

Maximise Your Google™ Placement

Using Our CMS & Google Services

Your website needs the same attention to which a gardener would give to plants; stop cultivating plants and they die – and if you ignore your website - a similar fate awaits

Here is a checklist of minimum tasks which should be completed on **at least** a weekly basis for small to medium sized websites, and daily for larger corporate e-commerce sites. The tasks should take between 4 to 8 hours, and wherever possible should be performed on the same day each week.

There are **3 key areas to concentrate on:**

1) Via Your Website:

- **Change** your homepage text (even one word makes a difference)
- **Change** your homepage Meta Tags (Title, Description & Keywords)
- **Update** your News section (make it up if you have to)
- **Research** & update your Events section (the more comprehensive the better)
- **Research** & Publish Reviews in the Blog & News sections (be selective)

2) Using Google Services:



Google places

Your local business, discovered on Google

Get found. Communicate with customers. Get insights to make decisions.

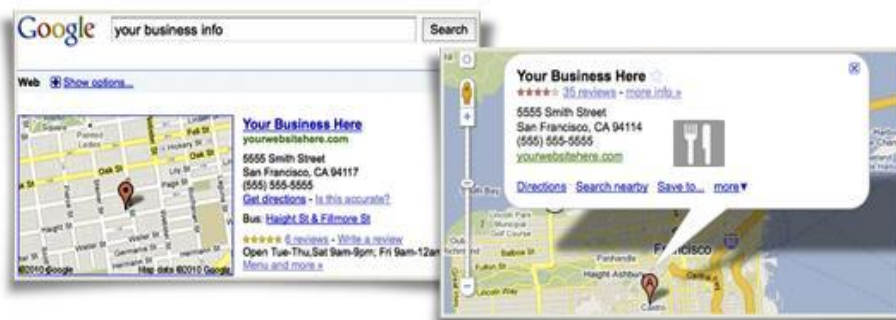
New! Local Business Center is now Google Places.



Claim your business on Google and get these features:

- Manage business information
- Post coupons & live updates
- See how you're doing with a performance dashboard

[Watch the video](#) [Read testimonials](#)



Google Webmaster Tools

Dashboard > Statistics > Top search queries

Overview **Top search queries** [?] www.google.com

Diagnostics

Statistics

Overview

Top search queries

What Googlebot sees

Crawl stats

Index stats

Subscriber stats

News stats

Links

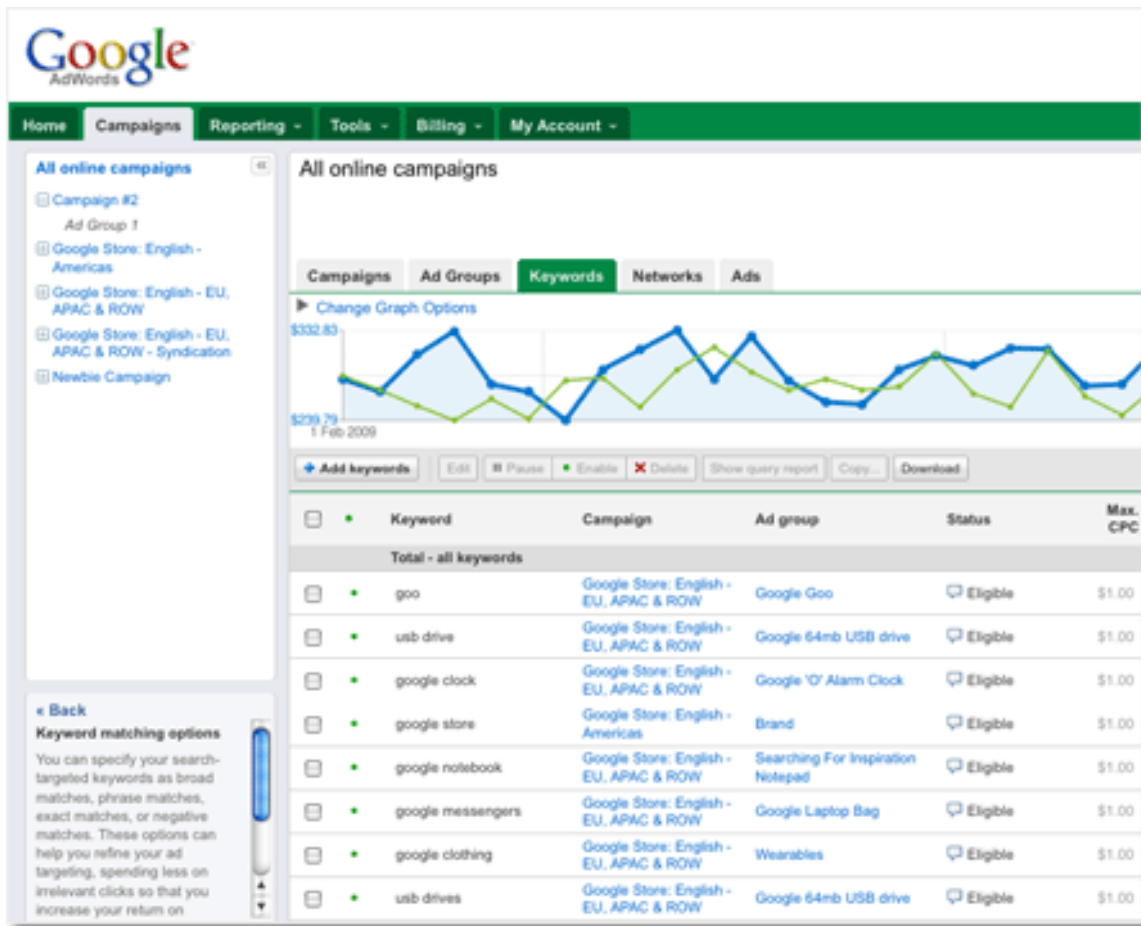
Sitemaps

Tools

Choose search type: Choose search location:

6 months ago 5 months ago 4 months ago 3 months ago 2 months ago 1 month ago 2 weeks ago 2 weeks ago Last 7 days

Top search queries				Top clicked queries			
The top Google search queries in which your site appeared.				The top search queries from which users clicked through to your site.			
%: % of top queries				%: % of top queries			
#	%	Query	Position	#	%	Query	Position
1	42%	google	2	1	64%	google	2
2	31%	gmail	5	2	6%	translate	2
3	7%	google.maps	4	3	4%	google.translate	1
4	3%	google.map	4	4	4%	google.talk	1
5	2%	"www.google"	4	5	3%	translation	3
6	2%	translation	3	6	2%	igoogle	2
7	2%	translator	5	7	2%	calendar	3
8	2%	translate	2	8	2%	google.analytics	2
9	1%	calendar	3	9	2%	talk	1
10	1%	google.talk	1	10	2%	google.translation	2
11	1%	youtube	10	11	2%	froogle	2
12	1%	internet.explorer	7	12	1%	google.calendar	2
13	1%	google.translate	1	13	1%	analytics	2



Google Analytics, Adwords, Places & Webmaster Tools should be accessed at least on a weekly basis, conclusions acted upon and reports compared, emailed (*monthly*) and stored for reference.

3) Using Professional SEO Software*:

- Check your Google Site Rankings
- Compare your performance with your competitors
- Analyse your website for errors (missing files/images etc)
- Check that all pages are being indexed

*It is not possible to perform these tasks without Search Engine Optimisation software.

Note: These are the **minimum** requirements to maintain a healthy and competitive website

D.I.S SEO Services Cost £13.75 per hour.

To complete the above tasks for 1 website on a weekly basis works out at £55.00 per week (£220.00 per month) based upon 4 hours work per week.

Full reporting is included to provide proof of tasks performed wherever possible either via email or our unique Report Viewer software, which saves your Inbox being inundated with reports – this is particularly useful if you run more than one site.

Clients should be aware that we will work tirelessly to ensure you a good placement on Google. We must stress that we have no control over what is known as the “algorithm” Google use to calculate how websites are listed, as this changes frequently. However, regular monitoring of sites gives us an edge on what works and what doesn’t at any given time.