


	Basic	Standard	Silver	Gold
Setup	£250	£450	£950	£1650
Monthly	£85	£195	£375	£825
Free Google AdWords voucher	£25	£45	£85	£175
Free Web Design and Optimisation	-	up to 5 pages	up to 10 pages	up to 20 pages
Keyword/phrase analysis	✓	✓	✓	✓
Tags META, ALT, h1, h2, h3 adjustments	✓	✓	✓	✓
Keyword density check/correction	✓	✓	✓	✓
Minimizing code errors - html & CSS validation	✓	✓	✓	✓
SEO report with graphs	-	✓	✓	✓
Google Webmaster tools creation	-	✓	✓	✓
Google Analytics statistics and analysis	-	✓	✓	✓
Manual submission to major search engines	-	✓	✓	✓
Progress reports weekly	-	✓	✓	✓
Express main directory submission	-	-	✓	✓
Article extensions	-	-	✓	✓
DMOZ guaranteed inclusion	-	-	-	✓
Wikipedia submission	-	-	-	✓
Competitor ranking report and analysis	-	-	-	✓
Supportive web site with a domain name	-	-	-	✓
Link popularity back link build up with quality sites	once	steady	frequent	intense
Tag/Keyword update/monitoring	once	steady	frequent	intense
Progress reports with graphs	once	quarterly	monthly	bi-weekly
Google targeted page rank 	-	-	2 to 3	3 to 5