

SALES | MARKETING | SOCIAL MEDIA | WEBSITES | APPS



Liz Gold
MEDIA



RATE CARD

WEBSITES

Website (up to 15 pages)	£99 pcm
E-Commerce Website (up to 20 pages, up to 30 products)	£149 pcm
<i>More products can be uploaded for additional cost</i>	

MOBILE APPS

Web-Powered Mobile App add on (to above website costs)	£139 pcm
Native Mobile App (bespoke build and hosting)	POA

SOCIAL MEDIA

Bespoke Packages to suit your business needs <i>All include an element of paid monthly promotion</i>	From £299 pcm
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PAID ADVERTISING

Facebook Marketing (per £100 cust spend) 35% comm	From £100 pw
Google Adwords (per £100 cust spend) 35% comm	From £100 pw

SEO

SEO STARTER	£399
SEO PRO	£699
SEO PRO+	Bespoke Pricing

Each SEO campaign is designed to suit the needs of your business, so no two SEO campaigns are ever the same. We will analyse your website and competitors before we start so we know exactly what will be needed.

DESIGN & DEVELOPMENT

Graphic Design	£35 ph
Web/App/Database Development	£45 ph

BUILD YOUR BUSINESS, GAIN MORE ENQUIRIES AND GET AHEAD OF YOUR COMPETITON WITH WEBSITE SEO

What is SEO?

SEO stands for 'Search Engine Optimisation'. In simple terms, it means the process of improving your website to increase its visibility when people search for products or services related to your business in Google and other search engines.

What can SEO do for my business?

When someone searches for something (most often on Google) it means they are either actively looking for that product or service or thinking about making a purchase in the near future. This applies to **any** type of business.

Ongoing SEO can help you get ahead and stay ahead of your competitors. When a Google user searches for products or services that YOU offer, it can help you get many more enquiries that ultimately convert into **sales**.

"We're delighted with our SEO campaign, the number of client bookings we have received has risen significantly since we started it"

H Talent Management

Why do I need SEO?

SEO can save you money on expensive paid advertising such as 'Google Ads' (also known as SEM, Search Engine Marketing) which can work very well, but only works when you are actively paying for that service. With SEO, the customer will find you organically (i.e. not through paid advertising) and this makes the enquiries more profitable - and can help you get customers before they go to your competition!

What do you do and how does it work?

We use a combination of on-page SEO and off-page SEO.

On-page SEO works based on content which is on your website itself. We do keyword analysis and produce rich SEO content for the areas that need it. Developing a strong keyword strategy is essential to map where the most highly targeted and searched phrases are correctly positioned.

With regards off-page SEO, it is all about continually creating strong high authority backlinks linked to your keywords that further encourage traffic to the site and removing any toxic backlinks that are negatively impacting search positioning.

One of the main areas is by doing competitor analysis. We can spot opportunities by analysing the competitor's link profile and taking a look at who links to them but not to the site that we are managing. By then theming content correctly we can target these and politely ask for them to link the site too.

How much does it cost?

SEO STARTER - £399

SEO PRO - £699

SEO PRO+ - Bespoke pricing, we will quote this individually.

Each SEO campaign is designed to suit the needs of your business, so no two SEO campaigns are ever the same. We will analyse your website and competitors before we start so we know exactly what will be needed

SEO reporting.

SEO is a long-term commitment, it's a time-consuming and labour intensive job, so we look for a minimum of 6 months commitment. We will provide you with a monthly report at the end of each month so that we can show the progress your business is making in the search rankings.

Contact Liz Gold at Liz Gold Media for a FREE initial SEO report.

"Since using SEO, there is a noticeable difference in the number of new enquiries we receive each month"

Royal Roofing



Liz Gold
MEDIA

07534 388 695 | liz@lizgold.co.uk | www.lizgold.co.uk |

