

*Meet with our* **INGENIOUS**  
**NEIGHBOURHOOD**

# SEO EXPERTS

*to help* **BOOST** *your*  
**WONDERFUL WEBSITE**





# YOUR LOCAL SEO EXPERTS

*We're here to make SEO transparent, simple and accessible to all of our clients.*

We're not hidden away in a bedroom working in our underpants or some anonymous online only service from some far off land. We're on the high street, in your community and local to you. Your neighbourhood SEO experts.

That means you can actually come in and see us for a chat, give us a call or drop us an email. Let's get together and see about increasing your online presence. First though, you might be wondering "But what is SEO and why should I care?"





# WHAT IS SEO?

*We all want to rank as highly as possible when people search for terms relevant to our business or our site.*

**It goes without saying right? Because it makes it more likely we get more traffic and therefore more likely we generate enquiries and orders.**

Of course, we can pay to be at the top of Google and there is a place for that. But long term, that can be an expensive way to push traffic onto your site. Wouldn't it be better if you could get traffic from search results without having to pay for every click? Of course it would!

So how do we make this a reality? Well, there are things we can do to help Google and other search engines prioritise your website so that rankings improve over time as a result. SEO is complex though and it changes all the time. But we like to make it as transparent as possible. Put very simply it all boils down to two things that you need to get right.



# RELEVANCE

## *Are you useful?*

Can Google easily read your website and does it think the content is good enough and relevant enough? Because making your site technically and structurally as easy to view for search engines as possible will help improve your online presence.

But don't forget your readers. Making sure the information on your site is relevant and useful for what people are searching for, and that they enjoy the user experience, is just as important. All this is known generally as 'on-page SEO'.

## *How we can help:*

- ✓ Fixing ongoing technical errors
- ✓ Maintaining the website
- ✓ Making content relevant to search terms
- ✓ Improving site speed
- ✓ Improving security

**...and much more.**







# AUTHORITY

## *Are you credible?*

How much do search engines like Google, trust your website? Because this 'authority' determines where you rank. So the more others link to your site and your content, the more trusted you are. This is what is generally known as 'off-page SEO'. Both 'on-page' and 'off-page' SEO are an ongoing commitment of resource.

In conclusion, "SEO" is actually just a slang term for a collection of best practices – web development, digital marketing, content creation, social media, PR, and so on. It's all these things done well, done consistently, that will get you results.

## *How we can help:*

- ✓ Building backlinks
- ✓ Improving domain authority
- ✓ Improving backlink quality
- ✓ Social amplification

**...and much more.**

# SEO PACKAGES

## *Choosing the right package for you.*

Each package has some level of on-page and off-page optimisation to help with relevance and build authority. The package we recommend for you will depend on your budget, existing SEO profile, and how quickly you want to see results.

*Of course we can discuss a tailored solution if required.*

nettl  
seo: basic

### PACKAGE INCLUDES

- ✗ Blog Article
- ✓ Live Reporting
- ✓ Client Portal Access
- ✓ Local Directory Submission
- ✓ Architecture SEO
- ✗ Negative Link Removal
- ✓ Actionable Insights
- ✓ XML Sitemap
- ✓ Google Local
- ✓ Image Optimisation
- ✓ Speed Optimisation
- ✗ Advanced Analytics
- ✗ Advanced Tracking
- ✗ Key Account Management
- ✓ Backlink Acquisition
- 4 Onsite Optimisation Hours
- 4 Offsite Optimisation Hours
- ✗ Adwords Management

### SUBSCRIPTION

Billed monthly **£200 / €250**

Term **3 months minimum. 30 day notice.**

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## seo: business

### PACKAGE INCLUDES

- ✓ Blog Article
- ✓ Live Reporting
- ✓ Client Portal Access
- ✓ Local Directory Submission
- ✓ Architecture SEO
- ✓ Negative Link Removal
- ✓ Actionable Insights
- ✓ XML Sitemap
- ✓ Google Local
- ✓ Image Optimisation
- ✓ Speed Optimisation
- ✗ Advanced Analytics
- ✗ Advanced Tracking
- ✗ Key Account Management
- ✓ Backlink Acquisition
- 4 Onsite Optimisation Hours
- 4 Offsite Optimisation Hours
- ✗ Adwords Management

### SUBSCRIPTION

Billed monthly **£300 / €375**

Term **3 months minimum. 30 day notice.**

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## seo: enterprise

### PACKAGE INCLUDES

- ✓ Blog Article
- ✓ Live Reporting
- ✓ Client Portal Access
- ✓ Local Directory Submission
- ✓ Architecture SEO
- ✓ Negative Link Removal
- ✓ Actionable Insights
- ✓ XML Sitemap
- ✓ Google Local
- ✓ Image Optimisation
- ✓ Speed Optimisation
- ✓ Advanced Analytics
- ✓ Advanced Tracking
- ✓ Key Account Management
- ✓ Backlink Acquisition
- 6 Onsite Optimisation Hours
- 6 Offsite Optimisation Hours
- ✗ Adwords Management

### SUBSCRIPTION

Billed monthly **£500 / €620**

Term **3 months minimum. 30 day notice.**

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## seo: enterprise+

### PACKAGE INCLUDES

- ✓ Blog Article
- ✓ Live Reporting
- ✓ Client Portal Access
- ✓ Local Directory Submission
- ✓ Architecture SEO
- ✓ Negative Link Removal
- ✓ Actionable Insights
- ✓ XML Sitemap
- ✓ Google Local
- ✓ Image Optimisation
- ✓ Speed Optimisation
- ✓ Advanced Analytics
- ✓ Advanced Tracking
- ✓ Key Account Management
- ✓ Backlink Acquisition
- 12 Onsite Optimisation Hours
- 12 Offsite Optimisation Hours
- ✓ Adwords Management

### SUBSCRIPTION

Billed monthly **£1000 / €1250**

Term **3 months minimum. 30 day notice.**





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