



SEO Costs

Date: 08/09/15

Ref: VC0009253

Company: Suffolk Latch Company

Quotation

10 hours SEO consultancy

£800 +vat

Process

Client is invoice and the invoice is paid.

Time can be spent doing whatever tasks are needed but often the process includes:

Current results (1 hour)

The way to begin the progress is to start looking at what suffolkatchcompany.co.uk is currently doing in terms of content / words and anchor text and how that translates into organic search traffic.

Past results (1 hour)

We look into the site's past successes and what changed in terms of keywords / traffic

Target results (1 hour)

We then create a target for our session or 10 hours. Often this is to choose a section of the website and a number of keywords or phrases to use as a benchmark for what we are trying to achieve. We agree the target with the client.

Work (min 7 hours)

1. We then look at the site as an entirety looking for ways to improve the site's optimisation, report on any errors we find and making suggestions for improvements. This is part of a partnership with VC working with whatever resources the client has available
2. A report is sent to the client to discuss.
3. Client / VC action their own steps. For example, VC time might be spent creating a content strategy and working with a content writer or building back links to hub pages.
4. VC then reports on changes and SERPs / improvements with the client.

Repeat: the above work is then repeated until the number of hours is completed.