

*Choose one of our*  
INGENIOUS

# SEO PACKAGES

*to help BOOST your*  
WONDERFUL WEBSITE





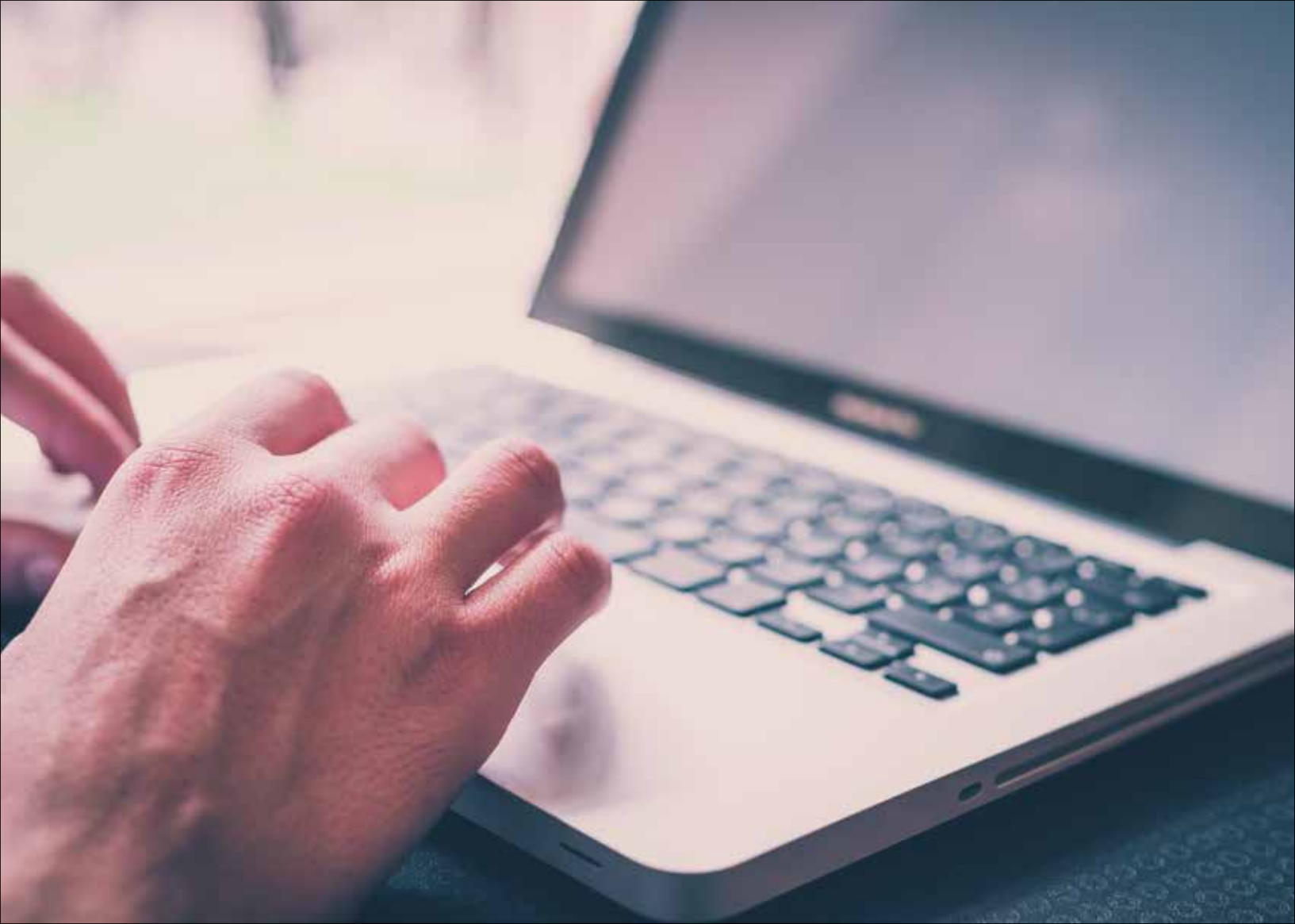
# YOUR LOCAL SEO EXPERTS

*We're here to make SEO transparent, simple and accessible to all of our clients.*

We're not hidden away in a bedroom working in our underpants or some anonymous online-only service from some far-off land. We're on the high street, in your community and local to you. Your neighbourhood SEO experts.

That means you can actually come in and see us for a chat, book a video call, drop us an email or even use that old fashioned thing called a telephone. Let's get together and see about increasing your online presence.

SEO stands for 'search engine optimisation'. But you might be wondering "What is SEO and why should I care about it?"



# WHAT IS SEO?

*We all want to rank as highly as possible when people search for terms relevant to our business or our site.*

**It goes without saying right? Because it makes it more likely we get more traffic and therefore more likely we generate enquiries and orders.**

Of course, we can pay to be at the top of Google and there is a place for that. But long term, that can be an expensive way to push traffic onto your site. Wouldn't it be better if you could get traffic from search results without having to pay for every click? Of course it would!

So how do we make this a reality? Well, there are things we can do to help Google and other search engines prioritise your website so that rankings improve over time as a result. SEO is complex though and it changes all the time. But we like to make it as transparent as possible. Put very simply it all boils down to two things that you need to get right.



# RELEVANCE

## *Is your website useful and easy to read?*

Can Google easily read your website and does it think the content is good enough and relevant enough? Because making your site technically and structurally easy to view for search engines will help improve your online presence.

But don't forget your readers. Making sure the information on your site is relevant and useful for what people are searching for, and that they enjoy the user experience, is just as important. All this is known generally as 'on-page SEO'.

## *How we can help:*

- ✓ Fixing ongoing technical errors
  - ✓ Maintaining the website
  - ✓ Making content relevant to search terms
  - ✓ Improving site speed
  - ✓ Improving security
- ...and much more.



# AUTHORITY

## *Is your website credible?*

How much do search engines like Google, trust your website? Because this 'authority' determines where you rank. So the more others link to your site and your content, the more trusted you are. This is what is generally known as 'off-page SEO'. Both 'on-page' and 'off-page' SEO are an ongoing commitment of resource.

In conclusion, "SEO" is actually just a slang term for a collection of best practices – web development, digital marketing, content creation, social media, PR, and so on. It's all these things done well, done consistently, that will get you results.

## *How we can help:*

- ✓ Building niche citations
- ✓ Business citations
- ✓ Improving backlink quality
- ✓ Press release writing and distribution

**...and much more.**

# SEO PACKAGES

## *Choosing the right package for you.*

Each package has some level of on-page and off-page optimisation to help improve your online presence. The package we recommend for you will depend on your budget, existing SEO profile, and how quickly you want to see results.

**nettl**  
seo: business

### PACKAGE INCLUDES

- ✓ Blog Article (600 words every *other* month)
- ✓ Keyword Research (20KWs & 2 target pages)
- ✓ Google Analytics
- ✓ Search Console
- ✓ Client Portal Access
- ✓ Business Citations
- ✓ Architecture SEO
- ✗ Actionable Recommendations
- ✓ XML Sitemap
- ✓ Google Local
- ✓ Image Optimisation
- ✓ Speed Optimisation
- ✗ Advanced Analytics
- ✗ Key Account Management
- ✗ Broken Backlink Management
- ✗ Niche Citations
- ✗ Unlinked Brand Mention Outreach
- 4 Optimisation Hours
- ✗ Adwords Management (optional extra)
- ✗ Option for Press Release Writing & Distribution

### SUBSCRIPTION

Billed monthly **£300 / €375**

Term **3 months minimum. 30 days notice.**

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## seo: enterprise

### PACKAGE INCLUDES

- ✓ Blog Article (800 words every *other* month)
- ✓ Keyword Research (30KW's & 3 target pages)
- ✓ Google Analytics
- ✓ Search Console
- ✓ Client Portal Access
- ✓ Business Citations
- ✓ Architecture SEO
- ✓ Actionable Recommendations
- ✓ XML Sitemap
- ✓ Google Local
- ✓ Image Optimisation
- ✓ Speed Optimisation
- ✓ Advanced Analytics
- ✓ Key Account Management
- ✓ Broken Backlink Management
- ✗ Niche Citations
- ✗ Unlinked Brand Mention Outreach
- 8 Optimisation Hours
- ✗ Adwords Management (optional extra)
- ✗ Option for Press Release Writing & Distribution

### SUBSCRIPTION

Billed monthly **£500 / €620**

Term **3 months minimum. 30 days notice.**

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## seo: enterprise+

### PACKAGE INCLUDES

- ✓ Blog Article (800 words every *other* month)
- ✓ Keyword Research (30KW's & 3 target pages)
- ✓ Google Analytics
- ✓ Search Console
- ✓ Client Portal Access
- ✓ Business Citations
- ✓ Architecture SEO
- ✓ Actionable Recommendations
- ✓ XML Sitemap
- ✓ Google Local
- ✓ Image Optimisation
- ✓ Speed Optimisation
- ✓ Advanced Analytics
- ✓ Key Account Management
- ✓ Broken Backlink Management
- ✓ Niche Citations
- ✗ Unlinked Brand Mention Outreach
- 16 Optimisation Hours
- ✓ Adwords Management (£/€3k max spend/month)
- ✗ Option for Press Release Writing & Distribution

### SUBSCRIPTION

Billed monthly **£1,000 / €1,250**

Term **3 months minimum. 30 days notice.**

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## seo: premium

### PACKAGE INCLUDES

- ✓ Blog Article (800 words every month)
- ✓ Keyword Research (50KW's & 5 target pages)
- ✓ Google Analytics
- ✓ Search Console
- ✓ Client Portal Access
- ✓ Business Citations
- ✓ Architecture SEO
- ✓ Actionable Recommendations
- ✓ XML Sitemap
- ✓ Google Local
- ✓ Image Optimisation
- ✓ Speed Optimisation
- ✓ Advanced Analytics
- ✓ Key Account Management
- ✓ Broken Backlink Management
- ✓ Niche Citations
- ✓ Unlinked Brand Mention Outreach
- 20 Optimisation Hours
- ✓ Adwords Management (£/€5k max spend/month)
- ✓ Option for Press Release Writing & Distribution

### SUBSCRIPTION

Billed monthly **£1,500 / €1,750**

Term **3 months minimum. 30 days notice.**

# THE PROCESS

## *Let's get started*

First things first. Let's take a look under the bonnet of your website and see where improvements can be made. You might be surprised at how much more you could be doing to help improve rankings. From that, we can recommend the best package to get you started on. Once live, we'll keep you updated on what's happening and what's changing.



## **Request a FREE audit**

Start by requesting a FREE SEO audit. We'll quickly have a look-see at how we can improve your online presence.



### **We'll talk you through it**

There's loads of technical information that we won't bore you with. But we'll give you a no-nonsense view of what can be improved instead.



### **Recommend a Package**

We'll send a proposal recommending a package, listing the things we'll do each month to improve your online presence.



### **SEO stardom begins**

We'll start your project plan and run a second detailed audit. Once your SEO project is launched, we'll provide you with regular updates on what we've been up to and what's changing.

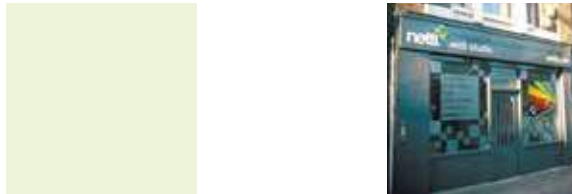


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