

Search Engine Optimisation Processes

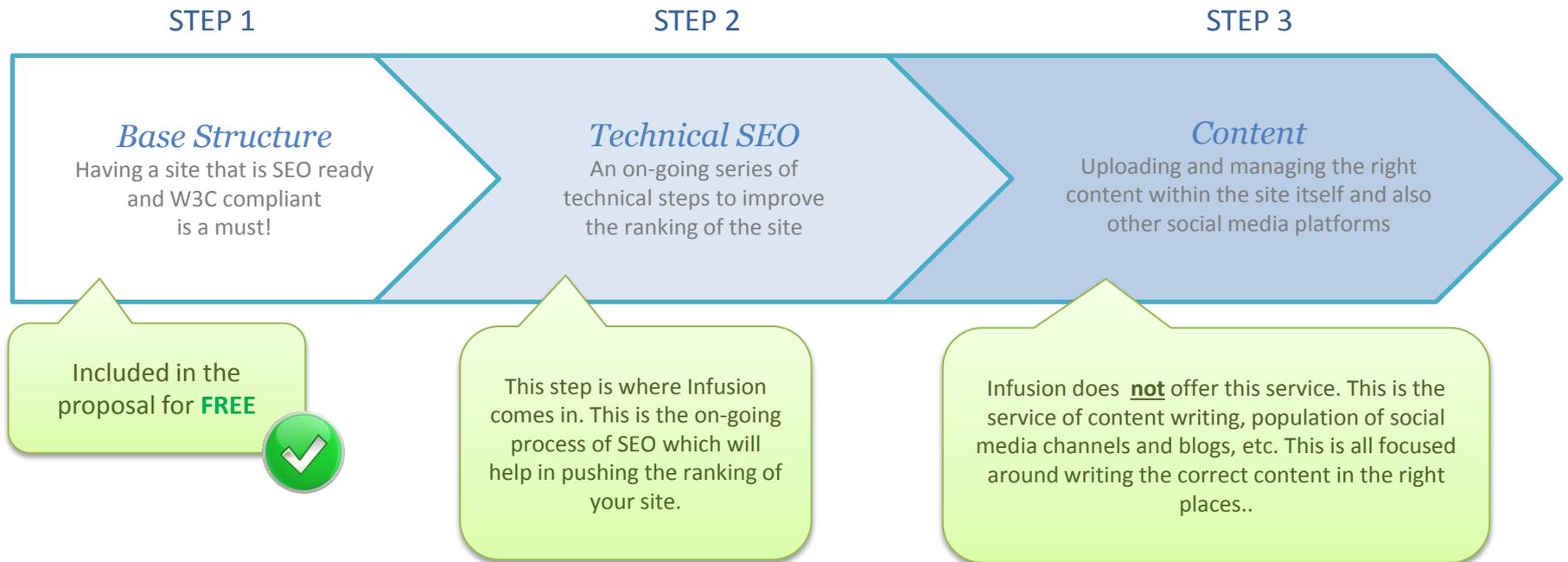
What we offer

infusion
web + it solutions



SEO... how does it work?

SEO is split into three crucial areas. All of which are important for the successful ranking of the site itself. The first step called "BASE STRUCTURE" is crucial. Conducting any of the other steps without having this first step in place would be a waste of money.



Technical SEO explained...

Search Engine Optimisation is the process of improving the ranking of a site within GOOGLE search engine based on the content and the information within the site itself. This specifically excludes the advertising methods of SEO which entails paying to appear within the top slots of GOOGLE.

It is crucial not to start SEO services on a site whose structure or content has changed (online) with more than a 50% variance. When such major changes or news sites are launched online, the respective structure and content needs to be cached by the search engines prior to it being ranked. Once this is done you site will **SIT** in what is referred to a 'natural' ranking. This is a process that will take approximately 3 months. This 'natural' ranking is based on a number of factors such as adherence to SEO standards and how competitive the market you are ranking in is. Depending on such factors the ranking might be well positioned making extra SEO services redundant. However even if SEO is required, the approach will vary based on the results of the 'natural' ranking.

6 month SEO Setup Package

(€720.00) excl. VAT

This 6 month package is used for us to build the SEO criteria on your site. We have specific processes and techniques to apply on each and every page of your site and also use specific submission software that we have. We constantly evaluate site positioning and keep amending the site key phrase structure in order to improve the ranking, each time re-submitting the entire site. This process will last for 6 months, each month sending you an update of the ranking of each of the 5 key phrases.

Monthly SEO Maintenance package

(€70.00 / month) excl. VAT

Once the site is positioned with the selected 5 key phrases, these packages are used for one of either two situations. If the site has already been ranked in a very good position with the chosen key phrases then this maintenance is done in order to ensure that the site remains in such a good ranking position. If on the other hand the setup package above has not generated the expected ranking results, these packages keep pushing the ranking until a more satisfactory result is achieved. This package cannot be chosen without choosing the above first.

Kindly note that SEO results are never guaranteed. SEO depends on an array of variants that are not within our control and thus no kind of result can be ever guaranteed. Our SEO practices are set and defined on one of the major search engines namely WWW.GOOGLE.COM.

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