

This is an entry level SEO package, with a low ongoing monthly fee – either paid by monthly direct debit or credit card. Minimum contract period of 6 months. 30 day notice of cancellation applies.

### Reporting – bi-monthly

Client data is updated monthly and reports are compiled and delivered bi-monthly. The report includes a summary of improvements and changes made, business metrics extracted from Google Analytics (website traffic), and improvement in rankings and key performance indicators. Each report contains a list of recommended actions to be undertaken by the client.

### 3 Keywords Optimised

We will optimise your website for 3 keywords. Search group will make recommendations about the most viable keywords to target based upon your objectives and constraints of the SEO package.

### 3 Pages Optimised

Search group will optimise and maintain the content of 3 pages of your site, this includes, titles, meta keywords and description and on-page factors.

### Monthly tasks

- Every month our search specialists will analyse your statistics and rankings and will undertake work that is statistically likely to improve your rankings and key performance indicators in the following month.
- Link building is undertaken each month to increase the authority of your website in the eyes of search engines.

### 1 x 500 word article created

One method of increasing a websites ranking is a constant flow of new links from 3<sup>rd</sup> parties. A popular method of generating new links is content syndication. Search Group's writers will generate a 500 word article every month, which can be offered to other webmasters in return for a link back to your site.

### Article spun and submitted to 5 directories

The 500 word article will be synonymised to create hundreds of unique copies that will then be submitted to hundreds of different article directories across the internet. A client will normally received 100-200 LIVE articles and new links, as a result of this process.

### 10 Directory Submissions

In addition to creating links via article submission our search team will submit your website to 10 relevant directories each month to ensure variety in the link portfolio being created on your behalf.

### Google Places

Google Places is Google's take on local directories. Search Group will create, verify and manage your Google Places listing to ensure you are appearing prominently for search phrases with *local intent*.

ENTRY LEVEL

**COST CONSCIOUS  
SEO PACKAGE**

