

Guide to SEO services



If you are serious about your web site making money then you need to be on page 1 of Google and to stay there:

- > Over 85% of internet users utilise Google as their preferred search engine;
- > Over 80% of searchers will only look at the first results page for their chosen search term;
- > Fewer than 5% of searchers will look at third-page results page for their chosen search term;
- > Over 75% of internet users buying goods or services online will do so from a website on the first results page for their chosen search term.

Quite simply, if you are not on page 1 of Google for relevant search terms then you are losing out on potential traffic and therefore revenue.

Furthermore, if you are doing nothing about it then you will just slip further down Google rankings as your competitors around you are doing something.

Vg Design and Build offers a complete range of SEO services to ensure a Google page 1 ranking for your website backed up by sound entrepreneurial and business advice. We take the view that your website is a standalone business in its own right and that SEO is just part of the service we provide to generate greater income from your site.

The first step in optimising your website should be to determine where your

website ranks now and, more importantly, why.

We will analyse your website for FREE. There is a link on our Vg website that will allow you to request a FREE SEO report and analysis. Just complete the details and click on the send button. Your FREE report will be in your email within 48 business hours. There is also a link at the bottom of this page that will also take you through to the FREE report request.

Your FREE report will identify a number of factors:

1. The keywords or terms that your site is optimized for;
 2. Any flaws in your site which are affecting your ranking;
 3. The top 20 sites (first 2 pages of Google) that you will need to compete against.
 4. A suggested outline SEO campaign that will rank you on page 1 of Google.
- It is important to recognise that our FREE report is generated in a simple, clear and concise manner that is understandable to everyone; it is not volumes of technical statistics that many SEO companies churn out.

Vg Design and Build will follow up with a FREE SEO consultation for you once you have received your report.

We will take time with you to ensure you fully understand your report and the suggested campaign to achieve your Google page 1 ranking. We recommend that you make the most of this free consultation.

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Every website is different and the amount of work to get a you to page 1 of Google will vary. Our most popular campaign is our Standard Service which includes (but is not limited to) the following:

1. Key word research: We conduct an industry-related keyword and key term analysis to determine the best search terms for your site to be optimised for. The recommendations we make are based on both traffic and competition to ensure your best chance of success.
2. Home page copy: Once the right keywords are identified we rewrite the copy on your home page in a manner which Google likes. We ensure the correct key terms are in the right places and that you have the minimum recommended word count. Even though this copy is highly optimised, it will still reflect the sales aspect of your business.
3. We then write and submit a simple press release for your site or business. This press release will affect you in 3 ways:
 - It will establish very important backlinks to your site;
 - The press release, which just like your site is optimised for the selected search terms, will rank on page 1 of Google within 24 hours of submission, giving you immediate page 1 presence.
 - On average our press releases receive between 100-500 hits and will therefore heighten your presence further.
4. Your website is then submitted to over 60 search engines for them to pick up your optimised home page and link(s) from your press release. This will kickstart your site moving up the rankings.
5. Further links will be identified and built to enhance your presence.

6. Your site will also be submitted to relevant business directories.
 7. We will develop a social media campaign on your behalf. Social media is becoming increasingly important in the eyes of Google and is essential to your success. We establish 'facebook', 'twitter' and 'linkedin' business accounts and start to establish a following for you. We also identify and link you with industry-specific social media sights.
 8. Your site is re-submitted to all search engines for them to note the increased optimisation.
 9. Establish full analytics account for you to check your ranking and traffic any time you wish. Your account will also allow you to determine the time spent on specific pages by traffic visiting your site.
- The above steps can take up to a month to complete during which time you will receive a weekly report on work completed and Google placement. Vg Design and Build will then manage your SEO campaign for a further 5 months during which we:
1. Monitor your site's progress and 'fine tune' the optimisation.
 2. Submit 2 further press releases.
 3. Continue to build high quality relevant links, as identified.
 4. Continue to submit to relevant business directories.
 5. Build your social media following and campaign in general.
- SUMMARY: Being on page 1 of Google for relevant key terms is essential if your website is to be a revenue generator. We have a wealth of experience to get you there and only implement only 'white hat' ethical measures to ensure that you stay there. We look forward to seeing you on page 1 of Google soon.