



ONLINE MARKETING RATES

SEO Services

	Starter Pack	Foundation Pack	Advanced Pack	Super Pack
Website Analysis	Yes	Yes	Yes	Yes
Hits/Visitors Count	Yes	Yes	Yes	Yes
Keyword Research	Yes	Yes	Yes	Yes
Title Tag Optimization	Yes	Yes	Yes	Yes
Meta Tags Optimization	Yes	Yes	Yes	Yes
Header Tags Optimization	Yes	Yes	Yes	Yes
Alt Tags Optimization	Yes	Yes	Yes	Yes
Anchor Text Optimization	Yes	Yes	Yes	Yes
Image Optimization	Yes	Yes	Yes	Yes
Robots.txt Validation	Yes	Yes	Yes	Yes
Google XML Sitemap Creation	Yes	Yes	Yes	Yes
Traffic Analysis Code Setup	Yes	Yes	Yes	Yes
W3C Validation	No	No	Yes	Yes
Search Engine Submissions	Yes	Yes	Yes	Yes
Optimization of HTML Source Code	No	No	Yes	Yes
Editing content for SEO	No	No	Yes	Yes
Business Directory Submissions	No	Yes	Yes	Yes
		(20 directories)	(50 directories)	(100 directories)
Article Submissions	No	Yes (20)	Yes (50)	Yes (100)
Blogs Publishing	No	No	No	Yes (50)
Press Releases Distribution	No	No	Yes (50)	Yes (100)
Social Media Marketing	No	No	No	Yes

Reports

Google Analytics (Statistics)	Yes	Yes	Yes	Yes
Current Performance	Yes	Yes	Yes	Yes
Keyword Ranking Report ¹	Yes	Yes	Yes	Yes
	(upto 10 keywords)	(upto 30 keywords)	(upto 60 keywords)	(upto 100 keywords)

Initial Set up Fee

Quarterly Fees

(ANNUAL TOTAL)

£250	£325	£400	£600
-	£90	£150	£240
	(£685)	(£1000)	(£1560)
	£45 Discount*	£90 Discount*	£180 Discount*

* Discounts are applicable on quarterly fees and for new clients only on a minimum 12 month contract. The discount will be applied to the last quarter of the first year.

Optional Services

Set up Adwords account ²	£100		
Design an emailer(one page)	£50		
Send bulk mailers ³	£100 (1000)	£180 (2000)	£300 (5000)

¹ Guaranteed results for at least 25% keywords after 2 months.

² The amount for Adwords Campaign is not included in the proposal and is payable separately by clients according to their allocated budgets. The ad will be based on the client's parameters.

³ The number of mailers sent. (Some might be rejected by the firewall at the other end.)

Please Note: The effects of a marketing campaign begin to generally show results in approximately six weeks from the start of the program.