



Search Engine Optimisation and Web Site Promotion

Getting good rankings in the search engines is a two step process. Firstly you must have the keywords that your customers are searching for optimally placed on your web pages. Secondly you must submit your site to the Search Engines on a regular basis and, for good placement in Google in particular, you must increase the number of quality sites linking to yours.

Estona do not make "pie in the sky" promises. We do offer a quality committed web promotion service to ensure the success of your site.

1. Initial Set Up - £450.00 one off fee

- Keyword Research and recommendations based on search frequency and number of competing sites.
- One primary keyword recommendation per page up to 40 pages
- Two secondary keyword recommendations per page up to 40 pages
- Optimisation of web pages for selected keywords up to 40 pages.
- Submission to the top 10 Search Engines including Google, Yahoo, MSN and Alta Vista.

2. Ongoing Site Maintenance and Web Site Promotion - £40.00 per month

Estona provide monthly maintenance contracts for your complete peace of mind. Rest easy knowing your web site maintenance, search engine promotion and e-mail accounts are taken care of. Our contract includes:

Site Maintenance

- Addition of new pages and general site updates (to an average of 1 hour month)
- E-mail account creation and management.
- Telephone support for all things web and e-mail related.

Ongoing Web Promotion

- Monthly submission to the top 10 Search Engines
- Page re-optimisation as required
- Targeted links campaign management
- Access to in depth statistics tracking and traffic analysis via www.hitslink.com
- Monthly ranking report for your chosen keywords

Contact Estona Internet Marketing for further details –

Telephone 0114 270 1955 or e-mail seo@estona.com

(All prices ex. VAT)