



## search engine optimisation

### *The age-old problem*

For the large majority of businesses, getting a high position in the major search engines for their web site under reasonably popular search terms is next to impossible.

There are a multitude of reasons for this, such as the lack of inward links, spiders encountering difficulties in indexing the site etc. However, the single biggest factor is the conflict between a web site being user-friendly and a web site being search engine friendly. To optimise a web site effectively for the search engines the sacrifice that needs to be made to the user experience is simply too great.

Until now that is!

### *The Solution*

SEO is the world's leading search engine optimisation system that takes your web site, or any page within your web site that you want to promote, and automatically creates optimisation for as many search terms as you wish within distinct URLs.

A great example of the continuous monitoring and fine-tuning of our SEO system would be the case of Google. Since Google started dramatically changing its algorithm back in January and after running numerous tests, we have now reached the conclusion that the only way at present to consistently deliver high rankings in Google is through the use of portals.

These incorporated URLs contain your web site and our optimisation, including sophisticated linking strategies and centralised automated re-optimisation, as well as versions designed for different search engine systems.

This powerful optimisation technique is the most effective system in the world at resolving the conflict between web sites being user-friendly and search engine friendly. There is now no limit to the number of search terms for which your web site can be optimised, which means more traffic and more business. SEO is currently taking into account the different parameters each search engine uses for ranking in order to achieve the best results for our clients.

The SEO system is the most effective optimisation system on the web today and is used by over 5,000 companies.

SEO is the undisputed leader in search engine optimisation that **GUARANTEES** you top ranking in the search engines under search terms that your potential customers will key into the search engines.

### *How does it work...and work...and work?*

We update our central system EVERY DAY to reflect the latest criteria used by all the major search engines. Our proprietary software then regenerates every one of our clients' optimised pages taking into consideration different search engine criteria, so that they are permanently optimised to achieve top ranking.

*How can you harness the power of SEO?*

It is easy! Just tell us:

- The top phrases you want to achieve top ranking with (we can help you choose the best ones)
- The web address you want promoted
- An email address where we can send your performance reports

*What we do - ten steps to success!*

1. Create SEO sites concentrating on those phrases (different versions for different search engines)
2. We use your web site look and feel and place it within the SEO sites
3. Include your SEO site in one or more portals for Google and host the SEO sites created for other search engines on our powerful servers
4. Register domain names for each SEO site
5. Register the SEO sites with most of the Paid Inclusion services offered by the major search engines whereby the sites are re-indexed every 48 hours
6. Register the SEO sites with the top 50 global and regional search engines every two weeks
7. Email you every two weeks with details of what positions we have achieved for you in the search engines under your selected key phrases
8. Include you in our sophisticated Network Linking Programme whereby established SEO sites give a boost to newly created ones
9. Update your SEO sites automatically EVERY DAY to include every change in the search engines so they are constantly optimised to come out on top!
10. Deliver guaranteed top ranking in the search engines and guaranteed business through greater visitor numbers.

*Price List*

	<b>SEO 10</b>	<b>SEO 20</b>	<b>SEO 50</b>	<b>SEO 100</b>	<b>SEO 200</b>
No of keywords	10	20	50	100	200
No of guaranteed first page positions	10	20	50	100	200
Expected no of first page positions	20	40	100	200	400
Expected annual traffic via SEO to your site	8,000	20,000	50,000	100,000	200,000
<b>Annual cost</b>	<b>£700</b>	<b>£1,300</b>	<b>£3,000</b>	<b>£5,400</b>	<b>£10,000</b>

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