



SEO Proposal

Client: Wayne Farrell

Domain: networkingevents.co

Brief

Networkingevents.co is a site promoting networking events from Wayne Farrell's Business for Breakfast franchise. The franchise operates in the following areas:

- Chester
- Liverpool
- Wirral
- Wrexham
- Warrington
- Ellesmere Port

Green Kiwi have been approached to plan and manage an ongoing SEO campaign that would help in marketing the networkingevents.co domain in the online arena.

Current Standing

Currently the site performs well for the search term "Networking Events Warrington" but does not rank for the other desired terms.

There are few back links and the site is not optimised for the particular keywords the site targeting.

Onsite

The onsite optimisation is currently not targeting the correct phrases to produce good rankings. The current site is optimised for the following phrases.

Keyword	Occurrences	Variants encountered
business	21	business, businesses
network	15	network, networking
events	7	events
breakfast	4	breakfast
new	4	new, news
relationship	4	relationship, relationships
ago	3	ago
banner	3	banner
benefit	3	benefit
bit	3	bit
chester	3	chester
contacts	3	contacts
february	3	february
referrals	3	referrals
sector	3	sector
strong	3	strong
test	3	test
trust	3	trust
twitterfeed	3	twitterfeed
b4b	2	b4b

blogs	2	blogs
cost	2	cost
ellesmere	2	ellesmere
facebook	2	facebook
linkedin	2	Linkedin

Source: Google Webmaster Tools

Backlinks

There are a small number of back links to the site.

Domains	Links	Linked pages
networkingevents.co	11	1
bforb.com	2	1
twitter.com	2	1
business-scene.com	1	1
hotfrog.co.uk	1	1
linkedin.com	1	1
syob.co.uk	1	1

Source: Google Webmaster Tools

Code Validation

The HTML of the site does not validate which can have a negative impact on site rankings.

Markup Validation Service

Check the markup (HTML, XHTML, ...) of Web documents

Jump To:
Validation Output

Errors found while checking this document as XHTML 1.0 Transitional!

Result:	16 Errors
Address:	<input type="text" value="http://networkingevents.co/"/>
Encoding:	utf-8 <input type="button" value="(detect automatically)"/>
Doctype:	XHTML 1.0 Transitional <input type="button" value="(detect automatically)"/>
Root Element:	html
Root Namespace:	http://www.w3.org/1999/xhtml

Source: W3C Validation Service.

With the current standing there is room to improve the positioning of the site within the SERPS (Search Engine Results Pages)

Desired Standing

The desired standing is to achieve first page rankings for the following terms

Business Networking
Networking Groups
Business Networking Groups
Business Networking Chester
Business Networking Warrington
Business Networking Ellesmere Port
Business Networking Wrexham
Business Networking Wirral
Business Networking Liverpool

Disclaimer

SEO is not an exact science and we **do not guarantee** we can achieve first page rankings for any of the above terms. There are variables out of our control that can drastically affect rankings. It is not possible for any company to guarantee this and we ask clients initial this paragraph to highlight they have indeed read it thoroughly.

Proposed method for achieving the desire standing.

The following details the various methods we will use to increasing rankings of the domain.

Code Cleanup

By removing all errors in the code and ensuring it validates against W3C standards, we can ensure semantic mark up which improves rankings in search engines. Clean code allows easier indexing by Google.

Onsite Optimisation

Currently the site has minimal on page optimisation for the desired keywords. In particular the <title></title> tags could be improved. We can also increase the occurrences of key phrases, improve the relevancy of key phrases, which would increase rankings.

Integrating Google News Feed

Integrating a Google news feed with relevant keywords. For example “business networking”, “networking tips”. All of which would register as a “site update” and keep the content refreshing continually, which will mean Google returns to index the site more often, resulting in the chance of higher rankings.

Landing Pages

By creating landing pages attached to the site that are optimised for particular key phrases, it is possible to increase traffic substantially. For example you could create a landing page for Business Networking Chester at the URL: <http://networkingevents.co/business-networking-chester> That page would then be optimised for that key phrase, with an email capture and redirect to the main site. These are known as squeeze pages and it’s possible to have as many as you like. This would drastically improve rankings and conversion rates for people visiting the site. There is the potential to reduce your bounce rate considerably.

Buying and Redirecting Appropriate Domains

Similar to landing pages, the strategy is to buy relevant keyword rich domains. For example, you may buy chesternetworkingevents.co.uk. You would have a single page on this site, optimised for that key phrase, with email capture and a redirect to networkingevents.co.

For this to be effective, you would need to host these redirected domains on a different webhost to your current one. Preferably one webhost for each domain.

Link Building

Link building is the backbone of all SEO campaigns and is vital to improving site rankings.

A continuing effort for securing back links to your site is a proven strategy. Links should be targeted to relevant sites, and the anchor text should preferably contain the keywords you are marketing for.

Example.

`Business Networking Liverpool`

It would also be prudent to have links to your landing pages. So following the example above you would have links to these constructed as follows.

`Business Networking Chester`

I propose a continued link building campaign for networkingevents.co targeting domains currently ranked highly in the SERP's for the key phrases and word's highlighted above and also with traffic that would be ideal for networkingevents.co

Content Marketing

Content Marketing can expedite the link building process by giving away valuable content for free. There are various ways of achieving this.

Book Marking Content on Social Hubs

Ping Backs on all blog posts

Building a Squidoo page

Guest Blogging on other sites (Article Marketing) that have high volumes of traffic targeted for your ideal audience.

Ehow.com, sitepoint.com etc.

Social Media

I recommend having accounts at all the following sites that all have your profile pages at URL's that look as follows.

Twitter.com/networkingevents

Facebook.com/networkingevents

Youtube.com/networkingevents

Flickr.com/networkingevents

About.me/networkingevents

Linkedin.com/networkingevents

These will give you link authority from these major sites with your sites domain in the URL. This will increase your domains authority in the SERPs.

I have not focussed too heavily on this area as you are active on all Social Networking sites. I recommend continuing to promote networkingevents.co through your current social media channels.

Press Releases

Every time a significant event happens for the networkingevents.co site, I would recommend submitting a press release to the various press release sites. We have a list. It is likely you will be able to pick up some high value links from these press releases.

Email Marketing

Email marketing is important to keep subscribers returning once you have them visiting your site. If you capture their email address you can email them weekly with an update on the site (latest blog posts maybe) a series of networking tips etc. These can all be setup automatically.

You can also use it to alert subscribers to new networking event, or networking products.

Please Remember:

SEO is not an exact science, and the above recommendations are not guaranteed to provide a page one ranking for the term, though it is highly likely you will see a significant improvement in your rankings.

Costings

Given that we would in affect be taking over the entire management of your site from a marketing perspective, the cost does reflect that.

However, given that it is an on going campaign and is a long haul approach, we prefer that we break the cost down to a monthly amount, paid by standing order.

£1,500 + VAT

£1,800 INC VAT

Broken down over a 6 month period.

£250 + VAT per month

£300 INC VAT per month

First month to be paid in full in advance prior to commencement.

Remaining payments to be paid via standing order, on a date convenient for client.

