

NetTonic

Low Budget SEO Package

www.nettonic.co.uk



SEO Packages

Looking to give your websites a search engine boost?



Introduction

Just because your site is listed in the search engines won't mean that your customers can find it. But only "search engine optimisation and positioning" strategies that are designed to give the engines what they want and need in order to find your site among your competitors and other sites related to your category.

NetTonic is committed to meeting the search engine optimisation & positioning needs of your web site and proposes a campaign plan. Our goal will be to meet your SEO outsourcing needs thoroughly and professionally.



Full Service Done for You Monthly SEO Packages

- ✓ Improve the performance of your website in the search engines
- ✓ Increase sales, customer enquiries, leads, traffic and overall conversions
- ✓ Take the stress and worry away about having to do your own time consuming SEO

Included within this proposal is a detailed Scope of Work outlining specific proposed activities and fees for your review. The Scope of Work will include site auditing, page optimisation, allied web promotion & development activities, SE-friendly content writing, and submission and tracking to over all major and support Search Engines and Directories. On project completion your web site will be more accessible on the Internet in terms of Top rankings for specific keywords across the major search engines.

Company Profile

NetTonic is a website promotional company located in Bedford, UK with over 10 years of service. Since 2011 we have served over 500 satisfied clients worldwide with a range of services from SEO, Link Building other Off Page activities.



Though a lot of companies offer different forms of web site submission and promotional strategies, we strictly adhere to manual web site submission and promotions. We follow strict guidelines on web promotion and use no black hat techniques. We regard Honesty, Dedication and Customer Satisfaction above money. NetTonic integrated business-driven approach separates us from typical web promotion companies. We listen and understand your needs, present you with results and thrive to provide cost effective solutions to clients bearing in mind that "The customer is the King". We have over 90% of returning customers.

Benefits of Our Search Engine Optimisation Program

- Helps in measuring the performance of your website on search engines on monthly basis
- Helps in increasing the traffic through search engines
- Helps in increasing the link popularity of your website by gaining quality one-way backlinks.
- Helps in increasing the Google Page Rank (PR) of the landing pages including homepage.
- Helps in indexing the important landing pages of your website including the homepage into the important search engines like Google, Yahoo!, Bing and more.
- Helps in increasing the search engine saturation of the entire website
- Helps in uplifting the search engine rankings higher on targeted keywords



Our Offering

Particulars	Package - £200+ Vat
Number of Keywords/ Key phrases	5 Keywords
On Page Activities	
Keywords Analysis	Yes
Meta Tags Recommendations	Yes
Content Recommendations	Yes
Complete Website Audit covering issues (if any): <ul style="list-style-type: none"> - Domain Statistics - Canonicalization Issues - URLs Optimisation <ul style="list-style-type: none"> - Dead Pages - Redirection - Duplicate Pages <ul style="list-style-type: none"> - Navigation - Sitemaps - SEO Friendly Tags <ul style="list-style-type: none"> - JavaScript - Google Analytics - Google Webmaster Tool - Yahoo! SiteExplorer Console - Bing Webmaster Console - HTML Code Validation 	Yes
Off Page Activities	
Backlink Targeted Activities	
Buzzfeed Submissions	2 Buzzfeed
Social Bookmarking	5 URLs X 5 Websites
(In accordance with the latest algorithm update, we will use only one keyword as the "TAG" for the post)	
Business Profile Listing	2 Listings
Press Release Writing & Promotion	1 PR Writing & Promotion into 30 PR distribution websites
Article Writing & Promotion	1 Article Writing & Promotion into 50 Article Publishing websites

Keywords Research - Any effective website marketing strategy relies on selecting the right keywords. Keyword research is one of the most important, valuable, and high return activities in the search marketing field. Ranking for the "right" keywords can make or break your website. Since keywords play a crucial and most important role in the SEO process, hence our Targeted keywords are researched and chosen based on what you are offering, where you are offering it, and the volume of people searching for your products and services. We follow our 4-step keyword research process to determine 5-6 keywords that (a) fit your business, (b) will increase web site traffic from prospects in your target market and (c) have minimal competition. We will provide you with a written report that includes the set of recommended keywords, as well as an estimate of the number of people who search for your keyword each month and Google Competition.

Meta Tags & Content Recommendations - Once we land on a list of mutually agreed keywords, we will start putting together a report which will have recommendations for all the targeted Meta Tags, Heading Tags, Content, New Pages, etc. for the website. We prepare these recommendations after carefully analyzing your top competitors, current trend and current Google competition.

Website Audit Report - This report will have all the technical issues which the website currently has and are crucial from SEO's perspective. The report will not only highlight the issues, but will also have appropriate solutions.

Backlinks are essential in terms of Search Engine Optimization because more the in links more the chance your site to come on top of search engines index. Through our various backlink targeted activities, we will try to gather some of the best backlinks for the website:

1. **Buzzfeed Submissions** - It is the best platform to virally spread content across subject areas
2. **Social Bookmarking** - We will be bookmarking the URLs of the website into the best high PR social bookmarking websites.
3. **Business Profile Listing** - We will be creating profiles in top free profile listing websites.
4. **Article/Press Release Writing and Promotion** - Our dedicated team of professional writers will write articles and PRs for the website. The write-ups then will be propagated with the top rate high PR article and new publishing websites.
5. **Social Bookmarking of Published Write-Ups** - We will bookmark the URLs of top PR article and Press Release publishing website.
6. **Local Marketing** - We will be creating, optimizing and maintaining profiles on some of the best free local listing profiles including Google

Articles Bookmarking	N/A
Local Marketing	2Listings
Branding Targeted Activities	
<u>Social Networking Websites:</u>	
Facebook	
Profile	Yes
Custom Landing Page	Yes
# of Updates	2 Updates Per Week
Twitter	
Profile	Yes
# of Updates	2 Tweets Per Week
LinkedIn	
Profile	Yes
Page	No
# of Updates	2Updates Per Week
Google Plus	
Profile	Yes
Business Page	2 Updates Per Week
<u>Videos & Images</u>	
YouTube	Submission of video with optimized Title and Description Tag for 2Keywords
PhotoBucket	2 Images with optimized Title and Description Tag for 2Keywords
DailyMotion	Submission of video with optimized Title and Description Tag for 2 Keywords

Branding has become a critical piece of the overall SEO puzzle. and a proper branding solution can be delivered using all the social media platforms like Facebook, Twitter, LinkedIn, etc.

Shares, likes, follows, and +1's are all known to positively impact overall ranking for a website. Hence we have included Social Media in our process.

Once the initial analysis phase is over, we will start using these platforms to promote the services, brands or products through "Posts", "Tweets", "Updates", etc.

Our updates will not be in just posting updates or comments. Just to make the whole activity more interactive, we will create and uploading some banners, infographics as well.

If required, we will create Fan Pages, Custom Landing Pages, etc. also.

Videos and Images are a very powerful tool for building your brand and marketing your business, it is the most engaging type of content that you can create.

YouTube has ways of ranking your videos, which include things such as the relevance to the search keyword, the number of comments, likes and shares.

Hence we will be using all such platforms:

1. Add new videos/Images
2. Optimize the new, and the previous videos /images too
3. Will bookmark them into high PR social bookmarking websites
4. We will create RSS feeds and then will submit the feed into RSS submission websites.