

101 STANSFIELD ROAD, BENFLEET, ESSEX SS7 4NA TEL: 0845 130 4503

DIAMOND WEB PROMOTION AND SEO SERVICES

123connect offer a superior Web Promotion and SEO (Search Engine Optimisation) service for a remarkably low price of just £1200.00 plus vat for a full 12month promotion. We can also help spread the cost by Direct Debit to help your budget if needed.

Here is a full list of services that come with our Diamond Web Promotion Service:

1. Keyword Research

* We will ask you to provide a list of ten to twelve suggested keywords then, after researching them through online tools like Google keyword tool, Overture & Word Tracker we will report on their suitability and may also suggest some alternatives.

2. Competitive Analysis of main competitions site

* If you provide the URL of your main competitor we will give you a site analysis report of their website and positioning

3. Key Indicators Analysis:

* We will use the following to set benchmarks and targets for your promotion

- Google Page Rank
- DMOZ listing
- Yahoo Directory listing
- Number of indexed pages
- Number of back links to your site

4. Meta Tag Optimisation

We will optimise your title tag, description and keyword meta tags

5. Optimising internal linking structure

* We will optimise the internal link structure by adding breadcrumb navigation with Keyword text-rich links on chosen pages of your site (if applicable to your design).

6. Image optimisation

* We will provide optimised ALT tags for individual images.

7. Content optimisation

* We will analyse the following and provide a report and suggestions for improvements

- Lynx view: How search engine is looking at main pages?
- Code to Text Ratio: Page load time, size of page & text to code ratio of each targeted page.
- Density & proximity analysis: Analysis & Optimisation of h1, h2, bold, table, a tags etc
- Optimising JavaScript and CSS codes

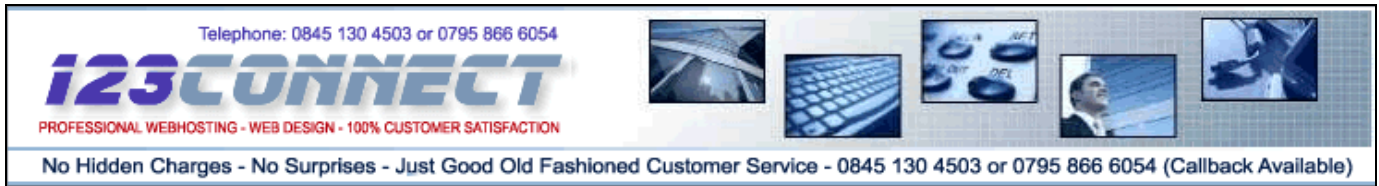
8. Creation & Optimisation of Site Map

* We will create, optimise and submit the following site maps

- Google (XML) Site Map
- Yahoo (TEXT) Site Map

9. DMOZ directory

* We will create the required title and description, optimise and submit to the DMOZ directory on your behalf.



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10. Search Engine / Directory Submissions

* We will submit your site to the main search engines including Google, Yahoo, MSN, AOL and also to a large variety of the top directory sites such as DMOZ and Yahoo Directory

11. Link Development (One Way Linking only)

* We will develop a link system using only sites that are already indexed in the search engines to ensure no bad links are used, this will be one way linking generated across various quality and relevant websites using the following techniques. You will NOT be required to link back to any of these sites

- Business Directory Listings
- Forums and Blog Promotions
- Thematic Link Building
- Competitive Link Building
- Local Directory Submission
- Social Bookmarking

12. Extra Page Development with Rich Content

* These are not to be confused with doorway pages, we create keyword rich articles and promotion pages for your website. Then these pages will be submitted for indexing in Search Engines. Due to their higher and unique keyword rich content, you will get a better chance of getting top rankings for your site.

13. Fortnightly Visitor Traffic Report / Keyword Traffic Counter

* This will show you how the promotion is benefiting your website and the number of visitors and pages viewed

14. Blogs Posting, Forum Posting and Article Marketing

* We will create blogs and post to blogging sites with relevant content to increase your back links, in addition we will create extra pages with keyword rich content and submit as articles on major article websites such as www.ezinearticle.com and www.articlefinder.com. There are many such article distribution sites but we will only submit to those that will benefit your site the most.

15. Press Release Distribution

* There are several websites for free press release distribution, we will create press releases and post them to these sites. They are searched regularly by the spiders and provide a good source of quality back links to your website.

16. Integration of Google Analytics

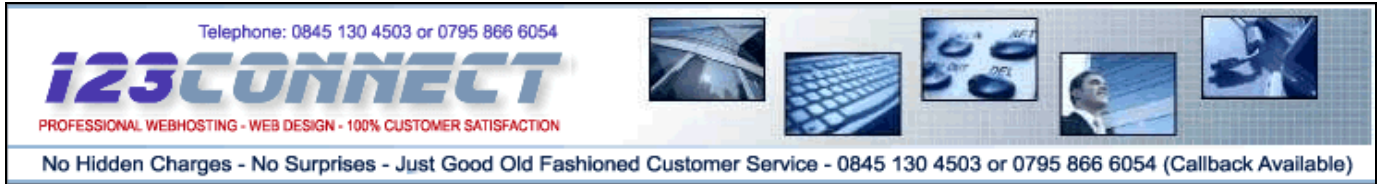
* We will add these to your website as a part of the Diamond Web Promotion.

17. Social Media Marketing

* We will develop social media profiles on Facebook, Bebo, Xing, LinkedIn, Digg.com and Orkut and promote on more than 150 of the best social networking portals.

18. Twitter Marketing

* We will create a twitter account and target your desired market both geographically and sector wise.



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19. Local Search engine Optimisation

* We will list and optimise your website for the following local search engines:

1. Google Local
2. Yahoo Local
3. Bing Local
4. DMOZ Submissions
5. Local Yellow Pages Website

If you have any questions about this service please contact us by phone on 0845 130 4503 or by email to info@123connect.co.uk

We thank you for choosing 123connect to be part of your web promotion strategy

Regards

Jeff Collins
123connect Ltd