provided your site meets the requirements listed above, there will be no additional cost to link your website to the SSI Worldwide Dealer Listing Database so long as your Dive Center or School is in full compliance with the SSI Annual Dealer Agreement and is promoting SSI Products and Services in a favorable and equitable manner.
- The website link program is reserved for SSI Authorized Dealers who have made a sincere and honest commitment to representing SSI as their primary Training Agency, and have shown proven ability to sell SSI Products, Courses and Services in a manner favorable to both SSI as well as themselves.
- The website link program is designed to compliment the SSI Dealer Logo Promotion, and is available exclusively to SSI Dealers who participate in that program. The SSI Dealer Logo Promotion is available for an annual fee of \$125.00 which includes your Dive Centers Logo imprint on every SSI Diver Card issued through your store, and a direct **text** link to your qualifying website, or \$135.00 per year to have your logo also displayed beside your Dealer Listing on the Online International database. (In this case, your Dealer Listing is distinguished from all others and the link to your website is your Logo, as well as the text listing)
- The Banner Ad program on ssila.com is designed to offer an additional benefit to SSI Dealers who meet these link requirements, and wish to gain additional exposure through placement of custom designed Banner Ads in highly visible locations on our site. Contact us at info@ssila.com for information on costs and placement of a custom designed banner ad.
- SSI Instructor Training Facilities may not **promote** training from any other training agency on their website or in their stores, as per the SSI Instructor Training Facility Agreement. SSI Instructor Training Facilities may not **offer or promote Dive Leader Training** from any agency other than SSI, also as per the SSI Instructor Training Facility Agreement.
- A link to the SSI Worldwide Database is not guaranteed, is at the sole discretion of SSILA, and the privilege can be revoked without notice at any time.