



# Search Engine Optimisation

**Your website is the hub of your business online and every website design company should make sure that it's designed an optimised to take full advantage of how you integrate with internet resources.**

From here on, you can either sit back and wait for something to happen or you can pro-actively go out and tell the internet that your new website has arrived and you're ready to do business!

Our campaign management process allows us to document what is required from the outset and then provide periodic reports on how your site is ranking.

## What we'll do first

The internet changes daily, so we'll check your site and make any recommended changes to suit fresh trends. We'll then make sure that the analytics process is working correctly and then the following tasks would be implemented.

- ✔ Setup social media pages
- ✔ Register with all the top 100 search engines
- ✔ Register with directories & business pages
- ✔ Setup and create your first blog
- ✔ Create specific keyword landing pages
- ✔ Join industry forums & groups

**We now have a good basis to implement a marketing plan online and dependant on your industry, we'll advise you on the process that we undertake to continue marketing your business successfully.**

If you currently subscribe to any forums, blogs or social media we'll advise you on the best way to promote your business through these outlets.

## Continued success

Once your marketing plan has been setup, we will assess your website analytics and provide you with your first periodic snapshot of what has happened so far.

We will then continually cycle through the following marketing process:

- ✔ Create a new blog item
- ✔ Submit to social media sites
- ✔ Register with more search engines
- ✔ Register with more directories
- ✔ Add to industry forums & groups
- ✔ Target and reply to relevant blogs
- ✔ Back link analysis and approach
- ✔ View and manage e-commerce orders

We don't have to stop here. We can also provide additional services to project you business even further and could include:

- ✔ Marketing events & sponsorship
- ✔ Video production
- ✔ Email campaigns
- ✔ Relationship building
- ✔ Content production
- ✔ Public relations
- ✔ Pay per click & Google Adwords
- ✔ Facebook advertising

**Want to see out 100 point SEO plan, call us today to find out how you can beat your competitors!**