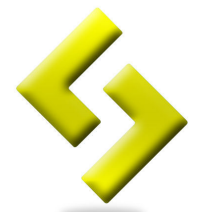


Search Engine Optimisation



SEARCH ENGINE OPTIMISATION

Search Engine Marketing is not just about technology, keywords and advertising. It's about all of these things - but much, much more.

We understand that a successful search engine marketing campaign can't possibly come straight off the shelf - one size doesn't always fit everyone! To make a good campaign great requires a professional mix of expert campaign strategists, professional software developers, peerless SEO specialists, top class web technology and remote SEO account management tailored to your website and your exact marketing needs.

We always treat every client's account as unique, not just researching to find the keywords that are right for you, but we also analyse the marketplace and the potential clients who are only clicks away from being your customers. We find your shared language and get into the heads of your clients and unlock their potential and your success.

What do we have that others do not?

We are confident that our expertise is virtually unique in the market place and technically remote from the thousands of companies who profess to understand. We will tailor just the right mix to make your campaign fly and that's a promise

We will give you..

- Unique remote search engine optimisation
- Multilingual Search Engine Optimisation
- Pay per Click Management to ensure a result from the start whilst we work to make sure you won't need it in future
- E-mail Marketing
- Online Public Relations and link building
- Remote 24/7 Traffic Analysis and Position tracking

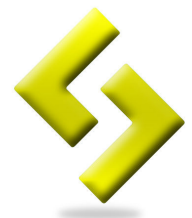
We can't promise to help any more than 10 clients in each sector achieve a place on the first page because there are only 10 places. We only deal with successful clients. If your product or service is great then you need a great SEO service

- **Comprehensive strategy**
- **Qualified traffic not just random clicks**
- **Accurate, effective campaign advice and information**
- **Working solutions, not just excuses**
- **On-demand position reporting**
- **Brand protective approach**
- **Ethical risk free approach; we don't break the law so you keep your results and onward success**

We Excel in these core services by utilising our client base to induce social search and web communities to generate a ground level excitement around your brand.

We refer to this unique mix as a total search no other company has the resources and expertise to bring all these disciplines to your campaign with successful results every time





What is Search Engine Optimisation?

Search engine optimisation – Making the most of your investment in the Web

Where are my customers?

Having spent a significant sum of money getting an attractive and functional Web site built and hosted you sit back and wait for the orders to roll in. And wait ... After the first month you have received 3 orders worth £25 from your new site and (quite understandably) you begin to wonder if you have made a terrible mistake. At this rate you won't recover your investment in 15 years

The problem is that the Web is unimaginably huge and your site has the physical presence of a rowing boat in the middle of the North Atlantic Ocean. You are not directly visible, and worse, you don't even show up on radar

We can help

We understand how the search engines work and can make your site more visible (effectively putting a radar reflector on your boat) so that you can be seen but you are still just a small blip on the screen among thousands of others. It helps, but not much.

The next step is to move your boat inshore, where the people are, so that your potential customers find you without even trying. We can ensure that your site is seen in the right places.

Adding value for the customer

If your site provides some free service then this can dramatically improve visitor rates. For example, providing a large body of appropriate reference material or relevant free application can turn your site into a valued resource. We can help you to make your site genuinely useful and much more than just an advert

Copywriting

Web copy has to serve two purposes, the conventional need to attract and inform the customer and an additional need to attract and inform the search engines. The correct use of keywords, headings and site structure will ensure that the search engines can properly interpret and index your site to your best advantage and puts you on the 'radar'

Web logs, wikis and forums

These are powerful ways to interact with your customers. They do require maintenance and so will not be appropriate to all site owners. If there is a thriving community surrounding your product or service these features allow you to be the centre of that community and to directly influence your most important customers. Technically complex products can also benefit from the user support that often develops around successful forums

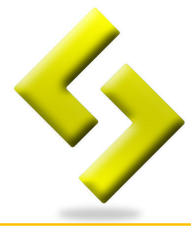
Advertising revenue

A popular Web site is a valuable resource that can raise revenue by advertising other Web sites offering services complementary to your own. If implemented tastefully and unobtrusively advertising can even attract more visitors to your site looking for related services.

Advertising revenue

There is so much more that we can do for you but the technical detail are complicated and the benefits depend upon the precise nature of your business.

**Give us a call to see if we can float
your boat!**



Our Services and Abilities

Don't be blinded or confused by the following. Please contact us and we can clearly describe and demonstrate the real benefits we can offer for your Web site.

01392 361500

Chapter Zero Ltd is a software and Interactive Marketing company specialising among other things in Search Engine Optimisation (SEO), Pay-Per-Click management and other Integrated Marketing Solutions. We partner interactive marketing firms and web development companies to deliver customised Search Engine Marketing Solutions

It is our mission to offer a complete service for:

.. Search Engine Optimisation (SEO).. Pay-Per-Click (PPC) Marketing (Google Adwords, Yahoo – Overture) .. Link Popularity or Link Building .. Copy Writing .. Web Analytics .. Press Release and Blogs

How much will it cost?

1

Opti+ SEO Package

- 10 key phrases and we guarantee that our solution will provide up to 40% extra traffic over the contracts duration
- Initial Set-up fee - £1100.00
- Monthly Maintenance (Minimum – 11 months contract) - £125.50/month. Contract is renewable for 12 months thereafter.

2

Opti++ SEO Package

- 20 key phrases and we guarantee that our premium solution will provide up to 40% extra traffic over a 6 month period
- Initial Set-up fee - £1100.00
- Monthly Maintenance (Minimum – 12 months contract) - £250.00/month

Still not Sure!

If you feel that you would like to break into our SEO program gently then we can offer a stage by stage service prided to your precise requirements.

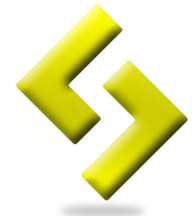
We realised a long time ago that SEO has become a dark area for people promising you results that they can't fulfil but they are talented at taking your money!

3

Please check out these prices which are designed to work step by step in line with your budget. So working this way you pay us out of your extra profit that our SEO solution provides.

- Link Building £30 pr month. Minimum 3 months. No set up fee
- Pay-Per-Click £20 per month. Minimum 3 months. No set up fee
- Copy text writing £35 per month. Minimum 1 month. No set up fee
- Web Analytics and Weblogs £30 per month

In this way you can start with a small outlay and graduate up to Opti++ which will find the true potential of your Website in turn increasing the value of your business.



Our Organic Search Engine Optimisation Process

SEO Questionnaire

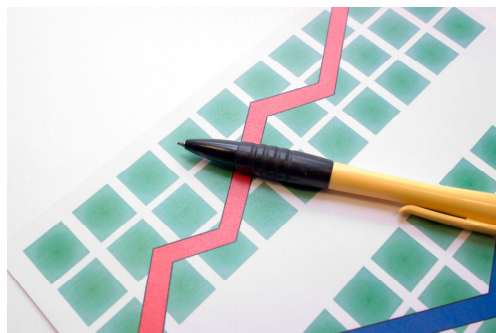
- Client details
- Business description
- Industry description
- Target market and demographics
- Competition details
- Target keyword list

Pre-website Analysis

- Current site keywords
- Current keyword density
- Current link popularity
- Current site architecture
- Pre-optimisation search engine position report

Competition Analysis

- Their target keywords
- Their keyword density
- Their link popularity
- Search engine position report



On-site optimisation

- Relevant Meta title, description and keywords for each page
- Keyword density adjustment in body content and keyword prominence placement
- Quality, quantitative copy writing
- Consistent and semantic XHTML, CSS and JavaScript optimisation
- Code validation to the W3 standards
- Code conformity to the British Disability Discrimination Act
- Broken link check
- Outbound link optimisation
- Outbound link optimisation
- Image optimisation
- Sitemap generation
- Robots.txt creation

Maintenance

- Monthly search engine ranking and traffic report
- Re-optimisation, link building where required

Additional expenditure

- Paid inclusion to respected internet directories
- Pay per click advertising
- Additional copy text writing
- Company press release wiki, blog creation
- Company forum creation

SEO helps you achieve your goals

All businesses need help to maintain their competitiveness. You can achieve this with the help of Search Engine optimisation