

**You have spent time, effort and money on your web site - now your customers need to find it!**

ciscom can dramatically improve your web presence through better search engine ranking of your web site. We will submit your web site to more than 85 selected search engines after making it as 'search engine friendly' as possible. We track the improvements on a monthly basis, re-submit to the search engines and show you the results in an easy to read report.

All this means more traffic to your web site, generating more sales for your business.

### **The ciscom service – what you get**

#### **Submission and initial positioning report**

1. Detailed report on the current position of your web site pages in the top 85 search engines for all key search words and phrases
2. Recommended set of optimised keywords. Using powerful software, we carry out a detailed interrogation of the search engine databases to find the words and phrases your potential customers are actually using to search for your type of business.
3. Report on suggested meta-tags and keyword improvements in your web site code.
4. New meta and keyword code for your web site
5. Submission of every page of your web site to the top 85 search engines<sup>1</sup>
6. Report on results<sup>2</sup> and any necessary web site changes to enhance your search engine positioning

**Price: £99**

#### **Monthly report and re-submission**

7. Monthly review of your web site and a report on any recommended updates required for optimal search engine positioning
8. Monthly report on the search engine position of your web site pages in the top 85 engines for all key words and phrases. A comparison against your competitors is included if required.
9. Monthly re-submission to the top 85 search engines\* to enhance positioning

**Price: £49 per month**

You can just select the initial submission work, which will give your web site a good start with the search engines. However, to maximise your search engine presence requires a lot of work on a regular basis along with monthly re-submission. We therefore recommend our monthly service as an economical way to drive traffic to your web site.

ciscom can also manage your pay per click marketing programme in Google Adwords and Overture. Ask us for details.

Email: [info@ciscom.co.uk](mailto:info@ciscom.co.uk)

**Find out more about search engines and search engine optimisation at [www.ciscom.co.uk](http://www.ciscom.co.uk)**

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<sup>1</sup> Yahoo charges a submission and annual fee of \$299 (\$600 adult sites) for new commercial sites. Looksmart charge \$149 (\$299 adult). We therefore do not submit to Yahoo or Looksmart unless agreed beforehand.

<sup>2</sup> Approximate time to index for the main engines is 4 to 10 weeks.

### How to instruct ciscom

- For the initial optimisation, submission and detailed report, please complete this form and send it with your cheque for £99 (payable 'ciscom Ltd') to the address shown below.
- For the monthly submission and report service, please also complete and return the standing order mandate on the following page

### Checklist – Before We Start

Although we will study your web site before starting work on the search engine submission, we need to collect a few basic details about your business:

1	Web Site URL:	www.
2	Full Company Name:	
3	Web Site Trading Name (if different):	
4	Contact Name:	
5	Correspondence Address:	
6	Telephone:	
7	Mobile:	
8	Email:	
10	Business Description:	
	Note: If your web site fully describes your business then there is no need to complete this section	
11	Main Competitors:	
	Note: We can compare performance against your competitors if you note their web site addresses here	

Standing Order – Search Engine Optimisation Service

STANDING ORDER MANDATE	
Bank/Building Society Name	<input type="text"/>
Address	<input type="text"/>
Account to be debited	Beneficiary Details
Sort Code <input type="text"/>	Bank Barclays Bank
Account Number <input type="text"/>	Branch 47 Broad Street, Seaford, East Sussex BN25 1NG
Account Name <input type="text"/>	Sort Code 20-49-80
	Account Number 20038628
	Beneficiary Name CISCOM LTD
	Reference Search Engine Positioning
Payment Details	
Amount of First Payment £49.00	Date of first payment <input type="text"/>
Amount of Usual Payment £49.00	
Amount of Usual Payment in words	<input type="text" value="Forty Nine Pounds Only"/>
Payment Regularity Monthly	Date of usual payment <input type="text"/>
Please continue payments until further notice	
Customer signature(s)	
<input type="text"/>	
<input type="text"/>	Date <input type="text"/>

Please return this mandate to ciscom at the address shown below

Notes:

1. Please complete your bank account details
2. The date of first payment should be one month from now
3. The date of usual payment should be the day on which you prefer the debit each month