SystemCore
epromotion

SEO
Starter
Package

Search Engine
Optimisation must-haves,
including co-dependent
best practice basic
Accessibility

SYSTEMCORE

**Search Engine Optimisation (SEO)** is the buzz phrase which simply means the process of getting a good page position or 'rank' when your potential customers do web-searches related to your business.

These starter pack items are essential as the basis for engine visibility, and any ongoing SEO /SEM campaigns. This package dovetails with further SystemCore epromotion services and supports more sophisticated customer campaign programmes.

**Our SEO Starter pack includes the following items:**

1) Review of Meta Data* for each and every page – align keywords with page content and insert new terms into page headers.

2) Review of html page titles – pertinent for each section of the site

3) Content header tags emphasis e.g. <h1> and <h2> html terms for content section titles

4) A review of site copy* – even if 'longer' pages are the result, search engines will spider and favour all pertinent and useful prose, relevant to your services and expertise. (Including any additional content / white papers / articles / case studies / blogs you can usefully add for your visitors).

SystemCore Ltd.  1 Holme Lodge. Nightingale Road. Godalming. Surrey. GU7 3AQ Tel: 01483 428655
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5) Research and execution of a <u>linking strategy</u> and a section of the site to support a links section (or links written in to existing pages) – incoming linking has a <u>very potent effect</u> on page rank. (Linking reciprocally to well vetted external sites, e.g. business directories, professional associations, clients' and customers' sites, authoritative resources).

6) Review of page code for <u>Accessibility best practice</u>:
(Standards based page code and validated markup: CSS / XHTML / WC3 DocType / Media handling and markup).

7) Instrumentation of <u>D.A.V.E. web statistics</u> to measure and understand your visitors, your traffic and your SEO success.

8) Submission / Resubmission of your URL to the <u>Google index</u>.
9) Submission / Resubmission of you XML site-map file to <u>Google site maps</u>.

10) Monitoring and measurement – report and refine upon results.

Full duration: 12 weeks

By implementing our SEO starter pack alone we have achieved and maintained 'Page 1 of Google' results positions for websites under for multiple search terms.

SystemCore methodology and ongoing review is designed to ensure that results are achieved quickly, efficiently and that they do not 'fizzle out'.

N.B. Prices include two additional page preparations (max) for your site if required. Integration of new pages and any complex navigation re-code may be chargeable.

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Our ongoing Search Engine Optimisation / Search Engine Marketing packages include the execution and management of:

- HTML Email campaigns with tracking
- Pay Per Click advertising
- Google Adwords
- Google Adsense
- Microsoft adCenter
- Affiliate Marketing
- RSS Aggregation / Syndication
- Blogs
- Domain clutches and tandem marketing of content, products and services
- Sponsorship

Please contact us to discuss the next phase of your SEO / SEM campaign.