

# STANDARD TIDY (S.E.O)

## Search Engine Optimisation

### Terms & Conditions

# Tidy Design Limited

## SEO Program 2007

### 1 What is the cost of Standard Tidy SEO?

- SEO Advanced Package: **£600.00** for the first three months
- SEO Package: **£150.00** per month thereafter (optional)

### Payment Terms

- A non-refundable deposit of **£300.00** will be required along with the completed contract (The following day will then become your SEO Start Date)
- One month from this date a total of **£150.00** will be required
- Two months from this date a total of **£150.00** will be required
- Reports on Demand – Please note that these can take up to 5 working days to complete

### 2 Terms & Conditions:

Thank you for considering Tidy Design as online advertisers for your website. This contract provides you with information on our **Standard** SEO package.

### SEO Package

If you have any queries the Tidy Team provide full customer support throughout the contract. This service runs initially for three months. After this period it is an optional monthly extra, however we do highly recommend a continual investment in SEO for your site. Our SEO package aims to boost the number of people visiting your site and in turn increase your website's Return on Investment. Once we have discussed upon the five keyword phrases you initially want to target, your first report will arrive in **three weeks**. This will cover:

- **Keyword Research & Recommendations** - *Which keyword phrases are pulling in the relevant traffic? How many people search for these phrases per day/month? How should keywords be used in the site to increase your keyword density?*
- **Review of Optimisation Issues** – *Review how well your site is currently optimised for the major search engines, including URLs, HTML Code, Internal Linking & Structure, Metadata, Sitemap Use, Adwords, Back links.*
- **Competitor Analysis** – *Who are your main competition? What are these sites doing right or wrong and most importantly, how the Tidy Team can beat them!*

Directors Of <b>Tidy Design Limited</b>	Mr Michael Ward (BA Hons)	Mr Simon Kincaid (BSc Hons)	Est. 2007
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After your first report, upon the first of each month you will receive information concerning ranking and traffic statistics that provide constant tracking for your website. These keep you informed on your daily average visitor count and position on the search engines.

### The Creativity Begins

For us to optimise your site we will need full access to your website (We would therefore need your FTP Account details), please note that this is essential for us to optimise your website. If your website is hosted with us already, you need not complete this.

Name of person responsible:	
Tel:	Email:

### X3 KEY WORD PHRASES

Now we are almost ready to start optimising your website, all we need now are your three keywords phrases... These are the words that are used to reveal the content of your website. Indeed, they are an essential part of your online marketing. (Please Print)

1.	
2.	
3.	

### Cancellation

- We offer a pay as you go system after the initial three month period. If at any point after this you feel our services are no longer required, please simply let us know in writing and no further invoices will be sent.
- Please note that all payments once processed are non-refundable.

Though we have proven SEO success, the SEO service is not guaranteed to increase your traffic, but will always be performed to the best of Tidy Design's knowledge and ability. Please bear in mind, your website's ranking with a particular Search Term will rely on both the relevancy of that term on your pages, and the popularity of that term on other websites. Results are based on listings on Google and other top search engines, unless otherwise agreed by Tidy Design. Tidy

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Design currently uses registration services from Google, Yahoo, ExactSeek, EntireWeb, SearchHippo, ScrubTheWeb, WhatUSeek, MSN, AltaVista & AOL. Results have been achieved in past optimization projects, but can never be guaranteed. With so many websites online optimization can sometimes become a long process depending on your keywords and competitor sites.

Both SEO Set Up and Updates require FTP access to the website, or a contact email address for someone who will upload changes as requested.

Unless you are already hosted with Tidy Design, your website should be hosted on a reliable server, based in the UK (or the country of Search Engine interest), with constant availability, for optimum results. Should Tidy Design recommend changing your host or server, this is to protect the interests of your website's ranking within the Search Engines. Tidy Design cannot be held responsible for problems or additional costs arising due to any errors made by third parties, or failure to maintain a current copy of your own website.

Please sign and return a copy of this document to:

**Tidy Design Limited**

73 Duncan Road  
Southsea  
Portsmouth  
Hampshire  
PO5 2QU

PRINT NAME.....  
SIGN.....  
DATE...../...../.....

Any Further Questions Please Email: [mike@tidydesign.com](mailto:mike@tidydesign.com) or call +44 (0) 07745 30 93 80

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