SEO PACKAGES

Search Engine Optimisation (SEO) & Search Engine Marketing (SEM)

Each company's optimisation needs differ. Optimisation is not a quick fix solution, but something that needs to be constantly pushed, maintained and monitored on an on-going basis.

It's unfortunate though that even if you are enjoying a top position in a search engine, you will not always stay there! This is simply because there will always be new companies coming into the market place as well as current companies, that will be fighting for the same top spot as you. This is precisely why optimisation needs to be an ongoing process, and you never take your eye off the ball!

ANNUAL STRATEGY OVERVIEW

KEYWORD ANALYSIS
Identifying the most effective keywords plus variations to target for maximum return

ONSITE OPTIMISATION
On Site (On Page) Optimisation – the process of optimising the target web page in order to create relevancy and importance of the page for the desired keywords. Onsite SEO has minimal impact on design, but focuses on optimised content, keyword positioning and occurrence per page, and internal linking to make the whole site easier for Google to navigate and read.

SEO BENEFITS
- *Your website becomes more search engine friendly and more accessible to search engines*
- *Each target page is ranked highly for the target keywords PLUS high numbers of relevant variations*
- *Provides a strong foundation for your ongoing SEO campaign*

CONTENT DEVELOPMENT
Unique high quality, keyword balanced content for target pages increases rankings for target keywords and variations.

Content is key to long term success in search engines. Testament to this fact is how well Wikipedia ranks in Google for millions of keywords across virtually all sectors and subject matters. Wikipedia is constantly updated with fresh, unique and useful content search engines, especially Google, loves.

We will help with the SEO content, analysing and tweaking the content provided by you which should be written specifically for the target page. This is written to specifications that optimise the target keyword and density for that particular page. Furthermore, keyword variations are included within the text to ensure that rankings are increased for high numbers of relevant keywords.

Relevance throughout is the most important factor.

LINK BUILDING (OFFSITE SEO)
We will deliver a high quality and hard hitting link building strategy as part of this campaign. Link building is the difference between ranking in the Top 10 or back at Page 10.

Link building is the process of building one way, inbound links to a particular website. As long as the link is from a quality website, it will count as a 'vote' for your website. The more quality 'votes' that you have the higher your ranking in the search engines, especially Google.

SEO BENEFITS
- *High rankings for your target keywords – including the target keywords in the link text drives rankings quickly and effectively*

- *Long term results in the organic listings – we specialise in building long term links for long term success*
- *Increase overall importance of your website in Google – every quality link built to your website increases link weight which in turn increases rankings*

The key to link building is to create a NATURAL LINK PROFILE. This means acquiring links at a steady rate from a variety of different sources. Suddenly acquiring high PageRanked, highly themed links is NOT natural link building – it indicates 'paid for' link renting which Google will penalise for. This is why the whole process works over a period of time.

DIRECTORY SUBMISSIONS
Directories contain information and links to websites that will be of use to their users. In order to be included in these Directories you must firstly submit your website in order for it to be considered for inclusion. If successful, your website will be placed in the relevant category or sector and a link placed back to your website.

Please note that inclusion is not guaranteed

BENEFITS
- *Submission to high quality website directories*
- *Inclusion within categories themed to your sector*
- *Increases inbound links to your website*
- *Provides strong foundation for ongoing link building*

SOCIAL BOOKMARK SUBMISSIONS
Social bookmark websites are resource websites where users can access and share websites and pages that they recommend, enjoy or find informative. We submit the target page to the most recognised social bookmark websites – the result is that your website becomes more visible to Google and is awarded more credibility.

Please note that inclusion is not guaranteed

BENEFITS
- *Manual Submission process ensure high inclusion rate*
- *Increases inbound links to your website*
- *Increases importance of your website in Google's index*
- *Target page for SEO Campaign is marketed to potential customers*

Our Online Marketing Services can be used independently of any other web related service, whether or not we host or develop your website.

Task	Bronze	Silver	Gold	Platinum
SEO Package Price	£399 per mth	£499 per mth	£699 per mth	£999 per mth
Initial Set-Up Fee	£99	£75	£50	Free
Website Analysis	Yes	Yes	Yes	Yes
Competition Analysis (on Keywords)	**No**	Yes	Yes	Yes
Onpage Optimization				
Number of Keywords to be optimized (up to)	5	10	20	35
Meta Tags	Yes	Yes	Yes	Yes
XML sitemap	Yes	Yes	Yes	Yes
Navigation File / Robots.txt Creation	Yes	Yes	Yes	Yes
Webmaster Account Setup	Yes	Yes	Yes	Yes
Google Analytics Account / Code Implemented	Yes	Yes	Yes	Yes
Google Places (Map) Listing	Yes	Yes	Yes	Yes
Content Optimization	**No**	Yes	Yes	Yes
SSI (Server Side Includes) * Dynamic URL's > Static	**No**	**No**	Yes	Yes
Renaming URL's (Simple to Keyword Friendly)	Yes	Yes	Yes	Yes
Broken Link Analysis	Yes	Yes	Yes	Yes
Code Optimization	Yes	Yes	Yes	Yes
W3c validation	Yes	Yes	Yes	Yes
Footer (copyright / hyperlinks)	Yes	Yes	Yes	Yes
Canonicalization - no specific > www.	Yes	Yes	Yes	Yes
Inclusion of Header tags	Yes	Yes	Yes	Yes
Image Optimization (Alt Tags)	Yes	Yes	Yes	Yes
Text Crawler Codes	**No**	Yes	Yes	Yes
Duplicate Content verification	Yes	Yes	Yes	Yes
Internal Link Optimisation (keyword friendly)	**No**	Yes	Yes	Yes
Contextual Linking (adding)	**No**	Yes	Yes	Yes
Yahoo / Bing Sitemap Creation	Yes	Yes	Yes	Yes
MSN Sitemap Setup	Yes	Yes	Yes	Yes
Offpage optimization	Yes	Yes	Yes	Yes
Directory Submission	300	400	600	1000
Social Bookmarking	125	150	250	400
Local Business Profile Creation	**No**	5	10	25
Article submission	**No**	5	10	25
Classifieds	**No**	2	5	20
Blog (Writing / Posting)	**No**	**No**	1	2
Press Releases (350/400 words)	**No**	**No**	1 (5 Subm)	2 (10 Subm)
Local Business Centers (Google / Bing / Yahoo)	Yes	Yes	Yes	Yes
Google Product Base* (Google Merchant Centre)	20	30	50	100
Report				
Google Analytic Report (Monthly)	Yes	Yes	Yes	Yes
Performances Report / Keyword Ranking (Monthly)	Yes	Yes	Yes	Yes
Weekly Task / Submissions Report	Yes	Yes	Yes	Yes
Customer Suppport				
Email	Yes	Yes	Yes	Yes
Telephone	Yes	Yes	Yes	Yes
Duration (Minimum)	3 Months	3 Months	3 Months	3 Months
Cancelation Notice	1 Month	1 Month	1 Month	1 Month