



BROCHURE / PRICELIST 2017

On Behalf of Start Brand I would like to thank you for the opportunity for us to introduce our business to you. Our ambitions regarding Internet marketing are realistic; with the correct planning and implementation, they should be realisable. The reason for internet marketing is to increase sales by obtaining qualified business leads from internet search engines. Achieving this goal is possible with almost any business of any size.

Our prices reflect a complete re-write of the website rather than 'fix' the existing site; it would breathe new life into the website presence. Thereafter, include a managed search engine optimisation (SEO) campaign, which is a complex, evolving issue and requires a lot of hard work. Without one, you run the risk of your Company being less noticed; losing sales to competitor's whilst bleeding the value of the brand over time. For extra SEO impact and for more difficult and comprehensive search terms, we have illustrated the different packages that we offer for your consideration.

SEO is not short term however, so we illustrate how a managed, pay –per click programme (PPC) would produce immediate sales leads. To complement the mix, we have also included information about email marketing system.

We trust that we have interpreted your requirements correctly and look forward to your comments and instructions.

Our prices are for the construction of a new website which will incorporate your existing corporate image. We will work with you to get the right feel so that you are happy with the overall theme before we construct the website.

Construction.

Web Development, however, is much more than creating a fresh and appealing design. For a website to be successful as a sales and marketing tool it needs to be intuitive and easy to use for time visitors and repeat visitors. It also needs to be optimised for search engine ranking.

The site plan has been prepared as a sharing point. I may (In conjunction with you)



change the format to suit.

SEO Package Overview.

We propose to enhance the website's visibility by introducing a Search Engine Optimisation (SEO Package). This package comes in two parts:

The initial set up means that we will undertake to:

Analyse competitors website, market share and search traffic.

Conduct industry analysis and competitor analysis

Conduct comprehensive Keyword analysis

Select the keywords / Key Phrases for optimisation.

Prepare the necessary computer code for input to the website.

Design and prepare a site map and where necessary, make suggestions to increase the text to ensure that search engines will see the site more easily

Set up a comprehensive statistics programme to monitor accurately, the source of visits, keywords relevance etc.

Training.

On-going SEO

Once we have completed the initial set up, we then move onto performing the SEO work to make your site more successful by optimising it for search engines. We will undertake the following as part of the on-going service:

Continually monitor website conversion rates (if applicable) and make improvements if necessary.

We will consistently monitor your website to look for improvements which may include adding more marketing pages, keywords analysis and adding further function to website.

Provide comprehensive reporting including web sites statistic and search engine position reports.

Every Month, we will establish links to your website in line with the contractual amount (see project costs). Note that these are one way links, so once you have paid for them, they are yours! It is NOT a pay monthly link building exercise that some companies still seem to do.

Links will be as relevant as possible

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All links will be static html links, no dynamic or redirected links
All links will be from unique domains.
All links will be from unique ip addresses

We build one way, reciprocal and three ways (triangular links) depending on the specific requirements. We would like to emphasise that all links built are on themes (various domains) and we check for the neighbourhoods and SE cache for link page indexing. The links are a mixture of PR 1-5

Extra link building hours can be purchased on request.

Reporting

Traffic statistics

Using state of the art technology, provided as part of the package, you will be able to track the number of visitors to your website. You can also download the statistics in a .xls file for management reporting.

This reporting will allow us to accurately pinpoint the areas needing improvement on your website. The statistics package reports the following data, and more:

Daily visitors over the last month

Daily page views over the last month

Daily search referrals over the last month

Monthly visitors over the last year

Monthly search referrals over the last year

Daily traffic from Google, Yahoo and MSN over the last month (results displayed separately)

Monthly traffic from Google, Yahoo and MSN over the last year (results displayed separately)

Top ten entry pages to your website with the list of search phrases used to find each page.

Page Ranking for Home page.

We will provide expert advice and will use the data in these reports to ensure that your SEO is kept intact and on track. We will also be able to identify new keyword targets that stem from the initial assessment list. By gradually expanding the keyword targets over time, our SEO is following a more organic process, which works very well with Google search engine.

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What you will get with your package.

STARTBRAND TAILOR MADE WEBSITE/APP SEO PACKAGE

LOCAL / NATIONAL / GLOBAL	BRONZE £499.00 PER YEAR
Onsite Optimisation (max pages)	5
Initial Number of Keywords	2
Keyword Analysis	✓
Competitor Analysis	✓
HTML Sitemap	✓
Code Structure Survey	✓
Validation	✓
Internet Marketing Activity (hours / month)	2
Google Maps	✓

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Creation of Google map	
Citations	
Google reviews	
Local directory submissions	
Off Site Optimisation	
One way backlinks	
Creation of unique articles	
Submission of unique articles	
Unique blog articles	
Blog comments	2
Management (hours / month) Reporting	1



Google Analytics	
Ranking Report	
Web Fingerprints	
E-Commerce Store	
Contract Months	60 Months

EXTRA ADD ONS

NO	Monthly Marketing Includes:	Individual Pricing
1	Creating a Newsletter to send to prospective clients	£100 Design
2	Creating a Brochure to send to prospective clients	£100 Design
3	Blog Posts Per Post	£75.00 Per Post
4	Send Emails to subscribers	See Table
5	Send Newsletters to subscribers	See Table
6	Send Brochure to subscribers	See Table
7	Phone Prospective Clients	25p Per Client
8	Classified Ads	£50 per 20 Ads
9	Press Releases (2 x Per month)	£50 Per 2 Per Month
10	List Business in Business Directories (B2B)	£50 Per 20 Directories
11	Paid Advertising (Google Ads) (Excluding Budget)	£50 Management Fee



12	Paid Advertising (Bing Ads) (Excluding Budget)	£50 Management Fee
13	Social Media Page Design	£50 Per Page
14	Social Media Posts (4 posts p/m per network)	£50 Per 4 Post Package
15	Product Photography	£1.50 Per Image
16	Editing Images	£1.00 Per Image
17	Aerial Photography	£300 per hour
18	Commercial and Industrial Photography	£300 per hour
19	Logo Design (Maximum 10 Logos to choose from)	£75.00 per Logo
20	Stationary Design to include Business Cards, Letterheads and Compliment Slips.	£100.00
21	Google Adwords Management Per Campaign	£50.00

Pay Per Click Management Package

When you need instant results from your website, Pay Per Click (PPC) or Paid Search Advertising can produce immediate traffic and instant profitability. We will work with you to create a campaign that is optimised for your best keywords at the lowest price, and work to improve your conversion rates by testing and developing targeted landing pages, so unlike most companies that just offer to manage your campaign, We will work with you over time to continually optimise your campaign to increase your return on investment and to consistently drive traffic to your website that results in loyal customers.

It is an ever moving science and until the campaign begins I cannot be certain what keywords will deliver the best and most economical sales leads. As we discover the expensive keywords we intend to optimise for these rather than pay high charges for leads. As the campaign develops, campaign ratios can be analysed to target the highest number of sales leads for the least amount of money.

We will make use of all the main UK based search engines to ensure you get maximum exposure for your campaign.

PPC Pricing

A set up fee is payable, which depends on the complexity of the campaign and the number of ads that need composing. Thereafter, a charge 20% of the monthly spend as a



management fee. The savings gained from utilising experienced PPC campaigners much outweighs this cost. We reserve the right to charge a minimum fee of £100.00 per calendar month for any month that ads are featured.

Email Marketing

Having Invested time effort and money getting visitors to your site via SEO, PPC or any other media channels, if you do not get the viewer's / visitors email address then you are losing out on potential business and potential revenue.

EMAIL MARKETING

Emails Per Month	Cost Per Month	Set Up Fee
1,000	£15.00	£150.00
3,000	£20.00	£150.00
5,000	£30.00	£150.00
10,000	£40.00	£150.00
20,000	£50.00	£150.00
40,000	£60.00	£150.00
60,000	£70.00	£150.00
80,000	£80.00	£150.00
100,000	£90.00	£150.00
150,000	£120.00	£150.00
200,000	£150.00	£150.00
300,000	£200.00	£150.00

Lead Time

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Work commences within one week following the receipt of a signed contract and payment of the initial set up fee.

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