

## SEO Quotation

Client: Enjoy Education | Date: 21.01.15 | ref: VC002714ENJ | Url: enjoyededucation.co.uk

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### 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. We have also worked for a language school that offers private tuition for 12 years.</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>
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### Project Overview

SEO target	To drive localised London traffic to the site from Google.co.uk working with Enjoy Education on and off site. To develop new ideas and concepts drawing on our experience of 12 years in the sector.
Example keywords: (but not restricted to)	Private tuition, language lessons, London, tutors, tuition, tutoring, tutor, tuition London, private tutors, private tutoring, private tutor, tutoring
Locations	Knightsbridge and surrounding areas including all of London and possibly Home Counties
Audience	Parents and young adults (Uni Students) not excluding business people
Channel	Google organic search listings
Current	Site is well designed with 700+ pages in Google's index,



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### Process

<p><u>Step 1</u></p>	<p><b>Strategy:</b></p> <ul style="list-style-type: none"> <li>● Vanilla Circus in partnership with Enjoy Education would devise a strategy that would plan ways to achieve new targets of enquiries/sales made through the website.</li> <li>● It could possibly look at creating geo-targeted pages for example "private tutor Chelsea" and look to improve and increase Enjoy Education's Internet presence within Google through additional keyword rich content.</li> </ul>
<p><u>Step 2</u></p>	<p><b>Content strategy:</b></p> <ul style="list-style-type: none"> <li>● Whilst a number of pages within the site are actually well-written and factual, they fail to address localization. The website should in fact be about geography that also talks about tuition etc.</li> <li>● Vanilla Circus would look to create a content strategy based both on existing content, competitor analysis, and through talks with Enjoy Education. Client would look to Vanilla Circus to come up with creative onsite solutions that engage the visitor and drive large amounts of traffic to the site.</li> </ul>
<p><u>Step 3</u></p>	<p><b>Code</b></p> <ul style="list-style-type: none"> <li>● The site's code appears to be correct however advanced optimisation including rich snippets and Google markup language appears to be missing.</li> <li>● Additional features like a tuition pricing calculator, apps could be useful</li> <li>● Removal / renaming of pages like /tutor-london/tutor-london or <a href="http://www.enjoyeducation.co.uk/tutor/tutor">http://www.enjoyeducation.co.uk/tutor/tutor</a></li> </ul>
<p><u>Step 4</u></p>	<p><b>Write and Optimise content</b></p> <ul style="list-style-type: none"> <li>● Through a process of working with the client Vanilla Circus undertake a process of identifying keywords, creating content, adding the content, proofing pages with client, making live and then adding back links to the new content to give validity.</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>



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Price

Ongoing monthly SEO	<p><b>£1360.00 + vat</b></p> <p>Initial costs based on working for 17 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>3.0 Creative development and liaising ideas with EE</li> <li>3.0 Page and data optimising / on page improvements / UI</li> <li>5.0 Content creation / proofing</li> <li>1.0 Web design and development</li> <li>3 Link building</li> <li>2.0 Analysis results and Reporting</li> </ul>
Payment terms	In advance monthly
Lead Time	As the site is existing we would hope to see resulting increase in traffic with 30 days.
Contract	VC contracts are three-month rolling contracts, with break clauses every quarter.
Additions	None

