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Search Engine Optimisation Packages Comparison Chart

Our Package Comparison Chart				
Bronze	Silver	Gold	Platinum	Diamond
Optional Guaranteed Google first page listing within 24 hours using AdWord (see 'Google Adword Explained' below for more information)			Guaranteed Google first page listing within 24 hours using AdWord (see 'Google Adword Explained' below for more information)	
				Guaranteed Multiple Top 10 listings on Google
12 months guaranteed search engine inclusion				
Listing within Top 3 positions				
50 Top 10 positions		100 Top 10 positions	150 Top 10 positions	200 Top 10 positions
Guaranteed listing in Yahoo, AltaVista, Lycos, MSN and All The Web within 14 days				
Fast Directory submissions				
	Website review every 6 months to maintain ranking	Website review every 4 months to maintain ranking	Ongoing Website review to maintain ranking	
Site optimisation and keyword review sent to you	Ongoing site optimisation, analysis and keyword review carried out on your behalf including the re-optimisation of your website and the review of your keywords when we think it is necessary. See 'Website Tune-Up' below for more information.			
		Reports in month 4/5 & month 10/11	Quarterly report allowing you to track your progress	Bi-monthly report allowing you to track your progress
			Guaranteed link building to boost ranking	
Fast submissions to major search engines and directories (see list below)				
£260 per year (£400 with Google AdWord)	£459 per year (£600 with Google AdWord)	£665 per year (£805 with Google AdWord)	£1095 per year (includes Google AdWord)	£1649 per year (includes Google AdWord)

Search Engines covered (accounts for 95% of all search engine traffic)

AND MANY MORE...

Google AdWord Explained

No one can underestimate the power of Google. Recent surveys show that Google accounts for a massive 51% of all internet traffic. It goes without saying that if your business is not listed in Google there is hardly any point in being on the internet. Google has become so powerful that top listings in Google could be the difference between success and failure.

As a result we will aim to secure a first page Adword listing for one of your regional search terms within 24 hours (AdWords are referred to as Sponsored Links on Google's website and appear to the right of the main results).

Note that this service is an optional extra on all our packages except Gold+ and Platinum (and can not be taken up unless in conjunction with one of our packages) and all search terms must be region specific.



The image shows a Google search results page. At the top right, there is a text overlay that reads: "Place Your Ad Here", "See your ad on Google and our partner sites.", and "www.your-url.co.uk". Below this, a search bar is visible with the text "Recherchez sur Google". The search results below the bar include a link for "Google" and a link for "Google AdWords".

Website Tune-Up

In an effort to keep your website at the top of the listing, we conduct the following:

Keyword Analysis

Some people achieve a top 10 placement in a major search engine and get plenty of traffic. Others do the same but get nothing. Why? Simple. The first group selected keywords that many people are searching on, and the second did not.

Many search engine placement companies optimise your site without bothering to test your keywords for 'effectiveness'. Our approach is different; we don't see the point of being in the Top 10 of every search engine if no one ever searches for the keywords you are listed under. We believe in doing it the hard way; we always aim for the most popular keywords in your category/sector. Our keyword analysis is a three stage process:

1. Analyse the keywords of your competitors by extracting a keyword list from ten top ranking sites in your sector.
2. Test the traffic potential of each keyword - our research will show how many times a particular keyword or key phrase was used in searches over a 24 hour period.
3. Real time monitoring of search engine enquiries. Our systems constantly monitor enquiries on five major search engines. We can tell you the most common key phrase/keyword in the last hour.

Meta Tags Enhancement

If your site does not utilise meta tags effectively, it needs a tune up. We will enhance your web page and get it ready for registration through the proper placement and usage of meta tags. This HTML code (which is not visible to the web surfer) is the key to effective placement with the search engines. We will work with you to optimise keywords, titles, descriptions, and then submit your enhanced site for search engine registration with over 35 main search engines and directories.

Market Research

This is exclusive to our Platinum account.

Our innovative research tool takes the guess work out of keyword analysis and helps identify niches within your sector. We do this by retrieving the key phrases related to your request from the top results returned by a search engine. A list typically consists of over 200 new key phrases.

You can find a lot of key phrases using the method described above. Many of which you may not have thought about before. To help you test the effectiveness of each search term we have developed our unique system of measures for this purpose.

The first measure is associated with the demand for the idea associated with a given key phrase. It is estimated judging by the number of requests to the search engine for a certain time period which contained that key phrase. This measure lets you estimate the market niche size. The bigger this value, the more customers you can attract, supposed you have enough resources. You'll want this measure to be big enough, but not too big for you.

The second measure is associated with the supply of products and information for a given key phrase. The estimation is based on the number of pages returned by a search engine for that key phrase. This measure gives you an estimation of how many competitors are working in the same target market. The bigger this value, the more competitors you'll have, so the smaller this measure, the better.

The third measure is the demand-to-supply ratio. This measure makes it easy for you to find the niches that have a high demand, with little competition. Those are exactly what you want. The bigger this measure, the better.

The fourth measure is the integral potential of a business idea. It is calculated based on the supply and demand measures, and shows the market niches that have a good demand-to-supply ratio while having a big size. This measure reflects the overall possible profitability of a given idea, and gives you a hint about what ideas are worth more in-depth research first. This measure is smarter than the raw demand-to-supply ratio, because it takes into account the market size. The bigger this measure, the better.

The fifth measure is the relevance of a given key phrase to your area of interest (to the request that you entered). It is estimated based on the number of web pages on the Internet that contain the given keyword together with your initial request, as reported by search engine. It lets you automatically sort out the key phrases that match your field of interest best. In most cases, the bigger this value, the better, but sometimes you might be interested in not-so-relevant results, if their potential is very high.

The report above helps you (us) identify high volume, traffic generating search terms with minimal effort. Therefore ensuring a positive return on your investment.