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To: Our valued Eureka Springs Tourist Center (ESTC) Clients
Re: Linking to outside sites

First, some history: the founders and previous owners of EurekaSprings.com developed it as a closed site, which means that no outside links were allowed. All changes had to be done by them, reservation systems had to be provided by them and no traffic reports were provided. Since taking over, we have made many changes to these policies, but in an effort to preserve the success of the ESTC, we have chosen a go-slow approach on linking to outside sites.

Here is our policy on linking to outside websites:

1. **We only link to good quality websites** - if we think that your site is aesthetically challenged or ineffective, we will not link to it. We are the sole arbiter of what is acceptable and what is not.
2. **First a mini-presentation, then a link to your site** – we will retain a one-page “mini-presentation” about your property, which at the bottom will contain a prominent link to your outside site.
3. **The link will be a frame forward** - the link from us to you will be something like www.eurekavacation.com/yourname, which in turn will pull up your site under www.yourdomainname.com. There will be no need to call us when content on your site changes *unless* the page we link to changes name (URL).
4. **It may cost you \$20 more per month** - every site that we handle has the so-called grid at the bottom of each page. This helps our site and everybody else's site in the search engines. If you want us to link to your outside site, and you chose not to put that grid on the first page of your site, then we will charge you \$20 more per month. There is also some other work that will need to be done at our end, which adds a \$50 one-time fee.
5. **You may have to advertise in more categories** - if your site talks a lot about e.g. both weddings and lodging, we may require that you advertise in both categories in order for us to link to your outside site.
6. **Additional criteria may apply** - we cannot anticipate every possible scenario. In the end, EurekaSprings.com is our website and we decide what to link to and not link to.

We have tried very hard to address all of our clients' issues during the last 4 years. These issues have involved links to Webervations.com, traffic reports, use of content not developed by us, and now finally, links to outside sites. We have now addressed all policy items that clients told us in early 2004 that they were dissatisfied with.