



SEO Packages 2011

Type Of Work		Kick Start (new sites only)	Silver	Gold	Platinum
Competitor Research	Read More	Once At Start Of Campaign	Once At Start Of Campaign	Once At Start Of Campaign	Once At Start Of Campaign
Keyword Research	Read More	Once At Start Of Campaign	Once At Start Of Campaign	Once At Start Of Campaign	Once At Start Of Campaign
Ranking Report	Read More	3 Keywords	5 Keywords	10 Keywords	15 Keywords
Directory Links	Read More	200	400	600	1000
High Page Rank Links	Read More	5	10	20	50
Social Bookmarks	Read More	100	100	100	100
Blog Posting	Read More	25	50	75	125
Forum Posting	Read More	50	100	150	200
Article Writing	Read More		1	2	4
Article Submission	Read More		Yes	Yes	Yes
Press Release Writing	Read More		1	2	4
Press Release Submission	Read More		Yes	Yes	Yes
Twitter Creation / Management	Read More		10 Tweets	20 Tweets	30 Tweets
Facebook Creation / Management	Read More		30 Minutes	1 Hours	2 Hours
Google Analytics Report	Read More	Yes (If Installed)	Yes (If Installed)	Yes (If Installed)	Yes (If Installed)
Cost Per Click Creation / Management *	Read More				FREE £50 Adwords!
YouTube Creation / Management *	Read More				
Google Products Feed Creation / Management *	Read More				
Web Changes / Development *	Read More				
Newsletter Creation / Sending *	Read More				
PRICE		£150 Per Month	£300 Per Month	£450 Per Month	£800 Per Month

* Some of the options marked with a * are available if replacing some of the standard options per package. This is based purely at Clear Web Services discretion and we will try to make sure that the options replaced are of the equivalent value, in terms of hours or cost.

These extra add ons or bolt ons are also available as extra one off charges or if incorporated into the package per month. Further details can be found below or by clicking onto the read more links above.

All prices EXCLUDE VAT at the current rate.

One Way Page Rank Links

One way link building is one of the most effective search engine optimisation techniques. In one way link building there is a link to your website with no back link or no reciprocal link. Linking your website to relevant and high ranking websites can strengthen your business campaign and get you a higher Page Rank on search engines.

Link building helps you to attract huge traffic to your site. By establishing one way links to various relevant sites you can attract a huge mass of potential customers to your site.

One way Link building is the most reliable option you can think of. A well-structured link building campaign is the perfect mate to a perfectly optimised page.

Reporting: For monthly customers, you will receive a report of the one way page rank links that have been built as part of your monthly reporting system sheet. For one off and infrequent requirements, you will get a report in Excel format with the lists of all directories where you site is submitted along with the login Ids and the Password.

Directory Submissions

The basic aim of directory submission is to create one way links to a website. This in turn generates more traffic flow towards your website and improves the search engine rankings. This method is perhaps the best suitable and affordable option of search engine optimisation. It offers huge opportunities to promote a business online. In fact, directory submissions are one of the most essential factors to consider while developing marketing strategies of your business.

Directory submission is the most widely and commonly used approach to build back-links towards an e-commerce website. One of the major objectives of directory submissions is to generate link building towards an e-commerce website. Generating back links are the major benefits of web-directory submissions which in turn results in more traffic flow towards a website.

Reporting: For monthly customers, you will receive a report of the one way directory links that have been built as part of your monthly reporting system sheet. For one off and infrequent requirements, you will get a report in Excel format with the lists of all directories where you site is submitted along with the login Ids and the Password.

Article Writing

Given time, articles are a fantastic way of building authority, traffic and search engine ranking placements, because content is one of the most important things that you can do for your website. The search engines reward people who take the time and effort to write high quality content regarding their industry, profession or expertise and by releasing these articles you can slowly begin to get more traffic for your website.

All of our articles are a minimum of 400 words and we encourage the client to guide us to the areas that they would like us to concentrate on or supply as much text that they would like to be featured in any article, although we will offer guidance where required. For the majority of our clients, we complete Article and Press Release writing services as part of their monthly packages. All of the material we write is unique, highly keyworded and targeting to their profession, industry or niche.

Reporting: We send an initial copy of the article to the client, which we then require any changes to be made and then sent back to us within 4 working days, if we are also taking care of the submission. Once the article is approved, Clear Web Services will not make any further changes and once it is released onto the Internet can not remove any instance of this article online.

Article Submission/Syndication

Among all the SEO techniques, article submission can be one of the most successful. Article submission generally refers to the writing of articles that are relevant to your online business and then getting them added to the popular article submission directories.

The main purpose behind article submission is to attract a large number of visitors (and links) to your website without incurring a great cost. Obviously, it is important to make sure that the articles you intend to submit are directly related or relevant to your business.

There are various benefits of article submission including advertising, marketing and publicity of your business on the World Wide Web. Two of the main benefits are:

1. Article submissions can enhance and improve the ranking of your online business in search engines by increasing the quantity of backlinks and PR.
2. Another benefit that article submission offers is that of establishing the particular website owner as an expert in their industry. By providing valuable detail and information within articles, it builds the trust of potential customers thereby giving them a reason to visit your website.

Requirement: Articles for about 350-400 Words relevant to your website, Destination URL, Keywords, Author Name to be used while submitting these articles. If your package includes content writing, Clear Web Services will take care of this for you, but will require final approval from the client before we submit.

Reporting: For monthly customers, you will receive a report of the article directories used as part of your monthly reporting system sheet. For one off and infrequent requirements, you will get a report in Excel format with the lists of all directories where you site is submitted along with the login Ids and the Password.

Social Bookmarkings

Social bookmarking is a method for web users to store, organize, search, and manage bookmarks of web pages on the Internet with the help of tags or keywords on sites such as Digg or Del.icio.us. This helps you in accessing bookmarks from any computer with online access. These bookmarks can either be public or private. If public, your favorite bookmarks visible for others to view and follow as well, hence the social networking aspect.

Social bookmarking has become a great tool in building web presence and promoting a business on the Internet. In addition, if you place your links wisely and know which social bookmarking sites offer do follow links, this strategy will also help your search engine optimisation (SEO) efforts.

Requirement: Anchor Texts, Destination URL, Description, Keywords

Reporting: For monthly customers, you will receive a report of the social bookmark links that have been built as part of your monthly reporting system sheet. For one off and infrequent requirements, you will get a report in Excel format with the lists of all directories where you site is submitted along with the login Ids and the Password.

Press Release Writing

Just as press releases are a great way of picking up free offline marketing and exposure, they can also be an effective traffic generator online and Clear Web Services can help you to make the most of the free and paid press release services on the Internet.

But, the main reason we do this is for Google to see the level of work and effort you put into your work and therefore you will get rewarded for having content with links pointing to your website, which will help with SERPs (search engine ranking placements) and visitors.

All of our press releases are a minimum of 200 words and we encourage the client to guide us to the areas that they would like us to concentrate on or supply as much text that they would like to be featured in any press release, although we will offer guidance where required.

Reporting: We send an initial copy of the press release to the client, which we then require any changes to be made and then sent back to us within 4 working days if we are also taking care of the submission. Once the press release is approved, Clear Web Services will not make any further changes and once it is released onto the Internet we can not remove any instance of this press release online.

Press Release Submissions

A press release is an invaluable tool in the field of public relations. The aim is to attract favourable media attention to provide publicity for products or events marketed by an organization. Recently, optimised press releases have become popular with companies that are trying to increase their visibility and the positioning of their website in the search engines.

There are various benefits of Press Release Submission including advertising, marketing and publicity of your business on the World Wide Web. Two of the main benefits are:

1. Press Release submissions can enhance and improve the ranking of your online business in search engines by increasing the quantity of backlinks and PR.
2. Another benefit that Press Release submission offers is that of publishing the product and news of the company. By providing valuable detail and information within the Press Release, it builds the trust of potential customers thereby giving them a reason to visit your website.

Requirement: Articles for about 300-350 Words relevant to your website, Destination URL, Keywords, Author Name to be used while submitting these press releases. If your package includes content writing, Clear Web Services will take care of this for you, but will require final approval from the client before we submit.

Reporting: For monthly customers, you will receive a report of the press release sites that have been used as part of your monthly reporting system sheet. For one off and infrequent requirements, you will get a report in Excel format with the lists of all directories where you site is submitted along with the login Ids and the Password.

Blog Submissions/Postings

Blog Submissions is one of the most effective means of popularising a website. By submitting links on the blogs you can draw the attention of a wide range of Internet users. We offer you relevant anchor text for linking. The links embedded in relevant text on quality blogs will generate high quality contextual backlinks to your site.

Blog Posting will help you in:

Achieving better search engine ranking placements because blog posting may lead to deep link building if linked with specific inner pages.

The more blogs that link to your webpage help you to get more targeted traffic to your site.

Reporting: For monthly customers, you will receive a report of the blogs that have been used and commented upon as part of your monthly reporting system sheet. For one off and infrequent requirements, you will get a report in Excel format with the lists of all directories where you site is submitted along with the login Ids and the Password.

Forum Postings

An Internet forum, or message board, is an online discussion site where people can hold conversations in the form of posted messages. They differ from chat rooms in that messages are at least temporarily archived. Also, depending on the access level of a user and/or the forum set-up, a posted message might need to be approved by a moderator before it becomes visible.

Forum posting is beneficial when we had any query regarding website or any related to that forum niche and we can get the back links from forum signatures.

Reporting: For monthly customers, you will receive a report of the forums that have been used and commented upon as part of your monthly reporting system sheet. For one off and infrequent requirements, you will get a report in Excel format with the lists of all directories where you site is submitted along with the login Ids and the Password.

Competitor And Keyword Research

Competitor and keyword research is vital when beginning an SEO campaign for any client, which is why we make sure that is part of every clients first month when working with us.

A keyword is something a visitor would put into a search engine to find the product, service or niche the visitor was looking for. For example, if we were looking to find more information about fridge freezers, we would put fridge freezers into the search engine, which makes "fridge freezers" our keyword.

Knowing which keywords to use on your site helps to make sure you are capturing the main keyword searches on your site, but also others you had not thought of before, which might be an easier target than the well searched keywords.

Competitor analysis is not about spying, underhand tactics or being ruthless, it is simply about looking at your main competitors, working out what they do well and not so well and making sure you follow the same things that they are doing well and avoid doing things that are not being done quite so well.

Quite often, by looking at what your competitors are doing, you can quite often spot areas that they might not have exploited or areas of weaknesses that your company and / or website can take advantage of.

Reporting: All clients will receive an in-depth report which will include the competitor research, keyword research and the final recommendations for your own website, based on the information that we have gathered, analysed and then used to form clients new optimisation.

Twitter Creation / Management

Everyone seems to be tweeting, from famous actors to local business and there is a reason for this, because it can drive instant traffic, sales and business, as long as you are prepared to work at it.

Twitter has become a major part of Social Media, with the quick, short and rapid fire messages meaning that you have to be concise and quick when communicating with your followers and customers. Twitter is a totally different way of marketing your products or services, but it takes time to build up a following that will then convert into useful traffic and therefore opportunities.

Clear Web Services can help to take the strain of Twitter and create you a good looking account and then manage it on your behalf. Depending on the package or agreement, we will make regular tweets which we will either research or will take your guidance when it comes to the message being broadcast and we will also manage communication and followers for your account.

Reporting: For monthly customers, you will receive a report of the tweets that we have tweeted and the date that they were tweeted on. For one off and infrequent requirements, you will get a report in Excel format with the lists of all tweets and the time that they were tweeted on along with the login Id and the Password.

Facebook Page Creation / Management

Facebook pages are a must for all businesses, especially now that they can be spidered and indexed by Google and the other engines.

Most of the big businesses and organisations have a Facebook page, mainly because it's a fantastic way to communicate with people who like your business and want to receive regular updates. Facebook offers an immediate broadcasting tool, because the moment you broadcast your message it will hit their profiles and they will see it, along with all of their friends as well.

Clear Web Services can help to take the strain of Facebook and create you a good looking account and then manage it on your behalf. Depending on the package or agreement, we will make regular Facebook updates which we will either research or will take your guidance when it comes to the message being broadcast and we will also manage communication and likes for your account.

Reporting: Clients are required to log into their Facebook page to view updates.

Cost Per Click Creation / Management

Pay Per Click is the process of paying for every click you receive from a search engine, using their Sponsored Results, normally at the top of the search or to the top right hand side.

10% of clicks on a search engine are currently reported to be users clicking on the Pay Per Click results, so for every 100 searches and click throughs, 10 people will use the sponsored results, rather than the natural results.

Clear Web Services have managed many campaigns for clients spending anywhere between £50 - £4000 a month, covering a wide range of bidding niches, from watches to wood flooring, we have done it. We look at every detail when setting up a campaign and then manage it according to the wishes of the client, but we make sure we always have a firm eye on what's going on and make regular adjustments to make sure that you get the best out of any campaign we run, no matter how much you are spending.

Reporting: For monthly customers, you will receive a report of the overall campaign or campaigns including keywords, status, cost per click and average position, with these reports tailorable dependent on the information that you wish to know. For one off and infrequent requirements, you will get a report in Excel format with the above mentioned information.

YouTube Creation / Management

Having a YouTube account is a fantastic way of getting your message across to a different kind of audience, an audience that is more turned on by video than text.

Just because your videos do not show a cat falling off a window seal or someone getting covered in rain water does not mean a YouTube channel would not work for you, they can work for any business, organisation, association or group that wants to get messages released to the public.

Clear Web Services will create your YouTube channel for you and sort out the design and profile to make it really feel that is part of your business and your marketing arm. We do require that the client supplies the videos, but we will offer guidance and advice about the subject and how to shoot the video and will help with any editing that may be required. We know how to make YouTube channels work for our clients, so by making sure that you supply good videos, we can help to make sure that you get the traffic you need for your business.

Reporting: To view any updates the client will need to actually view the YouTube channel that we have created. From this page the client can then view subscribers, video views, likes and all other information regarding the whole channel. We do not offer static reporting for this area because the information changes so quickly, that by the time the report is read it would be out of date.

Google Product Feed Creation / Management

Since its launch, Google Products (formally known as Google Base) has really moved forward in terms of the amount of products it brings in from millions of shops worldwide and also in terms of how easy it is to use.

Many e-commerce shops and online sellers miss out on this amazing and free resource because they either do not know about it or they simply lack the time or skill to sort the feed out.

Clear Web Services will sit down with you and sort out the product feed from day one and then keep amending it until we achieve a satisfactory acceptance rate for your products. Getting the feed right takes a lot of time, but once we have it spot on, we will then help you to control the feed, add more products, amend products and add a new feed

every month, or help to make the feed an automated insert where possible.

Requirement: When creating a Google Products feed, the email address associated with the account must be that of the same domain the product feed is linking to. Therefore, Clear Web Services requires access to a specific email address for the clients domain before we can work on integrating the Google Products Feed.

Reporting: Each client has their own merchant area that they can log into to view the status and reports for each of the product feeds per company or shop.

Newsletter Creation / Sending Management

Email marketing can be an effective way to communicate your message or products to an existing database, all of which have shown an interest in your product or service. It is true to say that your best customers are ones that have used your company before, so it is vital that you keep in touch with them regularly and let them know about any special offers or marketing messages that you might have.

We have our own email senders, which means all emails are sent from specific servers which are built to handle emails and to make sure that all of the major providers know about the service which increases the chance of getting your email delivered, amidst the ever increasing spam filtering.

We can help to design your email or take your html code and place it directly into our system and because our sender uses a full subscribe and unsubscribe facility, we make every effort to stay inside of the increase spam protection laws in the UK. Clear Web Services can take away the pain of creating, sending and managing newsletter campaigns, so make sure that you consider this option as part of any online marketing material that you have. We do not use any databases of email lists, which means the email list MUST be supplied by the client.

Requirement: To begin an email campaign, we need a subscribed mailing list from the client and the client will be asked to sign a legally binding document which declares that every email on the newsletter has agreed to receive emails from the company concerned. We will also require the content and text from the client if we are designing the newsletter, or the html code for the email if the client has decided to design their own email template.

Reporting: Each client will be provided with a unique report within a few days of the Newsletter send, which lists a wide range of statistical elements which will help the client to understand more about the success of the campaign or the areas that need to be improved.

Web Changes / Web Development

Owning a website can be a joy, but can also be a massive strain on your time or a frustration if you lack the ability to make simple changes easily.

Clear Web Services offer website changes and website development as part of a package or based on a one off fee, with some clients using us for web changes intermittently and some every single month. Adding content to your website is simply vital if you wish to do well in the search engines, because content is the one thing that you can really be assured will deliver value, as long as the content is of high quality and relevance.

Clear Web Services will always sit down with the client to make sure that we can actually work with your website before we start making amendments and we will always take a full back up before starting.

Requirement: The client needs to have a site that we can easily edit, either static or CMS. A decision will be made with the client as to whether we can work with the website before we begin any optimisation campaign.

Google Analytics Reporting

Having a website is great. You can look at it, play with it, show it off to people, but do you actually know how well your site is performing, which of its pages are the most popular, how long people stay on your site and even where they found your site from?

For some, the answer will be yes, for many, the answer will be no.

Understanding your traffic is the only way you can improve your site to get more traffic. Understanding what works and what doesn't means you can focus on the good side and less on the not so good. Understanding where people find your site will help you to focus more on increasing exposure in these areas.

Once the analytics has been installed, which we can help with or let your web development team take care of, we will then work with you to provide reports and more importantly help you to understand the reports and base future decisions upon them.

Requirement: The clients website must have Google Analytics installed on all pages and the client allows us full access to the Google Analytics section. If the client wants this installed, we can take care of this, but we will need full access

to the website including FTP or CMS access details.

Keyword Ranking Report

Using an independent and advanced piece of software, Clear Web Services can monitor and track keywords across ALL of the major search engines and the smaller ones should you want them.

At the click of a button we can produce reports for all clients going back to the campaign start date to show how well their keywords are performing in the main search engines and also give them a historical view of what has happened over the period of keyword tracking.

These reports are an independent and accurate view of where your keywords are ranking in the search engines and allows the client to see how much progress has been made and where the focus should be for the forthcoming SEO period.

Requirement: The client needs to supply Clear Web Services with the required keywords that they want tracking, depending on their package or agreed fee.

Pay As You Go SEO

The majority of our optimisation options are available as one off purchases, so please do contact us for prices should you only require some of the options we mention above.

We are also able to tailor packages to meet clients needs, so once again, please get in contact with Clear Web Services should you feel that your requirements would not be met under one of our existing packages, which you can view at the start of this document.

Your Next Steps ...

If you would like to contact us, please use the details below.

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