

About Alloyfish Search Engine Optimisation

Search Engine Optimisation is a very powerful, and when done correctly, an excellent value marketing investment.

SEO generally involves a body of initial work (onsite and offsite) which may involve changes to your website's programming code or content. After this there may be on-going campaigns involving with content creation and link building which, when sustained over a number of months, will create a steady improvement in your search engine ranking strength.

The structure for a Search Engine Optimisation project goes like this:



1. Set-up, Research, Planning and Proposal

This results in an in-depth report which provides you with the best method to improve your websites standing. As a part of this, we prepare and lay out all the parts of your SEO solution so that they are ready to move forwards immediately.

2. Initial carry out

The proposal is broken down in such a way that we can talk with you to allow you to structure any spend to suit your budget, normally starting with the most important items first. This is typically £400 to £1200 of work for medium sized businesses.

3. Continuing SEO 'campaign' work

This may be link building or further identification of appropriate links or content building. This is usually charged by a monthly spend towards quality link generation or by an agreed number of quality articles for your site.

SOME GOOD NEWS!

- We do not charge monthly 'management' fees. Why? SEO work simply does not suit such a payment structure, and such fees would be unfair to our clients, instead we only charge you just for the work we carry out.
- We understand that 'one size fits all' SEO methods are not the best approach; your recommendation will be based entirely upon the needs of your site and business itself.
- We do not charge intangible set up fees which do not relate to actual work carried out. Our setup, research and proposal fees provide you with true market and competitive insight and enable economical use of further spend.
- We do not guarantee and haphazardly obtain a certain (often large) number of links per month. Why? This method is largely ineffective for maintaining a long term SEO position. Some sites are better with twenty high quality links than a thousand low quality automatically-generated links which can cause search engines to see your site as spam.

EVEN MORE GOOD NEWS! (OUR PRICES)

Research, Planning & Proposal (Small to Medium Companies)

£420

This is suitable for small to medium sized companies with one core market offering. For this we will carry out in-depth research and strategy work which we will hand over to you in a full report. This report will include a full strategy for the best steps to take and can be tailored to fit budgets or scale up.

Research, Planning & Proposal (Large companies)

£POA

Companies operating in a number of markets, with large campaigns or complex product offerings require more research and we quote for these depending on the brief. The research will include in-depth information on your competitor strategies, strategies to make the most of their deficiencies and methods to beat them.

Other marketing implementation

This work is entirely on-quote and is detailed in the planning and proposal document. All items will be agreed to before commencement.