



Anax I.T Solutions

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SEO proposal

Written By Dean Smith



OUR SEO PROCESS

We'll have some initial discussions with you, talking about your website/business aims and what you hope to gain from the SEO work.

We'll conduct Keyword Research and advise you on the top terms to target

Once Keywords are agreed, we'll start implementing them on your site (Meta Tags, Page Titles etc.)

Over the course of the month, we'll carry out the "Off-Page" work (Directory Submissions, One Way Links, Social Bookmarking, Article Writing & Submissions + much more).

We'll also check your site against a list of "Standard Checks". This helps ensure there are no underlying problems that may hinder progress.

After work has been carried out, we'll both stand back and admire the front page rankings and increase in traffic that you are enjoying.



COST

The majority of our clients opt for monthly packages. These tend to offer the best value for a "typical" campaign, due to their comprehensive nature. Prices start at £195/month.

The most popular packages are our "Basic" or "Standard" packages, which are priced £295 and £395/month respectively. Full information on all our packages can be found on page 3. **There's no lengthy contract and we're happy to work on a month-by-month basis.**

If you are looking to "**Pay-per-Keyword Position**", then we offer this pricing model too. All prices are custom as they depend on Keywords chosen and your website's current situation. Prices start from £20 and run into the £1000s. With this method, we take a pre-determined fee for the keyword entering the top 30/20/10 on Google (+Yahoo/Bing).



HOW LONG DOES IT TAKE?

Results can sometimes be seen within one month of work beginning.

It all depends on how much competition there is on your selected Keywords. It can take many months to get onto the front page of Google for some terms.

We advise to invest at least 3-6months work on a solid SEO campaign. However, we understand due to time and budgetary constraints, this is not always possible.

We encourage you to **try us on a month-to-month basis**, giving you the freedom to walk away anytime.

It's important to realize that SEO cannot be "forced" overnight. It has to be conducted gradually to appear natural in the eyes of the search engines. Companies that offer quick fixes or next-day results are no doubt using unethical, "Black Hat" techniques that can risk your site being penalized or blacklisted.

We operate using strict White-Hat practices, safeguarding the long-term interests of your website.

HOW TO GET STARTED

Simply get in contact: Visit us at www.an-ax.co.uk or email information@an-ax.co.uk

Our full contact details are found at the end of this document. We're usually online, so why not drop us a line.

We wouldn't have provided this proposal if we weren't available to begin work right away.

(However, we do go through phases of having to "close the doors" temporarily to new business, due to high demand. So don't leave it forever!)



Package	Budget	Basic	Standard	Premium
Monthly Price	£195	£295	£395	£595
Initial Analysis				
Brief Sector Analysis	-	-	^	^
Brief Products/Service Analysis	-	-	^	^
Brief Summary of Website's Aims/Purpose	-	●	^	^
Keyword Research + Report	Minimal	Basic	Standard	Advanced
Competitor (SERP) Analysis + Report				^
Current Ranking Report	^	^	^	^
On-Page Work				
	Homepage	5 Pages	10 Pages	20 Pages
Title Tags	^	^	^	^
Meta Descriptions	^	^	^	^
Meta Keywords	^	^	^	^
Header Tags Analysis (H1 etc)	-	^	^	●
Content Analysis		^	^	●
Bold/Strong Words Analysis	-	^	^	●
Homepage Content Rewrite	-	-	^	^
SEO Friendly URL Rewrite	-	-	^	^
Internal Linking Structure Analysis	-	-	-	^
Blog Creation (If Needed)	-	-	-	^
Off-Page Work				
Directory Submissions	80	125	200	300
Relevant Directory Research	-	-	^	^
Relevant Directory Submissions	-	-	25	50
SEO Article Writing (300-600words)	-	1	2	3
Article Submissions	-	40	80	120
Press Release Writing (150-450words)	-	-	1	1
Press Release Submissions	-	-	20	50
Forum Posting	-	20	30	40
Blog Commenting	15	10	20	32
Relevant Blog Research	-	^	^	^
Relevant Blog Commenting	-	10	15	25
Social Bookmarking	15	20	30	60
Other One Way Link Building	2	6	10	15
Social Network Profile Registration	-	-	5	15
Standard Checks/Optimizations				
XML Sitemap Create + Submit	^	^	^	^
Robots.txt Create + Submit	-	-	^	^
Google Webmaster Tools Setup	-	^	^	^
Yahoo Webmaster Tools Setup	-	-	^	^
Bing Webmaster Tools Setup	-	-	-	^
301 Redirect Setup	-	^	^	^



Google Cache Check	-	-	-	^
W3C Web Standards Analysis	-	-	-	^
Web Crawler Check	-	-	-	^



CASE STUDY

Meet Steve,

Steve is in the beauty industry, and is based in the US. He has been in the industry for a long time and knows it very well.

He has a market leading product that has seen years of success. His website is pretty smart too.

However, it doesn't seem to attract many visitors or show up in the search results.

A friend of Steve told him that was down to a "lack of links" pointing toward his site. He was told an SEO company could remedy this.

So Steve hunted out some reputable SEO companies and made himself a shortlist

He sent out a few messages asking some questions:

- * What can you *really* do for me?
- * What benefits can you bring my business over the long term?
- * I need someone I can count on, to "take care" of the SEO and website traffic - are you up to the task?
- * Why are my competitors right up there on Google, but I'm nowhere to be found?

We swiftly replied to Steve, taking care to answer the questions honestly and properly.

Steve was impressed by our knowledge, honesty and willingness to help, and he elected us for the Job.

A few months have passed since work began, and here's how we have helped Steve:

- * Natural search traffic has increased by 222%.
- * Steve now ranks #2 on Google.com for the most competitive term in the industry (#1 spot within touching distance).
- * We have identified some other key terms to target, and rank on the front page for over 15 of these too.
- * We have setup multiple Analytics suites, so Steve can clearly see his traffic, signups, conversions & progress over time.
- * Most of Steve's Press Releases are written and distributed by us - taking the burden off him.
- * We're always on hand to advise & help Steve with any SEO, Web or Social Media needs.
- * We now have a very strong business relationship (and friendship) with Steve.

This is just one of many success stories we've had at Anax I.T Solutions.

Anax I.T Solutions - Leaders in I.T Support, Hosting & SEO





GET TO THE TOP!

It takes a lot of hard work to get to the top, especially for competitive keywords. Google's algorithm is said to look at around 200 parameters. Fortunately it's not necessary to optimize for all of these as some are weighted much more than others. In fact, it can be said that only a handful of techniques, *done consistently well* - can increase website ranking.

Another interesting point to make, especially in competitive markets, is that the vast majority of SEO is conducted **away** from your site (eg: Off-page activities: Link building and so on).

Keeping things **very brief**, the following points *can* help a site rank well in the search engines:

High amount (and high quality) of keyword optimized (anchor text) links pointing towards website, sufficient keyword rich on-page work in place (Page Title, H1 tags etc.); quality, keyword rich content on the site/page & domain authority.

There is a lot more to take into consideration than the above - but it's a basis of the work we carry out.

Our packages have been smartly designed to incorporate a beneficial mix of the above points, and any other important ranking factors.



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