



## SEO services – Driving traffic to your website

Designing and building your EROL store is one thing - getting traffic to it is another! Search Engine Optimisation (SEO) is an important part of your ongoing e-business planning, and will ensure your EROL store is maximising its potential by being visible on the web. SEO can be a time-consuming process, but done professionally using expert EROL Search Engine Optimisation for your store will maximise the return for your budget with any of the following packages:

### Foundation SEO – FREE SEO appraisal

An overview of your site's current SEO position and whether additional SEO actions could be taken. This overview is provided Free of Charge.

### Audit SEO

Includes an in-depth written report / audit of your site highlighting the main areas in need of optimisation and how you can improve your rankings. Each report is specific to the site being audited. Lead time from point of order to delivery of written report is 3-5 days.

### Managed SEO

Our Managed SEO service aims to improve and increase qualified traffic to your site via natural listings.

Managed SEO includes implementing the EROL SEO Guide, implementing your Free SEO Report, submissions to the Major Search Engines (as listed) and addition to the EROL Shopping web portal. Google Analytics is also setup on your site so that we can report back to you with accurate figures on the improvements that we make to your site's traffic, rankings and conversions.

- Implementation of store optimisation based on our report
- Standard Search Engine / Directory Submission to Google / MSN / Yahoo / DMOZ (as required)
- Implement Google Analytics to your site in order that we can report on ROI for the money you are spending and track progress of the service
- SERPs reports (Search Engine Ranking Position report)
- Addition of your Store to EROL Shopping, to drive additional traffic and orders to your site
- Keyword / Key Phrase research and Monthly SEO Maintenance based on agreed keywords/phrases
- Two Keywords/phrases optimised each month
- Keyword reporting for the duration of the period

The monthly fee includes two keyword phrases optimised each month, every month, so the cumulative optimisation of your site builds up each month, monitoring each previous month's keyword phrases to maintain performance. If you require more than two keyword phrases optimised each month, additional keyword phrases can be purchased.

All EROL Managed SEO Offerings are subject to a 1 Year contract. The contract has a 'break-out' clause after 6 months (minimum required in order that we can demonstrate a positive effect on your site). You can break-out of the contract after 6 months for any reason if you are not entirely satisfied that we are making a difference to your site's rankings / traffic or conversion rates.

## Prices

**Foundation SEO - £Free**

**Audit SEO - £249 + VAT**

**Managed SEO**

**Setup Fee - £499 + VAT**

**Monthly Fee - £199 + VAT p/mth**

(12 Months' minimum period)

**EROL Accelerator - £poa**

Please call EROL Sales on 0845 072 6060 to discuss EROL Accelerator

For more information visit [www.erol.co.uk](http://www.erol.co.uk) or call **0845 072 6060**



## EROL Accelerator

Our EROL Accelerator service provides all-round consultancy designed to maximise ROI, specifically focusing on higher qualified traffic and improved conversion rates in your EROL store. The service includes Managed SEO over 12 months, design recommendations, changes and updates to your store and management of your Search Engine Marketing (SEM) budget via Adwords and Pay Per Click (PPC) campaigns. New, or younger, websites can benefit from our Google Adwords JumpStart service to boost traffic to your website whilst natural listings and design changes take effect.

To find out more about our EROL Accelerator service, please contact Sales on 0845 072 6060.

## What our customers say about our SEO Services

“Just wanted to hail the SEO service from EROL, although early days and can't fully report on results I just thought I would give EROL a big thumbs up on the SEO service. Although early days, the single most surprising result was:

Previously - Resulted in position 1-2 on Google for almost all specific product names but would never result in a listing for overall generic words, like "multiroom" etc.

Now - Still awaiting some results on specific products but to my amazement I am now listed 4th for "multiroom" which is a major bonus for us and have noted some good results on other quite generic words”

**Neil Thomas – Audio Vision**

“Just wanted to give you some feedback on the recent SEO work EROL has undertaken for us. The SilverWellbeing.com site that we managed was previously showing up on page 2 & 3 for searches on its main product line 'Silver Slimming' in Google.

With the SEO work EROL has now completed we have seen the site rise up to page 1 on Google – We are fully aware that it can take a long time to see the fruits of your efforts for SEO work, so hence were very pleased with the fast results!”

**Kevin Dazely – Salt Water Creative**

“I searched for Perdix Wellingtons on Google and I am listed via EROL Shopping at result number 3 on both Google world wide and Google UK, with my main EROL shop at number 2. So less than 7 days after inclusion on EROL Shopping I am on page 1 of Google. I am just off to see what else is listed there but I am impressed!! “

**Peter McHardy – Adventure Baby**

“I would just like to thank everyone at EROL for their excellent SEO service. The service has produced a clear and thorough 20 page report on all areas of my website which needed improving and areas which didn't. The improvements varied from basic HTML changes (which I should have known) to more major improvements in areas within the EROL store. This report has also made me more SEO conscious and has taught me exactly how important SEO is to us all. “

“I would definitely recommend this service to everyone, especially to small companies like mine who try to save money in the long run.”

**Salvatore – SBS UK**

For more information visit [www.erol.co.uk](http://www.erol.co.uk) or call **0845 072 6060**