

Internet Marketing Menu

	Bronze	Silver	Gold	Platinum
<p>Preparation: We provide these essential starting points which are a pre-requisite to making any website "Search engine friendly".</p>				
<p>Site Map: We Install and configure a sitemap which is a xml file which lists all of the web pages of your site, and the date of the page's last update. This is used by Google to learn your site's structure, and update frequency. It's file name is sitemap.xml</p>	Y	Y	Y	Y
<p>Resource of Resource: We create a secondary search engine reference file named ror.xml. This file has a list of all pages (Resources) and a brief description of each page.</p>	Y	Y	Y	Y
<p>Google Webmaster Tools: We activate your website with Google Webmaster tools. Enabling us to have an insight as to what the Googlebot (the system that crawls at regular intervals through your sitemaps and then your site) has found, this will show us if there are any problems and most importantly if any action is needed.</p>	Y	Y	Y	Y
<p>Google Analytics: We add a tracking code to each web page on your site, and enable Google Analytics, this tool gives us an insight as to what a visitor's journey through your site is, and we can use this to monitor trends and user statistics.</p>		Y	Y	Y
<p>Assign A Unique IP Address: We always assign each website that we create an individual IP Address. This is to enable your website to be recognised as its own entity by search engines. This avoids any possibility of sites sharing the same address from reducing the search ranking of each other.</p>			Y	Y
<p>Analysis: Analysis is the fundamental core of your Internet Marketing Strategy. We thoroughly research your marketplace, supply and demand trends of your product or service and your competitor's activities.</p>				
<p>Identify Goals and Objectives: In this stage, the focus of the website is analysed, This is where together we will discuss and decide what we want to achieve with this website.</p>		Y	Y	Y
<p>Explore your niche: We explore your 'niche'. Analysing search volumes and the potential.</p>		Y	Y	Y
<p>Identify Keywords And Phrases: We build and agree your target keywords/phrases making sure that we are all focussed and working in unison.</p>		Y	Y	Y
<p>Formulate your Strategy: Following the identification of the site's goals and keywords we quantify, collate and set out what must be done. This will then make us aware of all aspects of our Internet Marketing strategy and we will then correctly set out and agree a plan of action.</p>		Y	Y	Y
<p>Identify and Analyse Competition: We identify your competitors, understand their strategies and review their activities on a regular basis. We will analyse competitors websites, determine their keyword usage and other aspects which are influencing their positioning and rankings.</p>			Y	Y
<p>Propose and agree a Plan of Action: After all the above stages are completed. We make a proposal of what actions are required to achieve our goals and outcomes.</p>		Y	Y	Y

Optimisation:

The site's optimisation is the process of which, we will begin to apply our plan of action to your website. This is solely concentrated on making the site both easy for the various search engines to navigate and therefore list. Yet, still be clear and relevant for your customers to read and understand, without elements which are completely intrusive and useless, designed to manipulate the search engines.

Search Engine Optimisation (SEO):

We ensure that all of our identified keywords/phrases are correctly edited and embedded in the website's title, meta tags and meta descriptions.

Optimise Website Structure:

We Optimise the structure of the website in order to show focus and relevancy to search engines and directories when they spider the site.

Optimise your Home Page:

This step of the optimisation process is solely focused on the site's main page. It involves modifying the text of the site's content to ensure that all of the relevant key words and phrases are included, but in a free flowing manner for the site. This will allow the search engine to follow through the page and see that it is genuinely about the key words and phrases that the site is optimised for.

Optimise Top Level Pages:

This is the same process as home page optimisation, except that is more specific, this time on pages that are directly linked from the homepage. It will often be a category page of the site, and so therefore only key words and phrases that are relevant to the actual contents of the page are to be implanted and put into the content of the page.

Optimise Secondary Level Pages:

In the secondary level page optimisation, we will implant your sub-category pages, linked from the top level pages, with relevant and contextual keywords and phrases, which can be read by the search engines and allow the end-user to arrive at the page that has the product or service that they want instantly instead of having to navigate to it themselves manually.

Optimise All deeper pages:

This again, is much more specific. We will process all of the remaining pages on the site, and, following the same procedures for the higher level pages, we will implant your site's keywords wherever appropriate and relevant.

Optimise Site Map:

We ensure that your website's sitemap, in other words, "index" is up to date and accurately presented ensuring that any updates to your site's structure have been taken into account. This will also log the date and time that any webpage on your site has been updated.

Optimise Blog/News:

We apply the same techniques towards your Blog / News feed as we do with your web pages. By implanting the same keywords and phrases into the title and the content of your Blog / News items, it will be regarded as relevant to your site by the search engines, and it will again increase the site's quality and it's ranked importance.

Optimise Resource of Resource file:

In the same way in which search engines will spider (crawl) through your website and use your sitemap as a map, The Resource Of Resource is used as an index to define keywords and content types in one file.

	Y	Y	Y
	Y	Y	Y
	Y	Y	Y
		Y	Y
			Y
			Y
		Y	Y
			Y
			Y

Submission:

Once we are both satisfied that your site has been optimised, we will begin the submission phase of marketing your internet site. We will submit your site to various services and sites to ensure that your site is completely searchable and that your customers will find the products or services that you offer.

Submit to Major Search Engines/Directories:

We will submit your website to all major search engines, such as Google, Yahoo! And MSN Live search (currently totalling 128).

Y

Y

Y

Submit Google Sitemap:

In order for Google to correctly index your site, we submit your sitemap which lists all of your site's content and allows Google to see clearly when the pages were updated last.

Y

Y

Y

Submit Blog:

We submit your Blog (or Newsfeed) in addition to your website which allows the search engines to index all of your blogs (or news). This allows blog directories to see their new information and to index accordingly.

Y

Y

Social Bookmarking:

On each of your site pages we place a small, in-obtrusive, yet clear link which allows your customers to add the current page that they are viewing to be bookmarked on their 'social bookmark'. This will allow their friends to see that they have viewed and bookmarked your page. Effectively, this becomes the equivalent to word-of-mouth recommendation.

Y

Manually Submit:

Many search engines require that sites are manually submitted to be indexed. This can be a time consuming process which we will do on your behalf.

Y

Y

Submit to DMOZ:

We submit a request to DMOZ; a volunteer operated web directory, for your site to be added to their listings. This is by many seen as the ultimate listing for a website, as the Open Directory forms the backbone of many directories and engines.

Y

Y

YouTube / MySpace / Facebook:

We will create a presence on the above Social networking websites. As many people regularly use these services on a daily basis, it allows for vast exposure of your products or services, your customers are able to show their recommendation of your services or products. These networks may also be used for more direct advertising methods, Such as video clips and presentation of your products and services.

Y

Wikipedia:

We also create and request a listing page in the online encyclopaedia 'Wikipedia'.

Y

Submit to Paid Search Engines and Directories:

As an additional service we will review all search engines and directories which require a fee to be listed. We will assess whether your investment for these services would be likely to have a benefit to your site, and we will, with your approval submit your site to the service on your behalf

Y

Frequency of Maintenance:

We action all the activities. This will be based on which package we are providing.

Monthly

Weekly

Daily

Linking:

After we have submitted your site to all of the different services, we will begin the linking phase.

Links to relevant Directories:

We create links to other relevant and quality websites, and directories. In exchange there will be reciprocal links to your site.

Create Links Page:

We create a page on your website on which we can place links to other sites forming the basis for a "link exchange".

Participate in Relevant Forums:

On your behalf we will create links to your site in online discussion groups and forums regarding subjects that are relevant to your products or services.

Implement Automatic Linking System

We provide an automatic linking system on your site allowing visitors to suggest their site. Upon your acceptance this system will place the visitors link, request a reciprocal link and automatically check that the visitor has placed a link on their site.

Partner Link Programme:

Create high quality back links. We participate in a partner link program, which will manually create mutual links between your website and other targeted and high quality websites supplying complementary services or products.

Viral Marketing:

A customised and highly skilled set of activities that will set your site apart and boost sales and enquiries.

Optimise and Link Blogs:

We optimise your Blogs and News feeds. We make sure that these items get maximum exposure.

Submit Articles:

We take your articles (for example from your Blog / News feed) and advertise your site with article sites and directories.

Submit Press Releases:

We publish your Press Releases in many different press repositories which generate additional attention and publication.

Submit Video/Audio:

Any Audio or Video marketing created will be published on a wide array of multimedia sites such as YouTube, and inserted as a part of your **Social Networking** profiles.

Reporting:

Real time reporting is available on your desktop

Submission reports

Website uptime reports

Website quality report

Website positioning report

Website link popularity report

Keyword effectiveness report

Competitor positioning report

Competitor ranking report

Competitor traffic report

Additional Optional Internet Marketing Services:

Write Articles

Write Press Releases

Manage Pay Per Click Campaigns

Training

Video Production

Professional Photography

Graphic Design

Other bespoke solutions