

SEO / Adwords Services & Costs

In this document you will find details of all the Search Engine Optimisation services that we offer. Before Blue House undertake any SEO management projects, an SEO report must be generated. Details of the report are listed below and as you will see even if you decide not to pursue any of our other SEO services, this report can be invaluable to aid you in progressing your website further when it comes to optimisation:

SEO Report and Recommendations (£120 One-off Fee)

Your SEO report will contain:

- Research on various, relevant keywords that will generate business. We research various relevant keywords. We then see which keywords are used by people and so are worth targeting as they will generate business for you.
- How much traffic you can expect if your website had a page one position in Google UK for keywords related to your business.
- Competition for these keywords.
- How long it may take to obtain a page one ranking for these keywords (there are no guarantees however and it usually takes at least six to twelve months of on-going work to obtain page one results for keywords that generate a decent amount of traffic to a website, especially for brand new websites).
- The average cost per click that you would pay to advertise with these keywords in Google Adwords (<http://en.wikipedia.org/wiki/AdWords>).
- Recommendations for the website on how it should be structured so that the various keywords which are relevant to your business can be targeted from it. Recommendations may include things such as optimisation of the page titles and URLs so that they are effectively based around keywords.

After the keywords have been decided and the website has been optimised for these, the next stage of the process is to push the website higher in the search engines. Please note the following:

- SEO is a long term process. We recommend that our clients have us work on this for at least a year and, preferably permanently, if you are serious about obtaining and maintaining a page one position. We will provide monthly reports and, after the first three months, will provide an in-depth report to ensure that you are happy with the performance of the SEO campaign.
- There are no guarantees with search engine positioning. We will continue to keep you informed of rankings and provide regular reviews.

On-going SEO management

(Between £100 and £250 per month)

Particularly competitive keywords may require a higher cost – SEO Report and recommendations needs to be performed prior to this)

The cost for on-going SEO would be between £100 and £250 per month (particularly competitive keywords may require a higher cost) depending on the exact keywords targeted and, depending on the competitiveness for them. We can work on-going on a **maximum of five keywords at any one time** for this budget range. The exact cost depends on the exact keywords that you would like to target after seeing the SEO Report and Recommendations.

However, as a result of the boost of these keywords, if there are pages on the website targeting other keywords then the less competitive of these will naturally get a higher position in the search engines. We are happy to track the performance of as many keywords as you like but can only work on raising the position of a maximum of five at any one time for this budget range.

At the end of each month you will receive a detailed report describing the work that has been performed and the current search engine position for the targeted keywords.

Timeline Expectations

Months 1-3: Within top five pages for most competitive keywords

Months 3-6: Within top three pages for most competitive keywords

Months 6-9: Pages one or two for most competitive keywords

Months 9-12: Page one for most competitive keywords

Please note that business is unlikely to be generated from organic search engine marketing until a website is on page one of Google. Less competitive keywords may achieve page one results in less time (some keywords considerably less) than is stated above.

Implementation of on-page SEO improvements (Between £80 and £300 one-off fee).

Exact cost depends on exact changes required – SEO Report and Recommendations needs to be performed prior to this)

This is the implementation of the recommended changes that would be within the SEO Report and Recommendations so that the website is optimised for search engines and so can be found by them for specific keywords.

This may involve such things as changing the HTML code to edit the page titles, the implementation of H1 tags or the insertion of more text onto pages.

Google Adwords Set-up or Review

(£120 one-off fee)

Larger Google Adwords campaigns may require a higher cost - SEO Report and Recommendations need to be performed prior to this)

As part of this service, we will produce a Google Adwords campaign for your business based around keywords researched as part of the SEO Report and Recommendations and this service will also include the monitoring of this campaign for the first month.

For existing Google Adwords campaigns, we examine and then make changes which will make them more efficient and so return more for the Google Adwords investment.

On-Going Management of Google Adwords Campaign

(Between £80 and £200 per month)

Pricing depends on size of the Google Adwords campaign - Larger Google Adwords campaigns may require a higher cost.

This service will incorporate the on-going management of a Google Adwords campaign after the first month to ensure that it is efficient as possible and brings as high a return on investment as possible based on the on-going performance of a Google Adwords campaign after the first month's set-up/review and management.

Please note that the two Google Adwords services above do not include the budget required to be spent when adverts are clicked on (this payment goes directly to Google via Google Adwords).