

Search Engine Optimisation

Strong organic listings in the major search engines

The Product

Search engine optimisation is the key to developing a presence within the natural search engine listings. Your website needs to be designed in such a way that search engines can 'read' its content and classify it under the specific keywords/phrases you wish to target. This is where freecom.net's search engine optimisation package can help.

How it Works

The optimisation strategy will include the following:

- ▶ **Briefing stage** – find out more about your business and review the keywords/phrases you wish to target.
- ▶ **Report on existing pages** – establish where your website is listed within the search engines at present.
- ▶ **Expert keyword analysis** – review your suggested list of keywords/phrases against the actual phrases that people search for within the search engines and the competition. Produce a final list of keywords/phrases that will be beneficial to your business.
- ▶ **On-page optimisation** – updating the content within your website* to target the chosen keywords/phrases
- ▶ **Deep site optimisation** – review of the code used behind your website to establish an easy journey for the search engine spiders through your website.

You can expect to see results within 2-3 months of your website being optimised.

Services Available

- ▶ Optimisation Strategy (Organic Strategy)
- ▶ Inbound link building – monthly submissions to chosen directories
- ▶ Position reporting on chosen keyphrases

Why Use Optimisation?

- Free traffic that continues as long as the listings are maintained
- Long term investment in your web presence
- 72% of all clicks on Google are organic clicks (not PPC)
- High traffic levels at low cost means excellent long term return on investment

To get your website optimised and listed by the major search engines call our Sales team on 08708 800 100 (Option 1) or email sales@freecom.net



* Freecom.net is only able to update the content within your website if access is provided.