

eMarketing: Search Engine Optimization (SEO)

Make your website stand out in search engines



Search Engine Optimization (SEO)

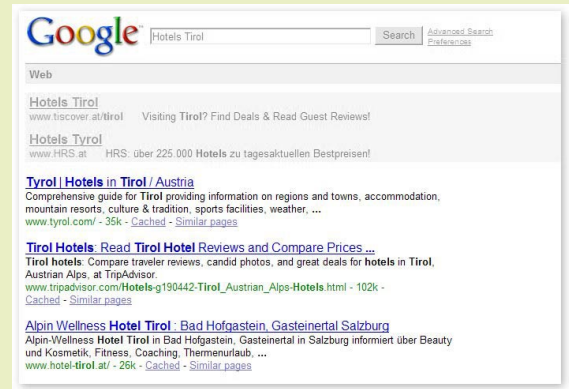
How to make the search engine love you...

With SEO, the entire website is set up in such a way that the **search engine comes to love your website**.

Your website will achieve a better position within the **generic search results** and thus will convey a **more authentic impression**. In order to be listed in the first pages in the search results of Google, the website needs to be constantly maintained. Good maintenance includes proper website coding, links to other websites, correct file naming and much more besides.

This task should only be undertaken by professionals who daily work with Google and who are daily confronted with the constantly changing requirements of search engines. The optimizations have a long-term and sustainable effect.

Listing among the generic search results (generic search)



Services	Starter package	Premium package
Status-quo analysis of the website (number of sites indicated, Google, Yahoo! & MSN links, Google Pagerank)	X	X
On-site optimization (Meta Title, Description & Keywords) of the home page and selected subpages	X	X
Manual registration of the home page in important search engines and indexes (focusing on tourism)	X	X
Registration in the Google Index	X	X
Registration in the Tiscover Link Index	X	X
Links to partner sites	X	X
Final report	X	
Design of an optimal SEO strategy		X
Keyword Research (Targeted optimization through keywords)		X
Consulting service		X
Monthly report		X
Duration	6 months	12 months
Prices*	Accommodation: £ 1,340.00 Regions: £ 2,010.00	On request

* All rates are exclusive of VAT.

Notes:

The **SEO Starter** package is only recommendable for new domain registrations..

The price of the **SEO Premium** package depends on: the desired keywords, number of keywords, website topic, required source code changes etc.

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