

## SEO Quotation

Client: Leyoh Goodall | Date: 05.11.14 | ref: VC002670LEY | Url: tbc

---

Contents	● About Vanilla Circus Ltd
	● Project Overview
	● Process
	● Costs
Ref:	● VC002669MUN



## SEO Quotation

Client: Leyoh Goodall | Date: 05.11.14 | ref: VC002670LEY | Url: tbc

### About VC

Company	<ul style="list-style-type: none"> <li>● <b>Vanilla Circus Ltd</b>, based in Wimbledon undertakes specialist digital marketing strategies for UK businesses with the focus predominantly on B2B. In addition VC are a large online publisher with a network of websites generating traffic of 1,852.154 unique visitors pcm (May 14).</li> <li>● VC employs six engineers whose skill sets ranges from content creation to high and on page optimisation to web design and development. The company is headed by Mr. Sykes, who is responsible for all client strategy.</li> <li>● We work with a number of manufacturers that include large companies like Philips, to smaller industrialists like Moore's Glass Ltd in Surrey. Although our clients are UK based, we operate websites in France, Germany, Spain, China, Russia, Canada and the US.</li> <li>● VC specialise in traffic generation and also advise companies like eBay, Tesco and Eurooffice whilst working for a handful of smaller operations that include solar panel importers, confectionery suppliers and travel companies.</li> <li>● Benedict Sykes founded VC in 2009. Mr. Sykes has 22 years marketing experience, with 14 spent on digital projects, running both paid and organic search campaigns. Mr. Sykes is the senior SEO Consultant and is the point of contact for all clients. His team can handle any size of project from content creation and link building to web design and software development.</li> <li>● Vanilla Circus publishes over 5700 websites of its own and has 24 servers. VC is at the forefront of SEO technology and is occasionally asked for their opinions on 'search' by the media including the BBC, the Times and the Guardian amongst a host of lesser known digital publishers.</li> <li>● VC is a member of Nominet.</li> <li>● Company Number 06914386</li> <li>● VAT registration No 993 9636 48</li> </ul>
---------	---



## SEO Quotation

Client: Leyoh Goodall | Date: 05.11.14 | ref: VC002670LEY | Url: tbc

---

### Project Overview tbc

SEO target	
Additional keywords:	
Locations	
Audience	
Target	



## SEO Quotation

Client: Leyoh Goodall | Date: 05.11.14 | ref: VC002670LEY | Url: tbc

### Example Process

<p><u>Step 1</u></p>	<p><b>Strategy:</b></p> <ul style="list-style-type: none"> <li>● Vanilla Circus in partnership with client could devise a strategy that would plan ways to achieve new targets of enquiries/sales made through the website.</li> </ul>
<p><u>Step 2</u></p>	<p><b>Content strategy:</b></p> <ul style="list-style-type: none"> <li>● Vanilla Circus would look to create a content strategy based both on existing content, competitor analysis, and through talks with Munster Fit.</li> </ul>
<p><u>Step 3</u></p>	<p><b>Data optimisation</b></p> <ul style="list-style-type: none"> <li>● Where can improvements be made to the quality or scope of the data</li> <li>● How can the data be made to work harder for the company</li> </ul>
<p><u>Step 4</u></p>	<p><b>Web Design / user friendly</b></p> <ul style="list-style-type: none"> <li>● tbc</li> </ul>
<p><u>Step 5</u></p>	<p><b>Link Building</b></p> <ul style="list-style-type: none"> <li>● Back link profile / Check back link profile and comment</li> <li>● Check that webmaster tools has correct configurations</li> <li>● Create content and build new links</li> </ul>



## SEO Quotation

Client: Leyoh Goodall | Date: 05.11.14 | ref: VC002670LEY | Url: tbc

Price

<p>Option One Suitable for two sites Ongoing monthly SEO 1</p>	<p><b>£1600.00 + vat</b></p> <p>Initial costs based on working for 25 hours at an average of £64.00 per hour. This can be made up of time spend in any capacity. It is commonly broken down into the below hours.</p> <p><u>Suggested Hours</u></p> <ul style="list-style-type: none"> <li>2.0 Strategising, overall management</li> <li>3.0 Page and data optimising / on page improvements / UI</li> <li>10.0 Data / Content creation / proofing</li> <li>2.0 Web design and development / image sourcing</li> <li>7.0 Link building</li> <li>1.0 Analysis and Reporting</li> </ul>
<p>Option two Suitable for one site Ongoing monthly SEO 2</p>	<p><b>£800.00 + vat</b></p> <p>Initial costs based on working for 10 hours at an average of £80.00 per hour. This can be made up of time spend in any capacity. It is commonly broken down into the below hours.</p> <p><u>Suggested Hours</u></p> <ul style="list-style-type: none"> <li>1.0 Strategising, overall management</li> <li>1.0 Page and data optimising / on page improvements / UI</li> <li>4.0 Data / Content creation / proofing</li> <li>1.0 Web design and development / image sourcing</li> <li>2.5 Link building</li> <li>0.5 Analysis and Reporting</li> </ul>
<p>Lead Time</p>	<p>Three months to see results</p>
<p>Contract</p>	<p>VC contracts are three-month rolling contracts, with break clauses every quarter.</p>

