

increasing your visibility - web marketing

KEYWORD RESEARCH

SEARCH ENGINE OPTIMISATION SERVICE

LINK BUILDING

SEARCH ENGINE MARKETING

PPC (PAY-PER-CLICK) ADVERTISING

SEARCH ENGINE OPTIMISATION REPORTS

Keyword Research

Keyword research is the first stage in any website optimisation or search engine optimisation campaign.

It is paramount to the success of your website in attracting new customers that it gains top rankings, not just for the most popular but also the most relevant search terms.

It's common sense really, if your website offers a product or service that the searcher is specifically looking for you will have a much higher conversion rate.

Our keyword research covers Google, Yahoo, MSN and Overture.

The amount of keyword research varies from one site to the next i.e; you might have one product or service only or you may have hundreds of areas to be researched.

For example;

the following is a list of the most popular search terms related to 'search engine optimization' during October 2005.

search engine optimization company
search engine optimization services
search engine optimization firm
search engine optimization software
search engine optimization tips
search engine optimization service
search engine optimization seo
google search engine optimization
what is search engine optimization
affordable search engine optimization
search engine ranking optimization
search engine optimization search
search engine optimization uk
search engine optimization tutorial
organic search engine optimization
seo search engine optimization
search engine optimization book
search engine optimization companies
search engine optimization tools
search engine optimization training
natural search engine optimization

search engine optimization strategies
search engine optimization expert
web search engine optimization
search engine optimization guide
effective search engine optimization
search engine optimization consultant
ethical search engine optimization
economical search engine optimization
search engine optimization google
engine optimization search engine placement
optimization search engine placement
expert search engine optimization
search engine optimization agency
high search engine ranking optimization
site search engine optimization
search engine optimization technique
website search engine optimization
search engine optimization marketing
search engine optimization specialist
search engine optimization for dummies
designing & search engine optimization

This does not include all the variations eg; website optimization, website ranking, search engine ranking, SEO, the UK spelling of the term 'optimisation' and so on . . .

Invariably there are hundreds, sometimes thousands of search terms relevant to a website and the products and/or services that it offers. Keyword research narrows the list down to the most popular and the most relevant search terms to the website content to ensure the maximum amount of Sales.

Search Engine Optimisation Service

Search engine optimisation encompasses a number of skills and services which come together to provide all the required ingredients for a website to rank high on the major search engines and directories for a chosen search term or terms.

These skills and services are as follows:

- keyword, competitor and market research
- website optimisation, including on page factors and structure
- manual directory submissions
- link building both one way and reciprocal
- pay for placements
- search engine marketing
- ongoing optimization, management, reporting and link building

We offer all the search engine optimisation services and skills required to achieve high rankings on Google, Yanoo, MSN, AOL and all the other major search engines and directories.

How Much Will My SEO Campaign Cost?

Each website requires a different level of work in all the foregoing areas. No two search engine optimization projects are the same as many factors influence the amount and type of work that is required both on-site and off-site. Please see website optimisation for full details.

[» PLEASE CONTACT US FOR AN ACCURATE QUOTE](#)

Website Optimization

No two website optimization projects are the same as there are many factors which influence the level of optimization work required on an existing website. Some of these factors are:

- have you employed search engine optimization services in the past?
- has the previous SEO or webmaster used any Spam techniques?
- how has the website been designed?
- is the website in frames or Flash?
- is the website CMS or database driven?
- has keyword text been produced as graphics?
- how many pages are there?
- how has the website navigation been constructed?
- does the website have existing valuable links?
- how competitive are your target keywords?

how many keywords do you wish to target?

how new/old is the website?

what are your expectations, time frame and budget?

On looking at your existing website we will be able to answer many of these questions ourselves, combine this with a short email or telephone conversation and we will be able to provide you with an accurate quote broken down to cover all the different website optimization elements and options to suit your budget.

If your website is new and in development this is the best time to consult an SEO regarding website optimization as many important elements need to be incorporated at the design stage. Changing these later would, of course, incur further unnecessary costs.

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Link Building

Link building is a major element in the success of your search engine optimisation project.

Good quality link building is not only essential in achieving the initial top search engine rankings, it effects the long term reputation and success of your website.

One link can be the death of a website!

Just one outbound link from your website to a 'bad neighbourhood' can be enough to get your website penalised by the major search engines. 'Bad neighbourhoods' are not as easy to spot as you might think, it can be as simple as linking to another legitimate company website who has innocently tripped a Spam filter and may not be aware that their site is being penalised.

A handful of good quality links can be the making of a website

Although, (in addition to website optimisation), a few good inbound links can be enough to get a website top search engine rankings, good quality links are hard to come by.

It is easy to get low quality links, however, these have little or no value at all. Finding and agreeing high quality links and link exchanges is a very time consuming process but worth the time spent. ie; one very good link is better than 20 low quality links.

There are over 17 factors that we take into consideration when determining the value of a link or link exchange.

Link Building Services

Our link building services are mainly offered to our website optimisation clients only, however, if your website is already well optimised we will be pleased to quote for your link building campaign.

Our link building service includes submission to all the major directories via their free submit route. Listings in pay for directories like Yahoo are optional.

Please note: despite what you may read on many websites, you do not need to submit your website to the search engines.

Search Engine Marketing

The term Search Engine Marketing (SEM) covers a number of areas; -

Website Design

Copywriting

Search Engine Optimisation

PPC (pay-per-click) Advertising

Pay for & Free Website Listings

Pay for & Free Directory Listings

Banner Advertising

Press Releases

Industry Articles

Free Information & Downloads

Employment Opportunities & Advice

Quality Link and Link Partner Building

Statistical Tracking

ROI Analysis

We can offer companies, large and small, all of the forgoing search engine marketing services. Your Internet marketing campaign can be specific to the UK, Ireland, Europe, USA or Worldwide.

PPC (pay-per-click) Advertising

We offer PPC (pay-per-click) advertising to web design and search engine optimisation clients only, we don't offer it as a stand alone service.

PPC Set-up and Management Services include:

account set-up

keyword research

creation of advertisements

creation of landing pages

statistical analysis

reporting

reviewing and changing as necessary

Management costs dependent upon number of advertisements, keywords and landing pages.

Search Engine Optimisation Reports

SEO written reports offer in-depth advice on how to optimise and promote your website.

(Should you not have the skills in-house to make the necessary changes we will suggest the most cost effective solution for you).

The SEO report will be written specifically for your website and will contain detailed instructions on the following; -

current keyword analysis and research

current ranking report

structural and/or navigation changes required

suggestions for better copy layout and the inclusion of target search terms

how to improve Page Titles
how to improve Page Descriptions
how to improve Keywords tags
details of directories and how best to submit to them
how to increase your link popularity
any other relevant information

Includes three support telephone calls or emails.