

SEO Packages

	Starter Plan £59/month	Intermediate Plan £99/month	Advanced Plan £199/month	Advanced Plus Plan £500+/month	Ecommerce Plan £1000+/month
Monthly SEO Reports Short detailed reports, to keep you up to date	Included	Included	Included	Included	Included
Tag Management Clean up and improvement of Meta, Alt, Title, H1 Tags etc.	Included	Included	Included	Included	Included
Keyword Research Deep research to enhance SEO targeting	Locally 5 Targetted 10 Tracked	Locally 10 Targetted 20 Tracked	Local or National 20 Targetted 50 Tracked	Local or National 20 Targetted 70 Tracked	Local or National 20 Targetted 70 Tracked
Competitor Research Just to see what they are doing, and what we can do better	✗	3 Competitors	5 Competitors	10 Competitors	10 Competitors
Page Speed Optimisation Speeding up your site for the user and for Google	✗	Full Site Optimisation	Full Site Optimisation	Full Site Optimisation	Full Site Optimisation
Link Building Giving your site the inbound links it needs to succeed	✗	✗	High Quality and Valuable Links	High Quality and Valuable Links	High Quality and Valuable Links
Content Creation Creation of blog posts, guest blog posts etc	✗	✗	✗	Shareable Blog Content and Link Building Content	Shareable Blog Content and Link Building Content
Ecommerce Integration SEO for your Ecommerce site	✗	✗	✗	✗	Full Ecommerce Site Integration



SEO Report



Keyword Rankings

To the right is a list of keywords that your website is currently showing up for or what we want you to show up for when you search the "Keyword/Phrase". Just so we can get a better understanding of what we should be targeting could you send me a list of services you provide?

Rank, refers to where your website shows up when you search for that specific keyword/phrase, so the lower the number the better, with 1 being the first website you see.

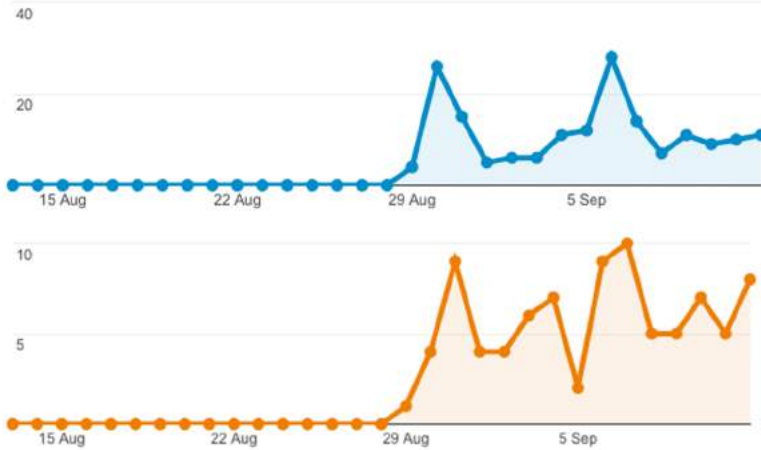
You are though ranking for the 4 keywords i would recommend but we shall work on getting the ranks higher.

Keywords/Phrase	Rank	Search Volume
[REDACTED]	1	10 - 100
[REDACTED]	68	10 - 100
[REDACTED]	25	10 - 100
[REDACTED]	7	10 - 100
[REDACTED]	-	100 - 1000
[REDACTED]	-	100 - 1000
[REDACTED]	-	100 - 1000

Changes

We start every SEO Project by making sure your site is performing well, making sure it loads fast and everything is running smoothly. So to start i improved the load time a bit by optimising the images and the code of the site. I also added code to the site to get a better understanding of whats going on, of which I can see how people i getting to your website.

Here you can see a graph showing overall traffic, the bottom one shows traffic from Google searches which is what we are more interested in. This gives us a good base from which we can improve from and see how the changes we make effect your site.



Next Steps

First I shall go through and add Meta Descriptions to every page, these are the short descriptions that appear under the page titles when you search for something on Google and provide a better understanding of the whats on the page

I shall also look through the actual written content of your site to make sure that its the best it can be, this is a big factor for Google so its good to have this as best as it can be.

After we do this we can then move onto doing Link Building, this is where we get other websites to have links that go to your website. This is one of the biggest factors that Google takes into account as the more links that there are to your site the more valuable Google thinks your site is.

If You Have Any Questions Don't Be Afraid To Email or Call

SEO Glossary

Just a helpful list of some of the faf that we talk about

Word	Description
301	A permanently moved file to different location on the site
404	The server can't find the specific file, image or code
Alt Attribute	Alt Attributes are small pieces of text that explain what an image is depicting, this helps Spiders crawl websites as they dont have the ability to distinguish whats in images
Black Hat SEO	There are a set of guidelines that are set up by search engines that websites that are meant to follow to rank well, any method of trying to improve a sites ranking that isnt within the guidelines is considered Black Hat SEO
Broken Links	This is simply a link that does not lead to the desired location, This could be from an offline website, moving of a page etc.
Cache	When you search the web you aren't searching the whole web but a index of stored files from websites.
Content	Content is simply what is on a page of a website, this can include written content,images, videos etc.
Conversion	A Conversion is when a desired goal is completed, this can be an online sale, submission of a form, a call or email and someone signing up for a newsletter
CSS	CSS or Cascading Style Sheets is code that defines how your site looks and works in unison with HTML
CTR	CTR or Click Through Rate is the percentage of people who click on a link.
Deep Link Ratio	The ratio of links pointing to internal pages to links pointing to the website
Duplicate Content	Content which near same or the same as another piece of content

Word	Description
External Link	These are links that are going from your website to another
Google Bot	The name of Googles search engine Spider
Headings	Headings or H Tags describe the content that follows them and also gives hierachy to content using H1 , H2, H3 etc. tags to break down the content.
HTML	HyperText Markup Language is the basis of all websites
Inbound Links	These are links that are pointing to your website from another
Internal Links	Links from one page on a site to another page on the site
Keyword	A word or phrase that is used to target your audience and portray what your website represents
Keyword Desnity	A measure of how often targetted keywords appear on a specific page of your site
Keyword Research	The process of finding relevant keywords and phrases for a website to target the appropriate audience
Landing Page	The page that a visitor to the site first visits from clicking a link or directly
Link	A citation from one web document to another or from one position to another on the same document
Link Building	The process of gaining high quality links to your website that will help boost your rnakings
Meta Descriptions	A short description of the content on a page, can also appear on SERP's
Meta Keywords	These are keywords that are used to highlight what keywords a page is targetting
SERP	Search Engine Results Page is the list of websites that appear after you search on a search engine
Site Map	Sitemaps are pages that are primarily used to help search engines navigate your site.
Spider	"Spiders" are automatic bots that crawl the web to find pages to add to the search engines index
White Hat SEO	These are methods to achieve results SEO that follow the guidelines that are set out by search engines such as Google