

# Search Engine Optimisation ('SEO')

## Note about costs and prices

VAT is charged extra on all prices quoted. All orders are accepted subject to our standard Terms and Conditions.

When calculating your website budget, you will need to allow for any maintenance costs as well as your annual fees for web hosting (including extras such as password protection, etc) and your domain name registration fee, which is usually payable every two years.

**A word of warning:** you may well be approached by various companies who claim to be able to guarantee you 'top listing' on Google if you pay for their SEO services. You should treat such claims with extreme caution. Only Google itself can determine whether and where your website is listed, and Google is constantly changing and refining the way it indexes websites. The order of listing will be affected by the search term entered, and by how many competing websites satisfy the search term.

Also, it is difficult (or often impossible) to verify what work an SEO company has actually done to promote your search engine rankings. Unfortunately there are many cowboys in this field (who usually cold-call you) who don't seem to do much more than take your money – though there may well be some reputable and professional SEO companies operating.

## How can we help your website improve its search engine ranking?

There are various techniques that can be used to encourage Google and other search engines to list your website in the first place, and, in the second place, to list it in a high position when appropriate search terms are entered. The techniques used involve both the content of your site and also notifying and reminding Google and other search engines (including subject-specific engines and dictionaries where appropriate) of your site's existence. Some of this work has to be done by the website developer/designer as part of the construction of the site in the first place. Other things can be done by us, or by yourself, at regular intervals (we would suggest quarterly) after the site's initial publication.

**All new websites designed and constructed by us include basic search engine optimisation**, which is done as the final stage of the work on the site. The cost of this, and relevant advice to you about how the content of your site should be affected by search engine considerations, is included in the price quoted for the design and construction of the site. All websites designed and constructed by us will have had initial search engine optimisation built in, but Google's methods and requirements change over time and so we would advise that older websites be revisited and 're-optimised'.

We advise that you spend a half an hour or so reading a few pages on **Google's own website** which explains how Google indexes and lists, and the steps that can be taken to improve your listing on Google – go to this [Google page](#).

We hope you will understand, having read all this, that neither we nor anyone else can guarantee 'top position' in Google! All we can do is to try, methodically, to do everything possible that will help. This can be time-consuming, and may involve discussions with you about possible amendments to the site and so there is a price to pay!

**Please see overleaf for options and prices.**



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**Search engine optimisation prices:** These are minimum prices which will apply to most small websites – for large or very complex sites additional work may be needed.

**First-time optimisation** for sites that we have not constructed (one-off price): £165

Basic optimisation includes the following:

- Examining the whole website, but especially the home page, to identify possible search terms for users
- Suggested rewording, if appropriate, on the home page
- Suggested reorganisation or restructuring of all or part of site
- Improving or changing meta description, title and keywords
- Adding improving or changing robots.txt file
- Adding Google-approved XML site map (HTML site map at extra cost)
- Adding Google identity meta tag and registering this with Google, and the similar procedure with Bing
- Submitting or resubmitting site details to Google and Bing

### **Regular (quarterly) submission/optimisation/maintenance programme**

We advise resubmitting your website details quarterly to the major search engines. At the same time, it is usually worthwhile casting an eye over your website to see whether anything needs changing. You can do this yourself of course, or else we can do it for you.

**‘Silver Star’ quarterly maintenance:** Reviewing and improving if necessary home page and meta tags etc and re-submitting site details to major search engines. Once a quarter, we revisit and review your website and then make an appointment to contact you to discuss any possible ways of improving or revising the site, and ways of trying to improve your search engine results.

**Price** includes the initial review and consultation, plus 15 minutes work on revising content and a further 15 minutes of search engine optimisation: £30 per quarter if paid quarterly, £110 per year if paid annually in advance.

**‘Gold Star’ quarterly maintenance:** As above, but with more extensive work done on search engine optimisation.

**Price** includes the initial inspection, plus 15 minutes work on revising content and a further 30 minutes of search engine optimisation: £45 per quarter if paid quarterly, £165 per year if paid annually in advance.



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PLEASE NOTE. All prices shown are subject to VAT at the standard rate. Prices are subject to availability and acceptance and subject to our standard Terms and Conditions, available on request.

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Any additional work requested by you which exceeds the times specified will be charged at our standard hourly rate.