

# SO Direct Search Engine Optimisation

## *The Benefits to Your Business:*

SO Direct's proven technology, techniques and unique software gives our clients the competitive edge required to boost sales and profitability through their electronic media in today's fast moving global marketplace.

At SO Direct we have experts who have an in depth knowledge and exemplary track record in the development and implementation of Website Search Engine Optimisation (SEO).

SO Direct's Search Engine Optimisation (SEO) drives targeted traffic to your website, which increases the number of visitors who are actively searching for your products and services.

- Increased Brand Visibility - SEO can give your brand a high Global presence - and for a comparatively low outlay.
- Higher ROI – Pound for pound, SO Direct's SEO brings you a higher Return On Investment than any comparable form of marketing.
- Higher Sales – Getting the correct SEO means increased sales of your product or service.
- Strengthened Long Term Positioning – A properly designed and optimised website will stay long term in the rankings compared to Pay Per Click where costs are ongoing and unpredictable.
- More Cost Effective – SO Direct's SEO is one of the most cost effective ways of maximising your internet marketing.

SO Direct...

S.E.O. Obvious...

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<b>Services</b>	<b>Service level 1</b>	<b>Service level 2</b>	<b>Service level 3</b>
<b>Initial Set up</b>	£250 set up fee and thereafter £250pcm for min. 3 months	£250 set up fee and thereafter £500pcm for min. 3 months	£250 set up fee and thereafter £750pcm for min. 3 months
<b>Initial Consultation</b>	Phone and email; basic state of website "health" standard Report on website	Key word analysis, SEO analysis, Report on website	In-depth SEO analysis on website top 20 websites and competitors websites
<b>Key word analysis</b>	Initial summary report and findings to enable good SEO to take place	listings of "easy" and "doable" to success with "difficult" and "very difficult" keywords	in-depth with targeted programme to develop from "easy" and "doable" to success with "difficult" and "very difficult" keywords
<b>SEO Statistical Data</b>	Monthly	Monthly (Google Analytics Bi- weekly)	Monthly (Google Analytics Weekly)
<b>SEO Ranking Report</b>	Yes	Yes	Yes
<b>Articles Content updates for website(s) and web promotion: creation of unique content</b>	1 Article / Release & 3 Keywords	Two Articles/Releases x10 & 6 Keywords	Five Articles/Releases x 20 unique versions & 12 Keywords
<b>SEO Copywriting</b>	300 word article x 5 unique versions	Two 500 word articles x 10 unique versions	Three 700 word articles x 20 unique versions
<b>Loading to Directories: New accounts set up &amp; pinging so they a visible to Google etc.</b>	100	500	750 dependant on the subject (some categories may vary)
<b>Social Bookmarking links: Facebook etc.</b>	Yes limited to one site	Yes limited to one site	Yes unlimited
<b>Video slide show created &amp; submitted to directories</b>	No	Yes	Yes
<b>Updating RSS feed sites with new feeds</b>	On request	Yes (limited)	Yes
<b>Hub and Spoke Website Development</b>	One (at additional cost) ask for details	Two (at additional cost) ask for details	Five (at additional cost) ask for details
<b>Press Release Promotion to Major Websites</b>	No	One	Two
<b>Blogging and Integration</b>	No	Yes	Yes
<b>Link Building</b>	On request	Yes (limited)	Yes