



## **Website Promotion for Anything I.T. customers**

### *Summary*

This document briefly explains a new service from Anything I.T. This service is designed to help existing and new website customers of ours to promote and draw traffic to their website.

### **Principles**

There are many viewpoints on how get a higher rank in the search engine results. It is regarded by many as a 'black art'. We at Anything I.T. have been studying this subject for a long time now and have come to the following conclusions:

- There isn't an easy way to 'get to number one'
- Having the best site and optimised for the search engines does not guarantee a high position on search engines
- You can better your chances of higher positions with thought and patience

### **An Anything I.T. Service**

There are several things that we can do to help improve your website positioning and traffic and they are as follows:

#### *Reporting*

We can report on your site on a monthly basis showing how a site is doing compared to previous months and to its rivals. The report would highlight keywords that you are hoping potential visitors to your site are entering into the search engines. We can analyse traffic on a monthly basis to your website which details which pages are most visited, how long a visitor stays on a page and many other detailed options.

At the end of each report we would offer suggestions as to what you/we can do next to improve things further. Whether you ask us to do more work for your site based on the reports is up to you.

The service costs just £17.50 per month and a yearly renewal fee of £35. No contract necessary, if you want us to stop, just let us know with one month's notice. The yearly fee is payable at the beginning of the year and is non-refundable.

This service is required if you are interested in the following services.

## **Anything IT (UK) Ltd**

14 Mary Seacole Road, The Millfields, Plymouth. PL1 3JY

01752 667771 [www.anything-it.biz](http://www.anything-it.biz)

Registered No. 5439167



#### *Ad-words on Google, Yahoo, MSN*

We are currently running a free offer of £30 worth of Google Ad-words to help promote your website. You can either manage this yourself (we supply you the Google voucher code) or you can ask us to manage your Google Ad-word campaigns for a fee of £15 per month (for the first 5 campaigns). You decide how much you want to spend each month on Google so you are in complete control. Please contact us for more information.

#### *Links from other sites to yours*

This is an area which is often overlooked. One of the many factors that Google considers is the number of incoming links to your website. If you have none, then Google is likely to think that your site is not that important. If you have many, then Google is likely to consider your site more important and therefore rank you higher.

We can submit your site to many directory sites. These sites are often free but there are many (such as Yell or Thomson) where you have to pay. We can take a lot of the strain from you by finding the right directory sites (relevancy is important) to submit your site too. This is something you could do yourself. One word of caution though: Using specialist software is frowned upon by Google. Therefore the best way to do this is by hard work.

Anything I.T. can offer to spend a couple of hours each month finding the right sites to submit to. This service costs £25 per month and a full report of action taken will be sent to you. No contract is necessary, if you want us to stop just let us know with one months notice.

#### *Creating additional pages on your site and updating existing*

It can be very important to create pages on your site that are designed to pick up specific keywords or phrases. Content of the page must be unique and relevant. There are many options which we can discuss with you.

A common phrase used by search engine experts is “content is king”. This means that relevant, changing content can be important for a website to succeed. We can work with you on a monthly basis to keep your site content relevant and dynamic.

Alternatively you can purchase our ‘Page Editor’ which enables you to edit the text on pages of your website through a web browser. The page editor looks very similar to a word processor such as Microsoft Word with buttons to make text bold, italics etc.

### **Anything IT (UK) Ltd**

14 Mary Seacole Road, The Millfields, Plymouth. PL1 3JY

01752 667771 [www.anything-it.biz](http://www.anything-it.biz)

Registered No. 5439167



Creating additional pages costs £55 and requires us to work with you closely to ensure that the content is correct and relevant. We ask you to supply the content (after all you know your business better than we do) which we would manipulate for search engine optimisation.

The Page Editor costs a one off fee of £450 which means it's yours forever. This gives you the ability to edit up to 12 pages on your site (if you have them). There is a monthly support and license fee however of £15. If you require more than 12 pages to edit then each additional page costs £35 to set up.

Note: This assumes that your site is a standard html site. For further information contact us.

#### *Online shopping sites*

We are currently looking into Froogle (part of Google site) which displays products from numerous suppliers based on the search term entered. If you want us to add your site to Froogle and other shopping based directories, please contact us for further information. Pricing not yet available.

If you want an e-commerce site which is pre-integrated with Paypal and Worldpay then contact us. Our standard e-commerce package costs £1350. This gives you complete control of your products online from pictures, pricing, stock availability and more.

#### **Contact us**

E-mail: [info@anythingit.net](mailto:info@anythingit.net)

Phone: 01752 667771

Post: Anything I.T. 14 Mary Seacole Road, The Millfields, Plymouth. PL1 3JY

### **Anything IT (UK) Ltd**

14 Mary Seacole Road, The Millfields, Plymouth. PL1 3JY

01752 667771 [www.anything-it.biz](http://www.anything-it.biz)

Registered No. 5439167