



# TRANSPARENT ORGANIC AND PAID-FOR SEARCH MARKETING STRATEGIES

We adopt an ethical search marketing approach that will ensure your site is set-up and equipped to rank highly throughout the major search engines. At iDC we use only accepted techniques in our search strategies and our consultant is a listed SEO Certified Professional with [SEO certification.org](http://SEOcertification.org).

Before we build a suitable search strategy, we carry out a period of research which is the fundamental starting point for any SEO campaign. Firstly, we look closely at your business and how potential clients are likely to search for you. We then research a wide-range of potential keywords to check search volumes before getting started.

Once we have agreed on keywords and phrases we'll set about optimising your website with the necessary improvements to boost your rankings:

## 1) Technical Optimisation

Removing elements that may block a search engine from accessing content; checking sitemap quality; removing technical errors.

## 2) On Page Optimisation

Ensuring chosen keywords and phrases are represented; optimisation and naming of all pages, titles, images and headings.

## 3) Off Page Optimisation

Link building is an essential process. Creating quality links to other, relevant sites with each link representing an 'endorsement' for your site and enhancing its presence.

How soon you start to see results depends, to some extent, on how popular your keywords are. Commonly searched for keywords such as plain 'SEO' are hugely competitive. However, niche keywords such as 'Accountants Oxford' or 'Investment Managers Worcestershire' will climb far more quickly.

We have a varied range of clients that enjoy consistently high search engine rankings in both B2B and B2C sectors.

## GUIDE TO SEO SERVICES

Search Engine Optimisation drives targeted traffic to your website, improves your search engine rankings and creates more awareness about your business. Your business may have a website but unless it is fully search engine optimised, no one will be able to find it.

Consumers today want instant information on the goods and services they require so they search online. You need to make your website visible so when they search for the goods or services you offer they will find you and not your competitors.

Our organic SEO services comprise of three main components which all contribute to creating the backlinks to your website that will make it more popular in the eyes of the search engines and thus improve your rankings:

### 1) Article writing and distribution

Every month we create new articles for each customer based on the keywords we have chosen with them. These are then distributed across the internet to article directories, RSS feeds and blogs, etc, to create backlinks to the customer's website.

### 2) Link wheeling

Each month every new article is linkwheeled – this process involves creating a chain of places where the articles are posted so that the search engines can easily follow the trail. The more articles they find pointing back to a customer's website, the more popular they think it is and thus the higher they are likely to rank it for those keywords.

### 3) Social bookmarking

Every new keyword will get 10 x 1st tier bookmarks and 30 x 2nd tier bookmarks – so they get 40 social bookmark backlinks for each keyword.



## SEO PACKAGES

iDC offers a range of monthly organic SEO packages to help your business rank highly for those keywords associated with your products or services. We have specially designed our packages so that they are suitable for all budgets, and are more than happy to tailor any of our packages to meet your individual requirements.

At iDC we firmly believe that results speak for themselves, and we are confident enough in our service that we do not tie customers into annual contracts, instead we provide a one month rolling agreement as we prefer our clients to come back to us on a monthly basis because we are achieving results and providing a great service.

If you have any queries, or would like to discuss further, please contact us on **0121 773 0277** or email: **info@idc-design.co.uk**.



<b>PACKAGES</b> (SERVICES INCLUDED ARE PER MONTH)	<b>BRONZE</b>	<b>SILVER</b>	<b>GOLD</b>	<b>PLATINUM</b>
<b>KEYWORD RESEARCH</b>	1	2	4	6
<b>ON-SITE OPTIMISATION</b>	*	*	*	*
ADD KEYWORDS TO WEBSITE	*	*	*	*
ADD META TAGS TO WEBSITE	*	*	*	*
ADD TAGS TO IMAGES	*	*	*	*
SET-UP WEBMASTER TOOLS	*	*	*	*
IMPLEMENT XML SITE MAPS	*	*	*	*
<b>OFF-SITE OPTIMISATION</b>				
CREATION OF SEP ARTICLES	1	1	2	3
DIRECTORY OF SUBMISSIONS	250	500	750	1500
SOCIAL BOOKMARKING (SUPERCHARGED)	40	80	160	240
BOOKMARK PINGING	1980	3960	7920	9900
LINK WHEEL CREATION		*	*	*
<b>REPORTING</b>				
MONTHLY RANKING REPORT ON SELECTED KEYWORDS	*	*	*	*
TRAFFIC REPORT VIA GOOGLE ANALYTICS	*	*	*	*
COMPETITORS ANALYSIS REPORT		*	*	*
<b>SUPPORT</b>				
EMAIL SUPPORT	*	*	*	*
TELEPHONE SUPPORT	*	*	*	*
<b>PRICES</b>				
SET-UP FEE	FREE	FREE	FREE	FREE
MONTHLY FEE	£215	£260	£360	£490

PLEASE NOTE: All costs are subject to VAT.