

“There is no point having a website if no-one knows it is there!”

Traffic Management optimises your website for better search engine positions attracting more customers to your website.

Traffic Management.

We optimize your website and submit it on upto 80 search engines, then every month we re-evaluate your site and improve your search engine position. There are a lot of people out there who do a similar service as this, so you will find it is kind of a leap frog scenario, you get near the top, then people jump over you, so if you do not continually update & resubmit your website then your site will slide down the search engines. It achieves better search engine rankings by:

- Identifying your target audience by the searches they use. (keywords)
- Listing the keywords to target & the searches made on them each month.
- Optimising your site specifically to target your chosen keywords.
- Registering your site & pages with upto 80 Search engines.
- Creating some link popularity for your site. (links from other sites)
- Monitoring your search engine performance with regular reports.
- Improving your site by adding more pages to target more keywords.

The above service for 12 keywords and registered will costs**£250/year**

The attached spreadsheet consists of search terms (keywords) that might be appropriate to your company and how many searches were done for those terms each month. Look through this list and identify any keywords that are appropriate to you. The key to choosing good keywords are as follows:

- A less searched, more specific keyword would be better as there are usually less people trying to get noticed under these terms.
- If you're selling to a specific area then that area should appear in the keywords. e.g. "Hertfordshire", "North London", "UK".
- The best keywords are those so specific that anyone entering them is specifically looking for your services and products.

Although Areatrade can not guarantee you get a top ranking search engine result. We will ensure that your website will perform better at attracting more traffic.

Note: Search Engines take upto 2 months to update their Databases so this is a long term process of constant improvement.

Pay per click

If you require a constant flow of customers to your site quickly then you can bid to have high listing on certain search engines. The most cost effective way to do this is by Pay per click. Where you bid for high listings on your specific keywords. Then you set the level that you would like to spend each month. There is a minimum spend of £20 per month per search group. Search groups are Google or Overture (altavista, aol, msn, yahoo, lycos, msn)

E.G.:

- You bid 10p on your selected keywords:
- You win on 1 term getting 1st place.
- You come 3rd on your other terms appearing 3rd in the list.
- You set the maximum spend to **£20/month**.
- You get 200 visits to your site each month.

(note: If you chose the terms you bid on carefully then all the customers visiting your site will be interested in your products or services)

Aretrade charge a **£5/month** administration fee for each search group with your pay per click services.

(NOTE: PAY PER CLICK SERVICE WILL ONLY BE SUCESSFUL IF THE SITE IS OPTIMISED BY THE TRAFFIC MANAGEMENT SERVICE ABOVE)

Paid Inclusion.

Web promotion at a higher level can give larger dividends in the number of customers visiting your website

If you have a larger budget for website promotion then you should also consider paid inclusion on other high ranked search engines.

A top ranked paid inclusion onto Google can cost from £9,600 per quarter, this is too expensive for most businesses. There are other search engines out there that will attract large amounts of targeted customers to your website. Aretrade can arrange a paid inclusion package for you from a starting price of **£720/ year**. Giving you improved rankings to over 6 million searches every month.

Please contact us if you require more information about paid inclusion of your website.

Budget examples. You can set the level of service to match your budget. These are just a few examples:

Small Budget only **£20.50 per month**. includes:

- Traffic Management for 12 keywords £250/year or £20.50/m

Medium Budget **£45.50 per month**. includes:

- Traffic Management for 12 keywords £250/year or £20.50/m
- Pay per click OVERTURE Group or GOOGLE from £25.00/m

Larger Budget – Increased levels of the above plus:

- Payed Inclusion (kellysearch) from £720/year or £60.00/m