

rate card Search Engine Optimisation

Item	Description	Price
MANUAL SUBMISSION	Manually submit to the top 25 search engines	£250 one time fee
SEARCH ENGINE READINESS	Includes the following: - Auto submitted to top search engines (monthly for 1-year) - Manually submit to the top 25 search engines - Meta Tag readiness for 10 pages (Title, Keywords and Description) - Keyword Research [20-hours time for 10 pages / Additional pages = £50 per page]	£750 £50 additional pages INCLUDES 3-HOURS OF KEYWORD RESEARCH
META TAGS	Optimize meta tags for search engine submission	£50 per page
KEYWORD RESEARCH	Research and determine appropriate keywords for site pages	£34 per hour
LINKS (2-WAY)	Minimum posting = 100	£750 per 100 postings
SUBMIT ARTICLES DIR. OR BLOGS	Minimum posting = 50	£400 per 50 posts
WRITE ARTICLES / PRESS REL.	Text only and written specifically for SEO – NO DESIGN	£75 per page

Internet Advertising Pricing

3,500 VISITS	Pop-under ads used to increase traffic	£150
7,000 VISITS	Pop-under ads used to increase traffic	£250
10,000 VISITS	Pop-under ads used to increase traffic	£300
15,000 VISITS	Pop-under ads used to increase traffic	£350
25,000 VISITS	Pop-under ads used to increase traffic	£400

Notes

NOTE-A:

There is no guarantee that search engines will accept a submission, nor is there a guarantee that a site will be listed with the search engines. It can take up to a year to get solid results for high search engine ranking. This ranking depends on site content and product, how the site was created, proper use and set-up of meta tags and site link popularity.

NOTE-B:

Advertising pop-uppers are guaranteed traffic. However, results are not guaranteed to produce sales.

NOTE-C:

Email campaigns are not guaranteed to produce click through results. It is estimated that between 1% and 3% click on a link inside an email. These results will depend on what product is being offered and how the text has been presented.

RECOMMENDED PLAN:

It is recommended to purchase the following package for optimal search engine and site traffic performance.

- Manual submission to search engines	= £250
- Search engine readiness for 10 pages	= £750
- Create links page and find link partners	= £750
- 7,000 pop-uppers and ads	= £250

Sub Total	= £2000
Discount	= - 5%
Grand Total	= £1900

**MONTHLY MAINTANCE TO MONITOR SEO PLACEMENT AND ADJUST META TAGS
 = £150 PER MONTH WITH A 6 MONTH CONTRACT.**