

## SEO & Web Design Quotation

Client: JC Heating | Date: 26.01.15 | ref: VC002715JCH | Url: jchlondon.co.uk

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Ref:	● VC002715JCH



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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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Vanilla Circus Ltd 177- 187 Arthur Road | London | SW19 8AE | Tel: 020 8879 3340 | email: sales@vanillacircus.co.uk

Company Number 06914386 VAT registration No 993 9636 48

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### ● Project Overview

Web Design	Create a new site with a responsive design suitable for viewing on desktop, tablet and mobile. The planned new site would focus on creating a larger site that is current.
SEO target	To drive localised London traffic to the site from Google
Example keywords: (but not restricted to)	Commercial gas engineers, boiler breakdown, boiler installation, repairs, gas certification, solar PV, biomass etc
Locations	London, Kent and Surrey
Audience	Commercial hotels, office blocks, factories and domestic
Channel	Google organic search listings
Current	36 page website, old site

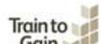


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- Web Design Quotation
- 50 page website

Initial Process	<ol style="list-style-type: none"> <li>1. Create site tree of planned web pages and content with JCH</li> <li>2. Write 25 pages of content for more generic pages (25 x 300 words) (16 hours max)</li> <li>3. Agree structure of website and which of the current site's pages can be retained.</li> <li>4. Agree style of design through process of looking at similar sites to compare</li> <li>5. JCH to supply content for key pages (home / commercial / domestic)</li> <li>6. VC to flesh out or improve on supplied content / exiting content</li> <li>7. Agree or purchase new images as required (10 new images included)</li> <li>8. Agree list of 50 web pages and internal link structure / site structure</li> </ol>
Design process	<ol style="list-style-type: none"> <li>1. Create proofing site to test new designs leaving existing site as is</li> <li>2. Install WordPress</li> <li>3. Create new WordPress template for home page</li> <li>4. Present home page and three alternative designs to JCH (8 hours)</li> <li>5. Agree on one design, make changes and sign off site style (4 hours)</li> <li>6. Create jquery slider (2 hours)</li> <li>7. Create new WordPress template for internal pages (2 hours)</li> <li>8. Agree on design and sign off internal page style (2 hours)</li> <li>9. Create menus for main nav and side nav (2 hours)</li> <li>10. Add social media widgets</li> <li>11. Add accreditation logos</li> <li>12. Start building pages</li> <li>13. Present finished site</li> <li>14. Make changes and improvements (4 hours max)</li> <li>15. Test site, contact form, and responsiveness across devices</li> <li>16. Upload to old hosting</li> </ol>
CMS	WordPress 4.14 / Images @ £12 per image if required more than 10 new images
Contract	50% upfront remainder on final proof before upload to existing domain
Cost	£1600.00 + vat



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### ● SEO Process

<p><u>Step 1</u></p>	<p><b>Strategy:</b></p> <ul style="list-style-type: none"> <li>● Vanilla Circus in partnership with JC Heating 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 "commercial boiler repair Clapham" and look to improve and increase JC Heating'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>● Vanilla Circus would look to create a content strategy based both on existing content, competitor analysis, and through talks with JC Heating. 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>Web design</b></p> <ul style="list-style-type: none"> <li>● The site is to be re-designed.</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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### ● SEO Quotation

Ongoing monthly SEO	<p><b>£700.00 + vat pcm</b></p> <p>Initial costs based on working for 9 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 Creative development and liaising ideas with JCH</li> <li>1.0 Page and data optimising / on page improvements / UI</li> <li>2.5 Content creation / proofing</li> <li>1.0 Web design, page creation, menu additions and / or development</li> <li>2.0 Link building</li> <li>0.5 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

