

BRONZE website promotion

Perfect for limited budget online promotion for websites wanting to be recognised by search engines'

OVERVIEW

BRONZE is the entry level online promotion service used for individuals or business websites, which has proven to give a placement of your website in the major search engines.

This service may be used for new web sites or for sites that already have an Internet presence and whose owners wish to gain entry to more search engines and directories.

Following the guidelines laid out by the major search engines, Ansta carry out the optimisation of the major web pages within the site* prior to online promotion.

The service runs monthly, for a minimum of 3 months, but would suggest 6 months to allow time for search engines to index the site.

THE BENEFITS

- Optimisation of the website to ensure search engine friendly meta tagging following the guidelines laid out by major search engines.(Already carried out if the site was originally designed by Ansta)
- Submission to over 400 search engines and directories worldwide.
- Monthly re-submissions guaranteed
- BRONZE promotes web sites worldwide and also may be country specific
- First page and first place rankings have been and are being attained using BRONZE using specific search phrases.
- Submission techniques using daily updated search engine scripting criteria are used.
- The home page of the site is submitted allowing the search engines to crawl your site.
- Small code changes to your home page will be made every month plus the addition of last updated xx/xx/xx, as the search engines are constantly looking for updated content.

BRONZE COSTS

Initial set up fee if original website designed by Ansta	£95
Initial set up fee if website NOT originally designed by Ansta	£145
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Then monthly fee (min 3 months)	£40
Or, annual cost	£445

All prices exclude VAT

Notes

- * If a website consists of 10 or more pages that need to have generic optimisation carried out an additional fee may apply
- FTP access will be required for on-line changes.
- Our optimisation techniques are ethical and not designed to fool search engines. The techniques used will not black list your website and are aimed at longevity and not overnight success, therefore resulting in long term benefits.
- If Ansta believe your requirements are not achievable with the selected campaign we will advise prior to any work being carried out. In addition if your requirements are achievable with a lesser campaign we will advise accordingly, thus resulting in the best suited campaign for your requirements.

SILVER website promotion

Perfect for websites with a specific search phrase wanting to compete for a first page listing'

OVERVIEW

SILVER is a more aggressive campaign than BRONZE aimed at companies who want high rankings. Similar to BRONZE - SILVER may be used for new and existing websites to enhance its position and gain entry to more search engines and directories.

Enhanced optimisation using TOP 10 Analysis techniques is carried out on the homepage, the whole of the website* will be optimised using standard optimisation techniques.

THE BENEFITS

- All of what the BRONZE package includes plus:-
- With SILVER you get concentrated efforts on the phrase of your choice.
- In addition to the guideline optimisation techniques, we also run a TOP 10 Optimisation Report. This report analyses the Top 10 listings in a selected search engine using your search phrases and compares the results to your website. Using this report Ansta will carry out the TOP 10 optimisation techniques to your homepage and make adjustments to compete with the TOP 10 listings.
- The TOP 10 Optimisation Report is run every month. As search engines continually change their processes, making these changes will ensure that your website is kept search engine friendly and in search engines eyes - up-to-date.
- In addition to the automatic submissions, manual submission to the following search engines are carried out, monthly: Google, Yahoo, DMOZ (Open Directory Project), Zeal.com, FindOnce, Mirago & SearchUK.
- We have a number of special interest websites / search engines / directories that further submissions can be sent to dependant on your market sector. For example, if your website is related to the automotive industry, we have a number of related websites that will accept submissions.
- Site ranking report by email every quarter detailing your position in the UK search engines and directories (others available) for the key phrases used in the optimisation of your homepage.
- We will also submit your site using Google SiteMap, this is where a map of your site will be created and submitted to Google for the robots to crawl your whole site, this tends to be a quicker way for you site to be listed in Google.
- As an optional extra we can manually submit your website to Yahoo.com Directory that expidites a review of the site for inclusion into the Yahoo! Directory. This does not guarantee a placement but in all submissions carried out by Ansta, ALL sites have been included within 7 days. The fee for this service is £199.

SILVER COSTS

Initial set up fee	£255
Then monthly fee (min 3 months)	£155
Or, annual cost	£1725
Optional Yahoo.com inclusion	£199

All prices exclude VAT

Notes

- * If a website consists of 10 or more pages that need to have generic optimisation carried out an additional fee may apply
- FTP access will be required for on-line changes.
- Our optimisation techniques are ethical and not designed to fool search engines. The techniques used will not black list your website and are aimed at longevity and not over night success, therefore resulting in long term benefits.
- If Ansta believe your requirements are not achievable with the selected campaign we will advise prior to any work being carried out. In addition if your requirements are achievable with a lesser campaign we will advise accordingly, thus resulting in the best suited campaign for your requirements.

GOLD website promotion

Many search phrases? GOLD is your plan - perfect for high rankings for multiple keywords across many webpages, tailored to your individual requirements'

OVERVIEW

GOLD is for companies serious about attracting visitors via search engines. Due to the limitations of the number of key phrases you can sensibly or effectively have on a webpage, GOLD is flexible to suit your individual requirements by utilising additional pages within your website.

GOLD is aimed at **2 or more** master search phrases associated with your business therefore not limiting your exposure, resulting in higher rankings using multiple phrases.

TOP 10 optimisation techniques are used more extensively than in SILVER together with search engine guideline optimisation techniques.

THE BENEFITS

- All of what the SILVER package includes plus:
- Multiple pages are optimised using the TOP 10 Optimisation Report. This report analyses the Top 10 listings in a selected search engine using your search phrases and compares the results to your website. Using these reports Ansta will carry out the TOP 10 optimisation techniques to multiple webpages and make adjustments to compete with the TOP 10 listings.
- In addition to the TOP 10 Optimisation, search engine guideline optimisation is carried out to the major web pages within the site upto a maximum of 15 pages*.
- In addition to the submissions carried out in the SILVER plan both manually and automatically, additional submissions are carried out to global search engines and directories to assist with the link popularity of the website.
- Site ranking report by email every quarter detailing your position in the UK search engines and directories (others available) for the key phrases used in the optimisation of your multiple TOP 10 optimised web pages.
- An active link programme is carried out to seek important links to and from your website.
- The addition of new content throughout the website in the form of additional search engine optimisation pages will be carried out when required.
- As an optional extra we can manually submit your website to Yahoo.com Directory that expidites a review of the site for inclusion into the Yahoo! Directory. This does not guarantee a placement but in all submissions carried out by Ansta, ALL sites have been included within 7 days. The fee for this service is £199.

GOLD COSTS

Costs are associated with the number of master key phrases required.

Number of master key phrases	2	3	4	5	6	7	8	9+
Initial set up fee	£295	£335	£375	£415	£445	£475	£505	POA
Then monthly fee (min 3 months)	£195	£235	£275	£315	£345	£375	£405	POA
Or, annual cost	£2340	£2595	£3035	£3475	£3810	£4140	£4475	POA
Optional Yahoo.com inclusion	£199							

All prices exclude VAT

Notes

- * If a website consists of 15 or more pages that need to have generic optimisation carried out an additional fee may apply
- FTP access will be required for bn-line'changes.
- Our optimisation techniques are ethical and not designed to fool search engines. The techniques used will not black list your website and are aimed at longevity and not over night success, therefore resulting in long term benefits.
- If Ansta believe your requirements are not achievable with the selected campaign we will advise prior to any work being carried out. In addition if your requirements are achievable with a lesser campaign we will advise accordingly, thus resulting in the best suited campaign for your requirements.