

# Search engine promotion



We cannot guarantee the no.1 position, but we will continue to optimise your site from month to month to achieve the best position we can. However, this is not just about position - it's about gaining more relevant traffic to your site. With an online pay-per-click budget, we can really help generate more unique visits to your site!

## Five key benefits to using LA Serve

- We can optimise your entire site, not just your home page. This means that every page can be ranked by the search engines and not just the home page. We recommend that you have as many pages as possible concentrating on singular "key phrase" topics and keep expanding the size of your site.
- We will work with you to achieve the best results possible. You know your business better than we ever will so we need to work together to see what keywords and phrases will be helpful to you. LA Serve can advise on how such phrases are currently being used. As an added benefit, we can manage an optimisation service on your behalf or train your web administrator in what to do.
- LA Serve will check your search engine ranking twice a month. This keeps you informed and up-to-date with our work.
- The search engine promotion price includes submission to all the major search engines and directories. You will therefore be submitted to: Google, Alta Vista, Hotbot, Lycos, MSN plus directories such as DMOZ and Yahoo.
- The optimisation of the site works hand-in-hand with accessibility so you will have a site that complies with the law. We have a policy of providing sites to comply with The Disability Discrimination Act 1995. Our sites are developed according to the Web Content Accessibility Guidelines. We feel BOBBY is the best test of compliance - see <http://bobby.watchfire.com>.

## How we work to promote your site

a. We usually begin with a **search engine analysis** of your site. We need to know where to start. This will incorporate the following strategies:

- Analysis of your website coding
- What needs to be done to optimise your site template
- Advising on stickiness, keyword density and frequency in the page
- Where to submit to search engines
- Where else to submit to and link building
- Web advertising and pay-per-click opportunities
- How to be kept informed
- Reports and analysis

**analysis:**  
**£299**

*N.B. If we are already creating your site, then the code is already optimised and the copywriting may already be included. So part b may not be required:*

b. Following the report (a), we can then breakdown the search engine optimisation into two key areas:

- Website code - make it optimised to search engine spiders
- Website copy - rewriting the text to foster keywords

The cost of doing this depends largely on the report findings.

**rewriting:**  
**from £649**

c. Finally, we can look at **monthly promotion work**. For a monthly tariff, our search engine promotion service provides:

- Occasional page copy rewrites to arrange the "density, frequency and stickiness" of your keywords and phrases
- New pages written to enhance keyword performance
- Build up of links to your site from other sites and directories
- Search Engine and Directory submissions
- Regular reports / analysis
- **Pay-per-click:** for an extra fee we can manage a fixed spend on web advertising and pay-per-click opportunities (e.g. via Overture and Google). We will allocate 20% of this advertising spend to our ad management with a minimum charge of £75 per month.

**promotion:**  
**from £375**  
per month

## Bespoke website services

**Database driven websites are a speciality from Estate Agent sites to Hotel Bookings**

From selling businesses in Mallorca to 0845 telephone numbers, LA Serve has come up with unique solutions. These have covered aspects from **database creation to Flash animation**.

We can design the look and devise the code best suited to your needs.

Our **bespoke sites** are carefully planned and developed using an expert blend of hand-coding and specialist design software.

LA Serve has provided specialist sites for estate agents, University departments, membership organisations, etc etc

## E-communication

**Maintain contact with your clients by regular email newsletters, SMS messages or telemarketing**

LA Serve regularly writes newsletters. We see this as a great way to keep in touch with clients and promote any new services. Similarly, we can get directly in touch using telemarketing. Newsletters can be posted or sent as emails. We have specialist software that sends emails out one-by-one so that they can be personalised and not deleted by spam filters.

SMS can be utilised in a similar way - except this is restricted by the size of message. However, this is very useful for the odd special offer or competition.

If you want to get your sales message out to people, ask about creating games and competitions for **viral marketing**.