

SEO Proposal

Client: Local Tennis Leagues Ltd / LTA | Date: 08.09.15 | ref: VC002674LTA | Url: localtennisleagues.com

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Ref:	● VC002674LTA / Paul Cudmore



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1.0 About VC

Company	<ul style="list-style-type: none"> ● Vanilla Circus Ltd, based in Wimbledon SW19, undertakes specialist digital marketing strategies for UK businesses with the focus predominantly on organic search traffic. In addition VC are a large online publisher with a network of websites generating traffic of 1,252.154 unique visitors pcm (May 15). ● VC employs five 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. ● We work with a number of manufacturers that include large companies like Philips, to smaller consumer brands. Although our clients are UK based, we operate websites in France, Germany, Spain, China, Russia, Canada and the US. ● 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. ● 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. ● Vanilla Circus publishes over 3200 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. ● VC is a member of Nominet. ● Company Number 06914386 ● VAT registration No 993 9636 48
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2.0 Project Overview

The project forms a three month contract to inject a different flavor into the content of localtennisleagues.com to attract visitors who might not have ever considered joining a tennis club. VC understands that the LTL / LTA have limited time resources and we will be expected to work independently.

From our conversation with Paul we understand that the site localtennisleagues.com is performing well for core keywords that include the words “tennis league” but is not performing well for keywords that might be used by tennis players who see the sport as a social / healthy activity.

They might not describe themselves as ‘tennis players,’ but might still be interested in joining a local tennis league as an addition / alternative to the gym / jogging etc. and be 18+.

Objectives	<ul style="list-style-type: none"> To attract the “Wimbledon warriors” into a more structure tennis playing. To encourage engagement in the sport outside of the usual summer / Wimbledon months. To promote local tennis as fun, social, friendly and healthy. To solve the issue of having no one to play with / how to improve their game.
SEO targets	<ul style="list-style-type: none"> To ensure that localtennisleagues.com can be found for alternatives to “tennis league” keywords. To reduce the content focus on ‘tennis leagues’ and create a balance of content that promotes tennis rather than informs on leagues To introduce a number of back links with non tennis league keywords Document and report on findings that could improve conversion / joining rates
Possible Additional keywords:	Local tennis, healthy activities, outdoor activities (with or without geo location), stay healthy for free, what to do locally, learn to play tennis, play tennis, find a tennis partner etc.
Locations	UK / Nationwide / locations of leagues
Audience	B2C, 18+, all genders
Target	Increase in unique user traffic that does not constitute a returning member nor person or users that have discovered the site through “tennis” and “league” keywords.



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3.0 Process

<p><u>Step 1</u></p>	<p>Strategy:</p> <ul style="list-style-type: none"> ● VC would study current quarter's statistics to see where organic traffic gains could be made. ● Vanilla Circus / LTA would define a 'Wimbledon Warrior' or target market. ● VC would create an overall strategy document to begin to attract users to the site (content strategy / optimisation), whilst improving on conversion levels (conversion optimisation) whilst also improving on back link strength (back link strategy).
<p><u>Step 2</u></p>	<p>Content strategy:</p> <ul style="list-style-type: none"> ● Identify target keywords ● Group keywords into sections (or hubs) ● Create content for each hub and then create content addressing each keyword or phrase.
<p><u>Step 3</u></p>	<p>Content addition / on page optimisation</p> <ul style="list-style-type: none"> ● Begin adding content to the site through the systems CMS system ● Ensure correct SEO procedures are in place as the pages are optimized and linked to the entire site as a whole. ● Submit pages before making live.
<p><u>Step 4</u></p>	<p>Back link strategy</p> <ul style="list-style-type: none"> ● Study current back links and anchor text ● Build additional back links to support new content from on theme sites with appropriate anchor text
<p><u>Step 5</u></p>	<p>Conversion Optimisation / UI improvements</p> <ul style="list-style-type: none"> ● Offer suggestions and work with LTA coders to improve the website's usability and make suggestions concerning improvements on current content / information. ● Monitor changes
<p>Reporting</p>	<ul style="list-style-type: none"> ● Monthly reports on traffic and exactly what has been achieved that month, new pages / content, back links.



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4.0 Deliverables

Comms	<ul style="list-style-type: none"> ● Meeting in Roehampton
Documents	<ul style="list-style-type: none"> ● Initial finding from onsite and statistical analysis ● Target market and target keyword report ● Content strategy document ● UI / website improvements report
Content	<ul style="list-style-type: none"> ● 50 pages of new content representing tennis as a healthy / social option ● Adding content via cms ● Optimising content ● Corrections or improvements to 10 top landing pages
Back links	<ul style="list-style-type: none"> ● 15 new back links to support new hub pages
Reports	<ul style="list-style-type: none"> ● 3 monthly work sheets detailing exactly what has been achieved



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5.0 SEO Costs

<p>Three month contract</p>	<p>£3000.00 + vat</p> <p>Initial costs based on working for 50 hours at an average of £60 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"> 5 Research, strategising, overall management 4 Page and data optimising / on page improvements / UI 30 Content creation / proofing 4 CMS work 4 Back link building 3 Analysis and Reporting
<p>Payment terms</p>	<p>In advance 50%, balance at Month 2 end</p>
<p>Lead Time</p>	<p>As per strategy document</p>
<p>Contract</p>	<p>PO</p>
<p>Additions</p>	<p>Nil</p>

