

## Search Engine Optimisation (SEO)

### An Overview

#### What is Search Engine Optimisation?

Search Engine Optimisation (SEO) uses a combination of skills that enable search engines to identify the key components of a particular website's content, thereby ensuring a preferential ranking for the site in search results, in turn driving more target customers to the site. SEO should be used as part of a long-term plan to develop an effective Internet marketing strategy.

At TravisBead we offer two different Search Engine services for our clients and their websites. Natural or Organic Search produces varying different levels of service and Pay Per Click (PPC) whereby companies only pay for traffic that is directed to their website from the search engine.

#### Why use Search Engine Optimisation?

When compared to other forms of national advertising such as newspapers, television and radio, SEO reaches a significantly larger, global audience for a very effective price. With over 800 million registered users, the Internet now represents the most effective platform to market a product or service.

The ability to attract potential customers to visit one's website, thus achieving target traffic levels, continues to be one of the biggest challenges that companies face. With around 84% of all Internet consumers now looking for products that they require via a search engine, there is a greater need, not only for website optimisation, but also for websites to be kept regularly updated.

By using TravisBead search engine services, we are able to continually update and optimise our clients' websites.

As online markets get larger and more competitive, with a current retail growth of 50% in 2005 alone, achieving a premium position on a search engine is highly desirable in order for companies to remain competitive.

To retain preferential positioning, websites need to stay up to date with the latest search engine requirements. Search Engine Optimisation is the only way to both maximise and maintain a website's search engine placement.

Travisbead can increase a website's online visibility, and keep it optimised to ensure continued search engine placement positioning.

The top three search engines in the UK are Google, Yahoo and MSN, together handling over 90% of the relevant, quality search traffic.

#### The Services

There are two stages to our SEO services, initial optimisation and monthly review and regular adjustment.

#### Initial optimisation

Travisbead offers three different grades of optimisation, Basic, Standard and Advanced. Basic optimisation is aimed at companies operating in less competitive markets on a tight budget. The next level is Standard optimisation, our most popular service, which offers clients more time and resources spent on the optimization process itself. The highest level optimisation we offer is Advanced, which is suitable for websites based around complex structures and that operate in highly competitive markets.

#### Reasons for initial SEO optimisation

- Evaluation of clients website
- Evaluation of markets that correspond to client's website
- Evaluation of client's competitors
- Corrects any problems within the website
- Implements the changes that are required
- Sets a starting point for regular review and amendments

#### Monthly review/amendment packages

Monthly reviews are SEO packages that can be used on a regular basis to keep websites fully optimised. This service allows a set amount of time each month to allow full analysis of the results from the client's website rankings and establishes what action needs to be taken to further increase the site's ranking.

Travisbead encourage clients to continue SEO reviews in order to get the most from their search engine optimization and to avoid losing their search engine ranking if they fail to keep their website up to date with evolving search engines requirements.

#### Additional reasons for Monthly SEO

- The Internet changes quickly, therefore websites need to be kept updated to remain attractive to search engines
- 'Leap frogging' issues whereby the competition changes strategy to gain position.
- Search engines change without notice.
- Gives continuous website promotion.
- Updates pages to increase visibility to search engines.

- Gives continuous promotion in order to be displayed by search engines
- Updates pages to increase visibility to search engines

Using the monthly SEO package to analyse search trends enables us to support our clients in developing further contact with their key audiences.

We offer several monthly review packages, Bronze, Silver and Gold. Bronze is aimed at companies with limited budget who operate in a less competitive market. Silver, our most popular package offers clients a greater service and resources spent on the monthly review. The gold package includes the components of the Silver together with a pay per click campaign and increased time and resources spent on the review.

### Pay Per Click (PPC)

In addition to the SEO services we offer, Travisbead facilitates the use of Pay Per Click, where companies can have their website listed in the opening page of the main search engines in return for a fee when the ad is clicked on. Pay per Click currently reaches more than 80% of online searches and is a great way to increase a websites visibility immediately.

Businesses can reach Internet consumers whilst they are actively looking for a client's products or services, resulting in websites receiving targeted visitors. By using the Google network which covers 80% of Internet users worldwide and displays ads in many places online including Google, Gmail, AOL, Virgin, ASK, NTL, Times, Economist and others, we can ensure maximum impact.

### Standalone Services:

These services and packages work well individually but are improved when used in combination with other packages.

- Web Site Analysis
- Keyword Analysis
- Advanced Keyword Analysis
- Competition Analysis
- Basic Optimisation
- Normal Optimisation
- Advanced Optimisation
- Directory Submission
- Pay Per Click
- Link Building + Directory Submission (monthly)
- Traffic Report and Analysis (monthly)

### What next

For more information on how Travisbead can help your Organization or to assist your clients to communicate more effectively using the internet, please contact our sales department on +44 (0)1908 231401 or email us at [info@travisbead.com](mailto:info@travisbead.com).

### About Us

TravisBead is an ideas led design consultancy based in Central Milton Keynes, offering full service print and web design solutions to enhance and promote your business profile.

We focus on producing emotive work that communicates effective business-building messages in a professional, contemporary and attractive way, thus by design, our clients become inspired to win the trust and acclaim of their customers. Our diverse client base ranges from Blue Chip Companies and other large commercial organisations, to the public sector and a variety of SMEs.

## Search Engine Optimisation (SEO)

### Price List

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There are two parts to our SEO services, initial optimisation and regular alterations, checking and making reactive improvements.

#### Basic Package £960

This is aimed for companies operating in less competitive markets with a tight budget. It gives smaller business a stepping stone into their marketplace and sets them up to for high ranking in search engines. The package contains the following:

- Web Site Analysis - 4 hours
- Keyword Analysis - 4 hours
- Basic Optimisation - 8 hours

#### Standard Package £2040

This package is based on the basic package but more time and resources are spent. This is suitable for all websites apart from those on a complex CMS or who operate in highly competitive markets.

- Web Site Analysis - 4 hours
- Keyword Analysis - 4 hours
- Normal Optimisation - 16 hours
- Directory Submission

#### Advanced Package £3120

This is the top optimisation package and is best for larger companies. This package can work with complex CMS and companies that operate in highly competitive markets. This package can go on to gives companies sound foundation for high search engine rankings. The package contains the following

- Web Site Analysis - 4 hours
- Advanced Keyword Analysis - 8 hours
- Competition Analysis - 6 hours
- Advanced Optimisation - 24 hours
- Directory Submission

#### Monthly review/amendment packages

Monthly optimisation allows a set amount of time every month to allow us to analyse the results from your website rankings and establish what needs to be done or tweaked to further increase your website's ranking. Clients are encouraged to continue SEO reviews to get the most from their search engine optimisation or risk losing their search engine rankings over time if they fail to keep their website up to date with the search engines requirements.

##### Bronze - 4 hours - £240

This review is for clients with limited budget and operating in a less competitive market but still want to see results.

- Traffic Report and analysis
- 2 hours service

##### Silver - 8 hours - £480

This is one of the most popular packages. It allocates sufficient time and resources to ensure search engine rankings are maintained and to work on competitive search phrases and keywords. The package contains the following actions:

- Traffic Report and analysis
- Link Building + Directory Submission
- 2 hours service

##### Gold - 12 hours - £720

This package is similar to the silver package but contains a pay per click campaign. The package contains the following actions:

- Traffic Report and analysis
- Link Building + Directory Submission
- 6 hours service

#### Standalone Services:

##### Web Site Analysis - 4 hours £240

For new clients wanting to find out what is wrong with their site and what is required to put it right. Clients are able to see the problems and then decide the best way to deal with them. Clients will receive a detailed report containing the following

- The problems with their website
- The cause of the problems
- What is required to put it right?
- An overview of the website in search engines

#### **Keyword Analysis – 4 hours – £240**

This is the first step in the search engine process and finds keywords that are most profitable. Clients will receive a detailed report that outlines the client's current keyword profitability, their competitor's keywords and a list of new keywords. The great benefit with keyword analysis is that clients can be assured the optimisation process is working as the keywords targeted are searched for and displayed to clients. We believe in only targeting keywords that will yield a good amount of targeted traffic for the client.

#### **Advanced Keyword Analysis – 8 hours – £480**

This service is similar to Keyword Analysis but focuses on finding gaps and untapped areas for customers in competitive markets to ensure good rankings in even the toughest areas. This package is aimed for companies operating in highly competitive markets - extra time is spent on finding niche quality targeted traffic in less competitive areas to generate more traffic. Generally, we would recommend this service, most people target the wrong keywords, and we believe that an effective keyword analysis is essential for businesses.

#### **Competition Analysis – 6 hours – £360**

Analyses where the company is within search engines compared to their competitors and this is great for customers who want to gain higher position in search engines than competitors. Clients will receive a detailed report containing the following information

- Analysis of up to five competitors
- Ranking analysis of competition in the main search engines
- Keyword analysis of competitors
- Structure analysis

#### **Directory Submission – 10 hours – £600**

This provides a one way link into client's websites increasing popularity with search engines. Clients will receive a report detailing what directories have been submitted and a title enriched with keywords. This service offers a chance for business to take advantage of the 500 directories done by hand.

#### **Pay Per Click – 10 hours – £600**

This sets up a basic pay per click account and an advert setup for up to 25 ad groups. Pay Per Click is a program that enables you to have your company listed in the first pages of the main search engines (Google included) in return for a fee when the add is clicked on. Businesses can reach Internet users when they are actively looking for your products or

services. This will result in websites receiving targeted visitors and customers. PPC is a great way to increase a websites visibility immediately as it currently reaches upwards of 80% of online searchers. This is great for businesses looking for very fast visibility in the main search engines as you can be first page in a matter of minutes. PPC pricing means you only pay when Internet users click on your ad, which therefore makes costs easier to control costs. We work with companies to define a set of adverts and keywords related to them.

#### **Link Building + Directory Submission (monthly) – 4 hours – £240**

This service is aimed for businesses that want good results and expect at least 10 quality links per month. This cost effective service offers more value than the stated 4 hours. Companies need as many quality links as they can get as it not only increases traffic to their website but boosts their backward link count in the search engines.

#### **Traffic Report and Analysis (monthly) – 2 hours – £120**

This is for anyone who just wants the report and nothing else.

All prices are exclusive of VAT.

### **What next**

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