



ORGANIC SEARCH ENGINE MARKETING DETAILS

INTRODUCTION

The aim of this search engine optimization program is to improve the position of your website in the organic search engine results with a view to increasing revenue for the business.

As the program evolves it will negate or reduce the need for Pay Per Click campaigns and result in significant improvements in web lead generation and branding.

OVERVIEW

This program is built around proven principles and does not employ any dangerous techniques that could adversely affect the ranking of a website.

We identify search terms (keywords) that are relevant to your business and then work on getting your site to rank well on achievable and relevant keywords. We select keywords based on the competitiveness and search volumes. Our aim is to achieve good ranking positions for highly searched keywords as quickly as possible however this process can take 2-3 months before any significant progress is made.

There are two key aspects to the program :

1. On site search engine optimization

We will make recommendations on site structure and content.

Specifically this means that we will advise on how content can be focused around the keywords that are relevant to your business.

2. Off site search engine optimization

This is where we acquire links to your site based around the target keywords

Depending on the package, we will specify exactly how many links we will generate but the reality is that it's all about the quality of the links. Some other SEO

companies promise hundreds of links but one good quality link can have a far more dramatic effect on a websites ranking than hundreds of poor quality ones.

On Site Recommendations :

WEB SITE CONSTRUCTION

The way in which a website is constructed can have a major impact on the way a search engine reads and understands the website.

We carry out analysis both manually and using specialized tools to ensure the website in question is constructed properly.

We may make recommendations and advise on how this can be improved.

CONTENT

Content is key. If the keywords that we have identified do not exist on the website then it makes is harder to rank for the term (although not impossible!).

Search engines can only read text – not pictures so it's important that you explain your products or services in detail.

We may suggest that new pages are created or that some products/services descriptions be modified. We can also assist in creating this copy.

LINK BUILDING

We are hugely experienced in link building. There are many techniques that we employ but all of them are extremely safe and our primary aim is to ensure your website is not penalized for breaking any search engines terms of service.

Depending on the package you select, we will guarantee a number of top quality links all targeted around the keywords identified.

We roll out these links over a period of time because if a website suddenly has a number of new links to it the search engines may read that as irregular practice and take appropriate action.

Throughout the duration of the contract we may move links to reflect the natural changing of websites and to compare results.

Whilst some links will be permanent these majority of links will only be live during the duration of the contract. However, each package has a "holding" option which means we will not carry out the monthly review or add/change links but any links acquired during the first 12 months will remain.

WEB STATISTICS – TRACKING SUCCESS

We ask that our website statistics tracking code is added to each page of the website so we can monitor the increase in traffic and the relevancy of that traffic to your business.

As part of the package you will be given access to this web statistics package.

A monthly review is carried out to monitor progress of the link building, rankings and content of the website to ensure everything is going as planned.

KEYWORD RESEARCH

We carry out extensive keyword research to find search terms that are relevant to your business.

There are three key aspects to this research :

1. The monthly search volumes

If your business has a local focus then we try to find keywords that have sufficient volumes.

2. The competitiveness

Some search terms are extremely competitive and can take time to make a website rank for those terms. Initially we work on “quick wins” to give a good return on investment. In the medium-long term we can work on achieving extremely good ranking positions for even the most competitive keywords.

3. Relevancy to your business

Getting traffic to a website is relatively simple – what’s important is that the traffic is relevant to your business. We do not work on specific keywords if they are not relevant to your business with the aim being that only top quality leads are generated.

For each keyword we have a scoring system known as KEI. KEI (Keyword Effectiveness Index) is a very simple formula where we simply divide the search volumes (IE how many times a search is done per month) against the number of competing pages. This gives an indication of how competitive a keyword is. The higher the number then (generally) the more difficult it is to rank for that term.

However, it is sometimes the case that the top 10 ranking sites are not particularly well constructed and even though the KEI is high, we can still achieve a good ranking for your website. However KEI is useful as an initial guide.

RATES

There are three packages available :

Starter package

This includes keyword research, on-site recommendations and a link building program guaranteeing at least high quality 50 links over a 12 month period.

£200 per month (minimum 12 month contract)

Intermediate package

This includes more extensive keyword research with even higher quality links with at least 100 links over a 12 month period and regular press releases.

£350 per month (minimum 12 month contract)

Advanced package

This includes face to face consultation with one of our SEO experts, on-going keyword research, professionally written copy for website, article submission, social media leverage and viral content.

£POA