

SEO Proposal

Client: IW Captial | Date: 04.03.16 | ref: VC0945IWC

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| Ref: | ● VC0945IWC |



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About VC

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| Vanilla Circus Ltd | <ul style="list-style-type: none"> ● Vanilla Circus Ltd, based in Wimbledon undertakes specialist digital marketing strategies for UK businesses with the focus predominantly Google’s organic search traffic. In addition VC are a large online publisher with a network of websites generating traffic of 14,852.154 unique visitors pa (Dec 15). ● VC employs five engineers whose skill sets ranges from content creation, back link creation, on page optimisation to web design and development. The company is headed by Mr. Sykes, who is responsible for all client strategy and represents a client’s key contact. <p>Vanilla Circus 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.</p> <ul style="list-style-type: none"> ● VC specialise in traffic generation and also advise companies like eBay, Tesco and Eurooffice whilst working for a handful of SMEs 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 5700 websites of its own and has 24 servers. VC is at the forefront of SEO technology and is 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. <div style="text-align: center; margin: 10px 0;">  </div> <ul style="list-style-type: none"> ● VC is a member of Nominet. ● Company Number 06914386 ● VAT registration No 993 9636 48 |
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Project Overview

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| Goals | To drive organic search traffic to the site from Google |
| Scope: | Single website |
| Example keywords (but not restricted to) | EIS EIS benefits EIS investments Tax free investments Tax efficient investments |
| Geo - Locations | Europe / UK |
| Audience | Private investors |
| Channel | Google organic search listings |
| SEO Services required | Strategy, Research, Content strategy, Back link creation |
| Current websites | iwcapital.co.uk |
| Contact | Tariq N S Attia |



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Summary

Our summary is about factors that have affected the website's organic search traffic and not on design aesthetics.

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| <p><u>SEO History</u></p> | <ul style="list-style-type: none"> The previous version of the website resulted in significantly more enquires than the new version of the website. Strategy for driving traffic to the site was SEO led with the focus on Google search rankings. Content was written for the website and backlinks built as this content was created. |
| <p><u>Current strategy</u></p> | <ul style="list-style-type: none"> From what we can see the current strategy is based on content outreach to news worthy websites and social media platforms. Content for visitors is largely contained in a pdf format for download and not as html. Content for the website is relegated to the blog whilst core pages like http://iwcapital.co.uk/for-investors/ having had a reduction in content (-45%) in comparison to the 2014 website. Example the old page on EIS benefits appears to have been totally removed. |
| <p><u>Website changes</u></p> | <ul style="list-style-type: none"> The new website has reversed most of the original SEO work undertaken. When the new site was rebuilt old core pages like http://www.iwcapital.co.uk/for-investors/our-services were not correctly redirected so that any backlink strength was lost. Interesting the old website had a crystal clear call to action "brochure request," this is lost in the new design. The new website design includes multiple external links that take a user off http://iwcapital.co.uk onto other websites. Pdfs also take a user away from the site, http://tpghosting.co.uk/iwcapital/wp-content/uploads/2015/09/how_we_work_infographic.pdf Within the blog links have been built that take a user off iwcapital.co.uk without opening in a new browser window. |
| <p><u>On page SEO</u></p> | <p>On page optimisation</p> <ul style="list-style-type: none"> There is no on page optimisation. |
| <p><u>Backlinks</u></p> | <p>Back link strategy</p> <ul style="list-style-type: none"> The current strategy of using press releases is possibly less effective than it could be. This is because pages like http://www.thesundaytimes.co.uk/sto/business/small_business/article1492145.ece?shareToken=e154007662d456d1d2c3fe6980832313 do contain a backlink to iwcapital.co.uk Out of the 42 backlinks the site has enjoyed 25% where lost with incorrect 301 redirects. |



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● SEO Process Overview

Working with IW Capital's PR/web team we would look to assist in directing their efforts to benefit from organic search traffic. Using the below steps we would work with them to create a website that can be found for IW Capitals keywords. We would also look to improve the existing content optimisation and make suggestions that would improve the overall site's findability.

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| <p><u>Step 1</u></p> | <p>Strategy:</p> <ul style="list-style-type: none"> ● In partnership with the client would devise a strategy that would plan ways to achieve new targets of enquiries/sales made through the website. ● Elements could include content marketing, code optimisation, user journey optimisation all with clear goals / targets to measure success. |
| <p><u>Step 2</u></p> | <p>Research</p> <p>It is not necessary to re-invent the wheel; whichever website is ranking #1 for your core keyword tells us exactly what we need to know. Examples of research could include:</p> <ul style="list-style-type: none"> ● Keyword analysis ● Competitor analysis. ● Anchor text / internal site structure. ● Content, amounts and use of language / Content optimisation. ● Code optimisation and use of html. ● Back link profile plus recent gained / lost back links analysis. ● Use of trust factors and social media links. ● Analysis of Google search console / analytics, Google +, Webmaster tools. |
| <p><u>Step 3</u></p> | <p>Content strategy:</p> <ul style="list-style-type: none"> ● Vanilla Circus would look to create a content strategy based both on existing content, competitor analysis, and through discussion around core keywords. ● Client would look to Vanilla Circus to write content using creative onsite solutions that engage the visitor and drive larger amounts of traffic to the site from Google. ● Content can include PR and press releases and we would to implement a best practice system where external outreach content was first utilised on the website before being handed over to other websites. |
| <p><u>Step 4</u></p> | <p>On page optimisation plan</p> <ul style="list-style-type: none"> ● Through a process of research VC can optimise and implement changes to the site in terms of maximizing |



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| | <p>benefit from existing content, to improving the code and overall functionality or UI experience.</p> <ul style="list-style-type: none"> ● Part of this process is the agreeing / creating of hub pages and examining the sites internal link structure and how this can be improved to increase traffic / conversion levels. ● Another part of the process is having the correct “trust factors” in place. |
| <p><u>Step 5</u></p> | <p>Back link strategy</p> <p>As new pages and content are created we build new links to help maximize the overall SEO effect.</p> <ul style="list-style-type: none"> ● Backlink profile / Check back link profile and disavow redundant links. ● Build new links built on theme pages from sites that rank well / create content ● Agree anchor text strategy. |

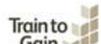


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SEO Quotation

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| <p>Ongoing monthly SEO consultancy</p> | <p>£1600.00 + vat pcm</p> <ul style="list-style-type: none"> ● Cost is based on working for 10 hours at £160.00 per hour. This can be made up of time spend in any capacity. This offers a client clear SEO direction and reporting. <p><u>Suggested Hours</u></p> <ul style="list-style-type: none"> 2.0 Strategising, overall management 2.0 Competitor research and strategising new concepts and ideas 4.0 Documenting content direction and assisting in improvements to the website code 1.0 Liaising with PR agency and documenting changes 1.0 Analysis results and Reporting |
| <p>Backlink creation</p> | <p>£999.00 + vat pcm</p> <ul style="list-style-type: none"> ● Build 10 new backlinks to the core pages ● Build backlinks to new content as it is created (max 10) <p><u>Suggested Hours</u></p> <ul style="list-style-type: none"> 2.0 Direct anchor text and link content creation strategy 2.0 Content creation for backlinks 2.0 Implementing new backlinks 1.0 Analysis results and Reporting |
| <p>Payment terms</p> | <p>In advance monthly</p> |
| <p>Contract</p> | <p>VC contracts are three-month rolling contracts, with break clauses every quarter.</p> |



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- Additional costs and hours if required
- Rate Card

| Role | Responsibilities | Hourly rate | Day rate |
|-------------------|--|-------------|----------|
| Senior consultant | Overall direction, planning and strategy | £160.00 | £1200.00 |
| On page engineer | Content and code optimising on client site | £90.00 | £700.00 |
| Off page engineer | Backlink building, new site creation | £80.00 | £600.00 |
| Web design | Style, images and html, css, cms, php | £80.00 | £600.00 |
| Web development | All coding and web scripts, ecommerce | £80.00 | £600.00 |
| Content writer | Copywriting | £50.00 | £350.00 |

All prices are + vat.

