

Website Content Guidelines

The website <u>RiverPoolsandSpas.com</u> is full of great content and as an Authorized Dealer we want you to be able to share this information on your website; however, this information is copyrighted material and must be given credit to its original source. Here are some guidelines for you to follow. When in doubt, call Jason at 804-761-2184.

What RiverPoolsandSpas.com Content Can You Use? And How?

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✓ Feel free to use any of the following logos in your own blog articles or website so long as you have the logo link directly to the original source article/page. Do NOT alter the logos.









- ✓ Feel free to embed any of our original videos for use one your own website.
- ✓ Feel free to republish our pool style guides as shown below by copying or embedding them and including them in your content.



✓ Feel free to reference or quote up to 75 words of any of our text content (facts, figures, quotes, etc.) in your own blog articles or website as long as you attribute River Pools and Spas as the source, name the author, and link directly to the original source article.

"On average most turn-key fiberglass pool projects cost \$45,000-\$85,000 but projects that require extensive retaining walls, water features, or other elaborate elements can cost much more." -Hughes, Jason. "How Much Do Inground Pools Cost?" *RiverPoolsandSpas.com*.

Jason Hughes of <u>River Pools and Spas</u> in an <u>article</u> claims the average turn-key fiberglass pool projects run between \$45K-\$85K but projects that require large retaining walls or custom water features can run considerably higher.

Unfortunately, we cannot allow you to do the following:

- We cannot let you republish in full any of our text-based content (blog articles, PDFs, PPTs, DOCs) on the web.
- We cannot let you republish any of our original pool photo images on the web. Upon request, we can provide you with some watermarked pool photos for your use on the web.
- **★** We cannot fulfill requests for original files (PDFs, PPTs, DOCs or original video files).
- You cannot claim our content as your original ideas (i.e. using our content and publishing it on a channel as your own).
- ➤ We cannot allow you to alter any digital assets (logos, diagrams, charts, images, etc..)
- **★** We cannot allow you to use any of our creative Call To Action logos/buttons.

