

CUSTARDFISH 

Love your website

Search Engine Optimisation



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Our aim is very simple: to help you **maximise your profits** from your website. We increase its search engine visibility and rankings to drive more visitors and customers your way.



We strive to achieve the highest rankings and best possible results in the natural search results of Google, Yahoo! and MSN.

We aim to **dramatically improve** your placings and bring more **visitors** to your website.

Search engines rank websites based on **hundreds** of different factors. In order to compete well you need a sustained **well thought out** strategy.

Results from SEO do not happen overnight; it is an **ongoing process**.

For a minimal monthly outlay we work hard and strive to place your website on the **front pages** of Search Engines natural search results.

We optimise websites in an **ethical way**, we **won't** get you banned for using shady tricks!

What Do We Do?

We believe in a no nonsense approach and follow all best practice guidelines to ensure your site has maximum visibility.

Keyword Research: We identify how potential customers find the products and services you provide and what *exactly* it is they search for. We then determine the best keywords to get you as many visitors and as much quality traffic as possible.

Current Positioning: We *check and report* on your current search engine rankings (position) for each of the keywords or key phrases chosen. We submit updates to you every month.

On-Page Optimisation: We evaluate your website's content and submit to you changes for enhancing the content. Having the *right* content is crucial to your rankings. Having an in-house copy-writer experienced in SEO is crucial at this stage! (And we do!)

Coding Optimisation: We analyse behind the scenes coding and make sure that all the correct tags and code is being used to enhance performance. If a previous web designer did a poor job changing the coding of your website to best practice, standard compliant guidelines can dramatically enhance its rankings.

Site Map Analysis & Generation: We generate 'site maps' and then submit your websites structure directly to the search engines themselves. We also sign your site up to Google Analytics and Google Webmaster Tools for enhanced site listing and monitoring purposes.

Ethical Link Building*: We submit your website by hand to relevant content rich website's that will boost your rankings permanently. We only ever create ethical 'white hat' SEO links by researching your market and simple honest hard work. It's time consuming but it's the only way to guarantee results.

**Many SEO companies use 'black hat' methods of linking, submitting your website to thousands of link farms to increase the perceived popularity of your website. Some even advertise items such as "5000 Directory Submissions" as a sales pitch! This will produce long term problems and can even end up with your site been black listed from search engines.*

SEO is not only about optimising your website for search engines, it is also about optimising your site **for visitors.**

Our SEO savvy copy-writer can transform your website content.

Effective copy can *encourage* people to take up the service or *purchase* the products that you sell.

Please ask if you feel your site could do with a full overhaul!

What Do We Charge?

We offer 3 packages that cover most clients needs. Packages last for a minimum of 6 months and we review, tweak, submit, link and report on your website monthly during this period.

Number of Keywords	Setup Costs	Monthly* Fee
Upto 5	£299	£149
6-10	£399	£199
11-15	£499	£275

The setup fee and your first month's retainer are payable in advance. The monthly retainer is then payable by standing order on the 1st of each month.

** Contracts are for a minimum of 6 months and then renewed on a 6 month rolling contract basis. This is to be fair to both parties. Depending on the analysis of your website we often carry out the bulk of the SEO work at the start of the project. Whilst the setup costs goes some way to covering this initial work it does not cover it all. Monthly payments enable what would otherwise be a large one off cost to be spread over many months more evenly.*

Bespoke SEO is also available, if you wish us to spend more time - please ask!

Whilst these 3 packages cover 80% of clients, it's not always the case that one (or 3) shoe fits all.

For Example

Very old or badly built websites may need a full rewrite or rebuild.

Very competitive markets may need more work and some websites may not even require the basic level of service here at all!

We will **always** be **honest** and up front about your particular circumstance!

What About Extras?

We offer a number of services which can be ran as stand alone projects or alongside our standard SEO packages.

Website Report

Full analysis and report without us actually carrying out any of the on or off-site SEO work for you.

£499

News Articles

4 Articles written and submitted by us to social ranking websites such as digg and del.icio.us.

£499

Blog Creation

We install an onsite blog. Keep your visitors fully upto date with your latest news and services!

from £499

Consultancy

Professional and impartial advice on all aspects of SEO, web design, usability and accessibility.

per day £300

Did you know?!

Google dominates 74% of the UK search engine market.

75% of users never scroll past the **1st page** of search results.

93% of consumers use search engines to **find and access** websites.

60% of users click on the **free search** engine listings over paid ones.

In 2006 UK businesses sold **£130.4bn** of products and services online.

Don't miss out! Call Us!