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1/ The Farm's SEO Services:

There are many companies out there offering website and search engine optimization services so what makes us different. Well three things really:

1. Results: We have a proven track record of taking sites to the top of the search engines. Our flagship project I-VoIP.co.uk for example has achieved top 3 rankings across multiple relevant keywords on Google in a highly competitive market.
2. Reporting: Unlike many SEO companies who will happily accept your hard earned money and then disappear so you have no real idea of whether your investment is producing results. We offer regular reports so you can see exactly what we have been up to.
3. Value for Money. Because we can recommend and conduct modifications to sites we can provide a one stop shop and avoid the disconnect and extra expense of having separate Web Design and SEO teams.

2/ Search Engine Submission Packages:

If you have a new or existing site and it simply isn't turning up in when you search for it then the search engines most probably don't know it exists!

Your business can't get off the ground if nobody can find your site but fortunately the farm can help. We can ensure that your site is correctly and efficiently submitted to all the major search engines.

1. The Big 5: As part of this package the Farm will correctly submit your site to the 5 main search engines: Google, Yahoo, MSN, ASK and Altavista
2. Premium Submission: As part of our Premium Submission Package the Farm will submit your site to another 5 additional search engines as well as the big 5. This ensures maximum search engine exposure for your business.

3/ Initial Consultation Audit and Report:

A successful search engine optimization campaign depends as much upon the content of your site as it does upon all the other factors put together. We have a range of initial audits to suit any size of site or budget.

What we will look at:

- a. Strategic Factors: What keywords fit your site and which of these keywords are worth targeting as well as which sites will be suitable partners in your quest for search engine exposure.
- b. On Site Factors: How your site is structured, how it is built and the quality and relevance of its content
- c. Off Site Factors: Where your site currently stands in the search engines and how it measures up to its competition.

- d. Recommendations: Based upon all this we will be able to make tactical and tailored suggestions about how your campaign could proceed and we will present all our findings to you in a report.

4/ SEO Essentials:

We at the Farm have a formula for a successful search engine optimization campaign. However to be fully successful this campaign must be built on the correct foundations. As part of our essential initial SEO steps (which we strongly recommend to anyone embarking upon one of our campaigns) we will:

1. Generate and install two essential code files tailored to your site. A sitemap and a Robots.txt file.
2. Submit your site to 3 crucial paid directories
3. Setup visitor tracking
4. Submit your site to the search engines as per our advanced submissions package
5. Add essential titles, descriptions and meta tags to your pages.

NB. In order to retain your listings in key directories digital-farm will be forced to charge a recurring annual fee.

5/ Content Creation and Modification:

The Farm can create new content for pages, new pages and modify existing content to be more search engine friendly.

6/ Online Press Releases:

Press releases enhance your online presence and can direct people from all over the internet to your site. Aside from direct visitors they also increase brand awareness and authority and provide stable and long lasting links on authority sites.

We provide two press release packages

1. You write the release we edit it for submission and submit it to 10 press release hubs and report back to you.
2. We write the release based upon your business and site. We then submit the release to 10 press release hubs and report back to you.

7/ Monthly Packages:

Bronze:

- a. Human link generation on forums and relevant sites
- b. Directory Submissions
- c. Monthly Reports on site positioning across 5 engines and link building

Silver:

- a. Human link generation on forums and relevant sites
- b. Directory Submissions
- c. Fortnightly Reports on site positioning across 5 engines and link building
- d. Membership of Automatic Linking Network
- e. 1x Free Press Release per 6 months

Gold:

- a. Human link generation on forums and relevant sites
- b. Directory Submissions
- c. Weekly Reports on site positioning across 5 engines and link building
- d. Membership of Automatic Linking Network
- e. Site Directory management
- f. 1x Free Press Release every 3 months

Platinum:

Contact us for full details

Our standard terms and conditions apply to our SEO services.