SEO Proposal

Client: A & S Landscape | Date: 14.09.15 | ref: VC0009254 | Url: aandslandscape.com

SEO Costs

Date: 14/09/15 | Ref: VC0009254 | Company: A & S Landscape

Quotation

10 hours SEO consultancy **£800 +vat**

Process

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

Current results (1 hour)

The way to begin the progress is to start looking at what aandslandscape.com 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 website'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.

SEO Proposal

Critical / solution reports

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.

2. This would include many factors including:
   a. Keyword analysis
   b. Competitor analysis
   c. Anchor text
   d. Internal site structure
   e. Content, amounts and use of language
   f. Content optimisation and internal linking
   g. Code optimisation and use of html
   h. Meta data (all)
   i. Back link profile and recent gained / lost back links
   j. Use of trust factors and social media links
   k. Analysis of
      i. Google search console / analytics
      ii. Google +
      iii. webmaster tools

3. A report is sent to the client to discuss.

4. Client / VC action their own steps.
   a. For example, VC time might be spent creating a content strategy and working with a content writer or building back links to hub pages.

5. VC then reports on changes and SERPs / improvements with the client.

6. In terms of pages reviewed this would include approximately 50 pages whilst looking at the remainder of the site in relation to central or hub pages.

7. Make suggestions on larger strategy inclusions, new websites, geo (location) targeted websites or using school contact data to attract new business.

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