



Company: **Tamarind Collection**
Url: one-kensington.com
Date: 28.01.14
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SEO Quotation

Project outline

Monthly breakdown of hours and costs

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1.0 Project outline

Tamarind Collection has asked for an example strategy for promoting all of its UK websites. We have taken a single website one-kensington.com to act as an illustration to show what can be achieved and at what monthly cost. Possible results in terms of bookings and reservations would take more research.

SEO solutions can then be mirrored across all Tamarind websites. This does not mean that costs are in multiples, as a number of tasks can benefit from economies of scale.

All of our solutions are based on unpaid search ie organic search traffic (Google) and Social media traffic (Facebook, YouTube, Twitter). Although we do not undertake ppc we do offer all our clients free advertising on our own network. (4200 websites 12,000,000 uniques).

We also own a number of restaurant and food websites which can be used for web pr and linking purposes if required.





2.0 Vanilla Circus Ltd (2010-2014)

Vanilla Circus, based in Wimbledon, undertake digital marketing strategies for UK businesses with a focus predominantly on B2C. Over half VC's revenue comes from our own publishing network of 4200 websites which are all optimised in house.

We also work with a number of manufacturers that include large companies like Philips, to smaller boutique manufacturers like Moore's Glass Ltd in Surrey. Although our clients are UK based, we operate websites in France, Germany, Spain, China and the US.

VC specialise in traffic generation and also advise companies like EBay and Eurooffice whilst working for a handful of smaller operations that include solar panel importers, confectionery suppliers and travel companies.

Benedict Sykes founded VC in 2009. Mr Sykes has 20 years marketing experience, with 11 spent on digital projects, running both paid and unpaid search campaigns. Mr Sykes is the senior SEO Consultant and is the point of contact for all clients. He employs a team of five in Wimbledon, whose skill set ranges from content creation and link building to web design and software development.

Vanilla Circus publishes over 3200 websites of its own and has 22 servers. VC is at the forefront of SEO technology and is often asked for their opinions on 'search' by the media including the BBC and the Guardian.

VC is a member of Nominet.



3.0 Skill Set

Creative

Vanilla Circus Ltd is a highly creative digital marketing agency that balances excellent ideas with deliverable web traffic that converts into 'table reservations'. We can manage an entire strategy from planning, to on and off page execution including reporting and analysis.

Strategic Online Marketing / Planning / Analysis

- Highly experienced creative online strategists, encompassing all organic traffic sources including Google, Facebook, YouTube and Twitter
- Expert at being able to communicate complicated SEO recommendations through articulate written documentation or through excellent verbal communication
- Advanced Google Analytics Analysis offer clear insights in what to do

SEO

- On page optimisation (structured data mark-up and micro-data)
- Google snippet creation (Specialising in review and local service (restaurant) mark ups)
- High value link Acquisition - sourcing relevant on-topic links from sites with domain authority
- SERP problem solving - clearly communicating with clients / departments to resolve technical queries and issues to improve search campaigns results
- Implementation and analysis of various tracking software platforms including cookie based applications such as Web trends, and Urchin, and Google Analytics
- Experienced in the use and optimisation of content management systems (CMS), producing XML feeds and advising on RSS uses, including wordpress and magento platforms.

Strategic Online Marketing / Planning / Analysis

- Highly experienced creative online strategist, encompassing all online marketing tools, including email broadcasts, link building and optimised copywriting.
- Expert at communicating SEO complicated technical recommendations through articulate written documentation including email and excellent verbal communication both over the telephone and face to face meetings

Copywriting

- Content creation (In house published author, content mainly aimed at B2C audiences, blogging, new page creation. Proofing facility and client approval process)

Web design / Development





- Web design incorporating high end creative design, compatible across all browsers and devices, desktop, tablet and mobile
- Web Development (From simple scripts to ecommerce, Magento optimising specialists, highly skilled database engineers (mainly SQL) Python, php)

Social Media

- Facebook page / feed creation, strategising, management
- Skilled at website promotion through word of mouth/ blog, social networking and information propagation. Also experienced at building affiliate networks.



4.0 Possible Strategy outline

Below are some of the methods we would use to create and implement an organic traffic generating strategy. Although they would differ from restaurant to restaurant website, they would all seek to create 'the very best of breed website,' including content and imagery for Tamarind.

Strategy

- In partnership with Tamarind create targets for number of reservations
- Create targets for traffic required
- Create strategy for obtaining traffic including rankings required

Research

- Keyword research (restaurant, location, type of menu, clientele)
- Market research (competition, traffic quantities, traffic sources
 - example traffic sites, (timeout, tripadvisor)
- Website comparisons (similar restaurant websites, offering, usability)
- Make recommendations for SEO

SEO

On page optimisation

- Re coding of wordpress template for Google mark up
- Re writing of meta data
- Optimisation of content
- New content created to reflect keywords

Off page Optimisation

- Correct use of Google data Analytics, Google maps, Google plus, Google reviews Webmaster tools
- Creation of back links to support keyword optimisation
- Creation of adverts to make use of VC portfolio sites (traffic 12 million)
- Creation of Facebook page / twitter account / Google + / YouTube account
- Ensure correct linking for all social media sites
- Update content on social media sites AFTER new content / menus appear on the website
- Initial posting of reviews on relevant websites





5.0 Analysing, reporting

VC is expert at interpreting analytics data and making sense of changes and optimisation improvements and their effect on overall traffic. VC translates analytic data into improved strategies to weed out what is not working and to improve on what is.

VC writes our own software. We are working on a number of ecommerce projects, all of which require data to present correctly.

Clients receive a monthly work sheet, detailing exactly 'what was done', 'why it was done' and 'how long it took'.

- Comments on data are also included and strategies updated or amended.
- B Sykes, who is responsible for all workflow and is always available to discuss any current work or new concepts, undertake reporting and strategic analysis.



6.0 SEO Costs

VC contracts are three-month rolling contracts, with break clauses every quarter. Work is scheduled over a three-month period, with changes made as goals are achieved.

Initial costs based on working for 15 hours at an average of £80 per hour pcm. This can be made up of time spend in any capacity. All hours worked are recorded and results analysed and reported on at the end of every month.

A client's month remit is commonly broken down into the below hours:

Suggested Hours

- 1 Planning / Strategising / overall management
- 3 Page and data optimising / on page improvements
- 4 Content creation - re writing or creating new content
- 2 Web design and development, optimising code, mark ups
Building of new keyword sites as appropriate
- 4 Link building, link content creation
- 1 Traffic generating websites, including banners and adverts
- 1 Analysis and Reporting

Total: £1200.00 pcm

- i) Retainer will not exceed quoted amount without written permission
- ii) Hourly allotments may change. (For example, more content and less link building may be required month by month.)
- iii) Contract length: 3 months without notice, then defaulting to three months rolling with break clauses at the end of each quarter.
- iv) Additional domain purchases, hosting and website creation may incur costs
- v) Terms and conditions available on request
- vi) Costs do not include possible ppc spend

