



Local Search Engine Optimisation

Initial Analysis and Setup

- Website analysis and review report
- Keyword Research
- Initial Ranking Report
- Identify minimum 5 LOCAL keywords based on client location and service
- Proper contact address display throughout the website
- Contact display in hCard micro format
- 301 redirection issues resolved
- Creation of Google Place account
- Submission to YouTube and attach link to Google Place profile
- Submission of client website images to Google Place profile
- Creation of FREE coupon (if applicable)
- Google Analytics account setup

Monthly Service

- Research and submit to 10 local business directories on a monthly basis
- Monthly Rank Report

Price

- Monthly - £ 99.00



Global Search Engine Optimisation

Initial Analysis and Setup

- Website analysis and review report
- Keyword Research
- Initial Ranking Report
- Website structure optimisation
- Meta tag optimisation
- Breadcrumb link creation
- Alt Tag optimisation
- Body content optimisation
- Duplicate content check
- Internal linking
- Footer link setup
- HTML sitemap setup
- XML sitemap setup
- Robot.txt file setup
- RSS Feed setup
- Google Account setup
- Webmaster tools account setup
- 301/ 404 issue management
- Google Analytics account setup
- Google Places setup (if applicable)
- Google Products setup (if applicable)
- Blog Installation & Customisation
- Detailed document with instructions to make site seo friendly

UK Wide/ Global Monthly SEO Prices

	Blue	Black	Gold
Approximate number of keywords	20 - 25	25 - 30	30 - 35
Suitable for websites - Number of Pages	< 15 Pages	< 35 Pages	< 60 Pages
One Way Text Links	3	5	10
Short Paragraph Contextual Links (125 words)	2	4	8
Long Paragraph Contextual Links (300+ words)	1	2	3
LIVE FREE Directory Listing	3	5	10
PAID Directory Listing	X	1	2
Local Business Directory Submission	2	3	5
Social Bookmarking Submission	5	10	20
RSS Feed Submission (one time)	5	10	15
Article Writing and Submission (450 + words)	1 with 10 Links	2 with 20 Links	3 with 30 Links
Monthly Reports (Detailed)	V	V	V
Traffic Status Report (Google Analytics)	V	V	V
Monthly Fees	£299	£399	£499