



# Search engine optimisation

**Smart Domain Group Ltd,**

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Registered in England No. 04014191  
VAT No. 126 9109 14

## Get found get more business!

**No Matter how much you spend on your web site if you do not optimise it for the search engines, you will be wasting your money.**

If someone uses Google (or any other search engine) to look for your type of business, especially in your area, they're likely to be looking to buy in the near future. That's why **SEO makes money for businesses** – you know the people you're reaching are looking to make a purchase.

## If you want to guarantee more business enquiries you need a high organic search engine position

Pay Per Click has its place but far more people go straight to the natural listings and that's where you need to be and our search engine optimisation team are just the people to get you there. **20 years experience** in SEO and thousands of customers helped means we specialise in helping the small to medium business client that does not have vast sums of advertising money to spend, see what we can do for you.

The first step is to make sure your website is able to be optimised; if it isn't, you are wasting your money! Send us your website address for a **free review**. If it's able to be optimised, we can offer our SEO services; if it isn't we wouldn't take your hard-earned marketing budget! It will only take a few minutes and we will come back with the results very quickly.

## Search Engine Optimisation should get you a higher natural search engine listing

...so more people find you and you get more enquiries. That of course depends on how good your website content and design is as well! If you're not sure of that either; **contact us for a free full website, search engine optimisation and marketing review** and we will tell you. We will be brutally honest, but then getting new business is a serious undertaking so there's no point beating around the bush is there?

## What can you expect from our search engine optimisation services?

- **Better targeted search results** and then more enquiries
- **Regular reports** on how well we are doing for you from an independent provider
- **No contracts** so you can leave when you like (rare!)
- **Your own search engine optimisation account manager** to call when you like
- **Outstanding help and support** for as long as you are with us
- **Real people who want you to be successful**
- **One of the most experienced and effective SEO companies** in the UK
- **Small to medium business specialist** who understand your requirements
- **The ability to get on with your business whilst** we get on with creating you **new enquiries**

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## Search engine optimisation is one of the most misunderstood marketing services there is!

It's also, if done right, one of the most effective ways of **getting more sales for your business**. SEO companies have a bad reputation and some of it is deserved. 'What do we actually do?' and 'how do we get you up the search engines?' are two of the most common questions. Jason, our search engine optimisation manager, has been doing SEO for sixteen years and his response to this is;

*"SEO is a constantly changing and very specialised product. It's still evolving; the rules keep changing and the results we achieve are based on constantly adapting our SEO techniques to keep pace with new search engine algorithm rules. The success of our SEO services for every client means they stay with us. That's because me and my staff work hard for every customer that uses our search engine optimisation service to make sure they get results – and we do get them results!"*

## Fixed price menu SEO services or custom made just for you?

To get the best advice based on your business and find out how competitive the keywords are please contact us. We promise to tell you straight and without fluff what we can do and how much it will cost. We are open and honest about everything we do. Give us a call; we guarantee you the best advice and clearly presented information and you will speak with an SEO specialist, not a salesperson. We love small to medium business clients – they are the bulk of our customer base. Even the smallest business will benefit from search engine optimisation, so get in touch.

## Key SEO Benefits:

- Fully managed service.
- Monthly payment plan with no large upfront costs.
- Improved search engine visibility.
- Improvement and recommendations for technical SEO, metadata and content to turn browsers into buyers.

## Search Engine Optimisation Explained in Plain English.

It's important to choose the right SEO agency. Which is why we make sure everything is explained in plain English, not technical jargon and buzzwords. It's also why we practice ethical (or white hat) SEO, which largely follows the guidelines issued by Google, Bing and other search engines – it's the best choice for growing a legitimate business.

And that's why we carry out all SEO in-house, with a mix of Search Engine Marketing specialists and Copywriters. High quality written content has never been more important for SEO and tempting customers, so we work hard to get the right mix of optimisation for search engines and for sales.

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