

SEO Proposal

Client: Janus International | Date: 29/02/16 | ref: VC0945JAN

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Ref:	● VC0945FLA



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About VC

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

Goals	To drive localised traffic to the site from Google
Scope:	Working across all Janus International / Steel Storage Websites
Example keywords (but not restricted to)	Roll-Up Doors and Self Storage Solutions Manufacturer, supplier and installer of self storage systems Self Storage Construction
Geo - Locations	Europe
Audience	Self storage businesses
Channel	Google organic search listings
SEO Services required	Strategy, Research, Content strategy, Back link creation, web design, CMS
Current websites	janusintl.co.uk / steelstorage.co.uk .net
Contact	Harsh Tandon



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● SEO Process Overview

In organic search there is a process of discovery and then overlay. Discovery is defining what sites that ranked above you in Google have that your site is lacking and then taking that knowledge and correcting the discrepancies within your own site. The below steps would be included in working on all sites including janusintl.co.uk, steelstorage.co.uk / .net.

<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; which ever 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 data optimisation. This is looking primarily on product information and how it is presented on the website and looking for ways to maximise on the time and effort taken to create the data including how the data links together



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<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 benefit from existing content, to improving the code and overall functionality or UI experience. ● 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. This would include a number of social media links / pages to be created
<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"> ● Back link profile / Check back link profile and disavow redundant links. ● Build new links built on theme pages from sites that rank well / create content and agree anchor text strategy.

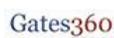


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SEO Quotation

Ongoing monthly SEO	<p>£800.00 + vat pcm per website</p> <p>Cost is 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"> 1.0 Strategising, overall management 3.0 Content creation around location / delivery areas / keywords 3.0 Page and data optimising / on page improvements / UI 2.0 Back Link building to support site as an entity and to support new content pages 1.0 Analysis results and Reporting
Payment terms	In advance monthly
Lead Time	As the site is existing we would hope to see resulting increase in traffic with 60 days.
Contract	VC contracts are three-month rolling contracts, with break clauses every quarter.
Additions	None



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Design Quotation / janusintl.co.uk

Website design spec	<p>Creation of a new website for janusintl.co.uk, £2900.00</p> <p>Cost is based in creating a new website for Janus International using the current 24 page website as a guide</p> <p><u>Suggested work with hours attached</u></p> <ul style="list-style-type: none"> 1.0 Installation of WordPress CMS system 2.0 Creation of a new template for the home page Choice of three designs 3.0 Creation of a new template for internal pages / products 4.0 Creation of a new template for the blog section 5.0 Creation of a new template for the news section (possible rss feed from steel storage?) 6.0 Creation of all 24 new pages with content and images taken from the old Janus website 7.0 301 redirects to new page names if different 8.0 Proof and make <u>4 hours worth of changes</u> / alterations 9.0 Upload new site and check through 10.0 Install appropriate Google code 11.0 Check site speed and responsiveness across PC, mobile and tablet (ipad)
Payment terms	50% In advance monthly
Lead Time	30-60 days depending on client response time
Contract	Nil
Additions	Additional pages can be added at £25 per page



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Design Quotation / international websites either in German, French etc. Cost is the same per site.

Website design spec	<p>Using the new design from Janus International create international websites written in the language of origin and host in that country using a country specific domain £860.00 per website.</p> <p>Cost is based in creating a new website for Janus International in a language other than English. Cost of translation is £60 per 500 words. Site is based on 3000 words across 10 pages of which one is a contact us page.</p> <p><u>Suggested work with hours attached</u></p> <ul style="list-style-type: none"> 1.0 Installation of WordPress CMS system 2.0 Upload of existing template for the home page 3.0 Upload of existing for internal pages / products 4.0 Upload of existing for the blog section 5.0 Upload of existing for the news section (possible rss feed from steel storage?) 6.0 Creation of 10 new pages with content and images taken from the old Janus website 7.0 Proof and make <u>2 hours worth of changes</u> / alterations 8.0 Upload new site and check through 9.0 Install appropriate Google code 10.0 Check site speed and responsiveness across PC, mobile and tablet (ipad)
SEO	£240.00 pcm to include 1 hour updating the site when required and 2.0 hours building backlinks to the site
Payment terms	50% In advance monthly
Lead Time	14 days depending on client response time
Additions	Domain and hosting in each country is not included. Estimated cost domain £15, hosting max £100 pa



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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	Back link 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	£40.00	£300.00

All prices are + vat.

