



**SEO involves a number of essential procedures** when a new website is first created followed up with ongoing promotion (ie. adjustments every week) to ensure the site stays fresh and highly ranked.

Key words or phrases are essential and clients need to decide the main phrases that they think people might use when searching for their business.

**Our website support package includes the following:**

- a complete check of a new or existing site - proof reading, navigation, external links, forms and emails
- creating title, description and key word tags for each page
- a key word analysis of the index page and editing text as necessary
- ensuring all images have alt tags
- creating a Google account and signing up for Google webmaster tools
- installing Google analytics
- verifying the site with Google
- creating and uploading a site map to Google
- setting up the site in Google Business Solutions
- submitting the site to Google

We also offer advice on other areas of **online marketing** – newsletters, email marketing, twitter, blogs etc.

We create some **external links** from our sites (which are already listed) to the new site so that Google's crawlers will find it.

We then monitor the site for a month to ensure it is picked up by Google and adjust tags as necessary. The site is also submitted to **Yahoo, MSN, and Bing**. We also link the site in other free indexes to give it a wider general coverage.

The site is then fully checked once a month to ensure there are no problems and its **ranking in Google** and other search engines is monitored.

We would consult with the client once a month by email or by phone to ensure everything is OK. Ideally we would meet periodically to ensure the site is up to date and doing its job.

**So what does all this cost?**

We charge from £200\* for all the initial set up work. Ideally, this would include a face to face meeting and then ongoing consultation by email, phone, text or skype with local clients.

Then from £20 per month payable by direct debit or standing order for ongoing management, optimization and promotion.

There is no long term contract and clients can cancel this arrangement at any time.