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Search Engine Optimisation

What is SEO?

SEO is the art of adapting code used to write websites, changing content and creating links to a website to help market a website into major search engines such as Google, Yahoo, Bing and others.

To work effectively, SEO techniques need to be adopted, applied, tested and importantly continually adapted to keep up-to-date with the latest techniques.

At Ansta we have had many years of tried and tested methods of optimisation techniques. Our techniques are ethical and not designed to fool search engines. The techniques used will not black list your website and are aimed at longevity and not overnight success, therefore resulting in long term benefits for your website.

Utilising the ever increasing directories and facilities available, Ansta can offer a basic, advanced or bespoke online marketing campaigns to drive interest and traffic to your website. As your website is one of the most important areas of your own marketing activities, we understand this and to drive visitors to it will result in increased enquiries and orders.

REMEMBER - There is little point in having a website that no-one can find!

If Ansta believe your requirements are not achievable with a selected campaign we will advise prior to any work being carried out. In addition if your requirements are achievable with a lesser campaign we will advise accordingly, thus resulting in the best suited campaign for your requirements. We believe that as with any marketing activities the client seeks a return on their investment, we therefore advise what we believe is best suited to your requirements and work together with you to reach your goals.

What can you expect?

Each of our campaigns and add-ons are different and as a result of this achieve different results. Please see the different campaigns to have an understanding of which campaign can deliver the results you seek.

...and in what timeframe?

Typically generic optimisation will take some time, up to 6 months to achieve good results, however, if your websites is already established and older than 2 years this process should be quicker. Our ethical techniques do take time unlike unethical techniques, but you will be sure of longevity. For a short term fix, you should consider Pay Per Click which will give instant results.

Proof is in the pudding...

There are many so called 'SEO Experts' in the market, so the real test is seeing live examples. We can provide multiple examples of what we are achieving for our clients with first page listings achieved for search results that exceed 100 Million results! If you would like examples, we will be only too pleased to advise.



Fundamental website promotion

An entry level online promotion campaign for websites promoted using guideline Search Engine Optimisation techniques.

OVERVIEW

Fundamental website promotion is the entry level online promotion service used small to medium websites, which has proven to give a placement of your website in the major search engines. This campaign may be used for new websites or for websites that already have an Internet presence and are looking to gain more exposure. Following the guidelines laid out by the major search engines, Ansta carry out the optimisation of the major web pages within the site* prior to the monthly online promotion. The service runs monthly, for a minimum of 3 months, but would suggest 6 months to allow time for search engines to index the site.

THE PROCESS

- Optimisation of the website* to ensure the code is optimised correctly adhering to the guidelines specified by major search engines (Already carried out if the site was originally developed by Ansta).
- Submission to over 100 search engines and directories worldwide (where applicable).
- Monthly re-submissions guaranteed
- This campaign promotes websites worldwide and also may be country specific
- Submission techniques using daily updated search engine scripting criteria are used.
- Small code changes to your home page will be made every month
- Addition of 1 location to Google Places (where applicable)

EXPECTATIONS

- First page and first place rankings have been and are being attained using this campaign utilising long tail search phrases.
- Area specific search results perform well under this campaign

COSTS

Initial set up fee if original website designed by Ansta £125
Initial set up fee if website NOT originally designed by Ansta £175
Then monthly fee (min 3 months) £40
Or, annual cost £445
All prices exclude VAT



- If a website consists of 5 or more pages that need to have generic optimisation carried out an additional fee may apply
- FTP access will be required for 'on-line' changes.

Performance website promotion

A campaign for websites seeking a first page listing with more generic search phrases

OVERVIEW

The performance website promotion is a more aggressive campaign than the Fundamental and is suited for websites that seek high rankings. Similar to the Fundamental campaign it may be used for new and existing websites to enhance its position and gain entry to more search engines and directories. Full analysis of the competition websites is carried out monthly and changes implemented into your website. Additional pages of the website* will be optimised using standard optimisation techniques.

THE PROCESS

- All of what the Fundamental campaign includes plus:-
- A concentrated efforts on the phrase of your choice.
- TOP 10 Analysis Report for each search phrase. The report compares the Top 10 listings in Google.co.uk your search phrase against your website. With our experience we analysis the report and make changes.
- The analysis is carried out monthly
- In addition to the automatic submissions, manual submissions are also made to search engines including: Google, Yahoo, DMOZ (Open Directory Project) and many others.
- Submission to a number of special interest websites / search engines / directories can be sent, dependant on your market sector.
- Creation and submission of a sitemap to Google.
- Integration of Google Analytics.



- If a website consists of 10 or more pages that need to have generic optimisation carried out an additional fee may apply
- FTP access will be required for 'on-line' changes.

EXPECTATIONS

- First page and first place rankings have been and are being attained using this campaign utilising specific and short tail search phrases.
- First page and first place rankings are likely for area specific search results.

COSTS

The cost is based on the number of search phrases the website needs to be optimised around.

No of search phrases	1	2	3	4	5	6	7	8	9+
Initial Set up fee	295	335	375	415	455	485	515	545	POA
Monthly fee (min 3 mths)	155	195	235	275	315	345	375	405	POA
Or, annual cost	1765	2225	2680	3135	3591	3935	4275	4615	POA

All prices exclude VAT



Bespoke campaigns

A custom made campaign based around your individual needs

OVERVIEW

The fundamental and performance campaigns are ideal as a starting platform for SEO. However, in the rapid changing world of search engines, new techniques are available frequently. The use of Social Media and Blogs is having a large impact on the performance of websites within Google's rankings.

OPTIONS

Components of the bespoke campaign can consist of;

- Pay Per Click set up and management
- Addition of a blog to your website
- Set up of Facebook business page
- Set up of Twitter page
- Set up of Google plus business page
- Set up of Pinterest business page
- Addition of Facebook and/or Twitter feeds to your website
- Facebook and/or Twitter commenting on-site
- Social sharing (like and share buttons)
- Article writing
- Email campaigns with website landing pages
- Social Media training
- Blogging and PR submissions
- Social Media posts
- YouTube account and channel set up
- Video filming and production for YouTube
- Social Media monitoring and responding

COSTS

As this type of campaign is bespoke we will need to quote depending upon your requirements but this campaign starts at £200 per month.



Keyword research and analysis

Optimise your website correctly using keywords that are most frequently used.

OVERVIEW

Before any optimisation and/or promotion is carried out on your website it is advisable to have an understanding of what phrases internet users are searching for. With Google utilising 'Google Instant' that generates suggestions whilst you type, unless you have a grasp on the actual phrases searched for or the suggestions made, you could be targeting the wrong phrases. Ansta's keyword research and analysis produces a report and suggestions of keywords to utilise in your campaigns.

THE PROCESS

- Ansta are supplied with a list of up to 10 keywords that you feel best describe your website
- A cycle of analysis starts by finding competition websites that are using the keywords supplied
- Analysis of the competition websites are made to determine additional keywords
- Once a detailed list of keywords has been obtained and irrelevant keywords removed the following analysis takes place;
- Research on the amount of searches per month (a choice of US or UK searches)
- Research on the amount of competition websites
- Generation of Keyword Effective Index (KEI) Ratio that indicates the best keywords
- Spreadsheet report of suggested keywords for consideration
- Details of Google Trends per suggested keyword

COSTS

£195 per research

£ Ecommerce

For websites selling products utilising an ecommerce marketing solution will place the products in the forefront of internet searches.

OVERVIEW

Having a website that sells products is ideal, but what if the products cannot be found via internet searches. Ansta can work with your database of products and place them in many locations to enhance your product visibility and increase your sales.

Ansta can utilise product placement tools including Google Products, Amazon and Ebay.

THE PROCESS

Google Products

Providing a product database is available, inclusion into Google Products can be carried out. The initial set up of the coding to upload the products will be developed and utilised for ongoing updates.

Please note that the submissions of products may be restricted dependant on approval and products submitted.

Amazon and Ebay all have unique procedures and have an individual cost for submission dependant on your market sector. We will be happy to discuss these with you.

ONGOING ANALYSIS AND REPORTING

Analysis of the product placement mainly within Google Products are advised to be carried out monthly. From this analysis Ansta can advise you on the number of impressions a product has received, number of click-throughs per product and advise on product pricing against your competition.

It is advisable to include Google Analytics with any online campaign and as an extension of this we utilise the ecommerce facility for complete tracking that can be included if required.

COSTS

Google products set up - £295

Integration of Google Analytics - £50

Additional feature for Google Analytics for ecommerce - £90

Ongoing analysis and reporting from £50 per month and priced at £50 per hour depending on the amount of analysis required.

Amazon and Ebay integration price on request.

Other Services of Interest



Mobile Apps

Apple iOS and Android mobile app development for fun or business.



Web Development

We can design and develop simple to complex websites.

Conclusion

Our experience demonstrates that we can work with your website to enhance your presence within Google. We are confident that we can meet the any challenges you throw at us and are ready to partner with you in delivering a professional and ethical SEO solution.

If you have questions regarding SEO, feel free to contact David Dunhill by email at info@ansta.co.uk or by phone on 01787 319658.

Thank you for your consideration.

Proudly working with over 300 happy clients including;

