



FreshWebz

4 Stuart Court,
Whitehall Road,
London, E4 6EA.

Telephone: 020 8523 7276

Email: enquiries@freshwebz.co.uk

www.freshwebz.co.uk

NEW SERVICE UPDATE!

SEARCH ENGINE OPTIMISATION WITH GUARANTEED RESULTS

We have recently partnered with one of the UK's leading Search Engine Optimisation (SEO) companies to offer your website guaranteed Top 10 Google rankings for your desired keywords in the natural listings. High Google natural rankings will provide high levels of 'ready to spend' traffic to your website and unlike the Adwords/ sponsored listings each click is free meaning a greater level of return. You will receive your own dedicated Account Manager that will guide you through the process and the results are guaranteed (details below).

A small sample of our current long term positions achieved for our clients':

- No.1 position Google UK – 'fire alarms' – www.sdfirealarms.co.uk
- No.1 position Google UK – 'dog collars' – www.hotdiggidydog.co.uk
- No.1 position Google UK – 'ceiling lights' – www.scotlightdirect.co.uk
- No.2 position Google UK – 'cheap laptop' – www.studentcomputers.co.uk
- No.1 position Google UK – 'bathroom lighting' – www.scotlightdirect.co.uk
- No.2 position Google UK – 'cheap sofa' – www.sharaks.com
- No.1 position Google UK – 'poster printer' – www.virtualprinter.co.uk
- No.1 position Google UK – 'luxury ski holidays' – www.oxfordski.com

Call or email now to find out how SEO will benefit your business.



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GOOGLE.CO.UK TOP 10 GUARANTEE

The Guarantee....

- We will deliver your website to the top 10 rankings of Google.co.uk
- For high search volume keywords relevant to your business
- Your investment back if top 10 ranking not achieved for at least one of your agreed keywords.

Guaranteed results or your investment back....it's that simple

CAUTION: Many SEO companies will guarantee you Top 10 results but few will bring more customers to your website as they select keywords that have low or non-existent numbers of searches. Ensure that the keywords that they have selected are highly searched and relevant to your website....there is no use to your business if you are no.1 in Google for search terms that no-one is using.

How can we offer a Google Top 10 Guarantee?

- **Unrivalled Research** - our SEO Manager will research the onsite and linking strategies of high ranking competitors as well as your own website in depth at the proposal stage.
- **Tried and tested methods** – our client list speaks for itself. Over 100 clients' with Google Top 10, Top 5 and ultimately no.1 positions for their highly searched keywords. We use set tried and tested processes and quality link building to strict Google guidelines that we know will deliver results.
- **Unrivalled Resources** – our wholly owned, dedicated link building resource allows us to achieve high level, stable rankings that 99% of other SEO companies without a dedicated link building resource cannot.

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HOW NOT TO GET 'BURNT' BY SEO COMPANIES

Before you sign with an SEO company there are several questions you need to consider to avoid becoming one of the many businesses who have been 'burnt' by 'low end' SEO companies that simply do not deliver results.

1) Have they analysed your website?

A trained and experienced SEO technician will need to analyse your website and its software to determine the onsite work needed to ensure all pages can be indexed and highly ranked by the search engines. They should provide exact details on the onsite work that they will be carrying out. **DO NOT PAY FOR THIS!** It is essential work they must undertake to provide an accurate quote.

2) Have they analysed the linking strategies of your high ranking competition?

A quality SEO company will look at your competitors and identify the quality, number, and source of their inbound links. From this they can see how many links and of what quality you need to rank above these competitors.

3) Are they providing quality links pointing back at your website?

If an SEO company says they will build you a PR3 link then your link needs to be placed on a link page that has a PR of 3. These have to be built individually and take approximately 1 hour per link. Buying a high number of packaged links (say 500 PR4 links for £500) will mean that the home page of the linking partner will be PR4 but the page your link is sat on will be PR0, 1 at best. This is known as 'low end' SEO which was a well-used technique several years ago – search engine ranking criteria has developed and advanced over this time and so have the SEO techniques. **YOU CAN GET THESE TYPE OF LINKS YOURSELF VERY EASILY BY SUBMITTING A SIMPLE ARTICLE ABOUT YOUR BUSINESS TO FREE ARTICLE SITES AND FROM DIRECTORY SITES** – this takes a couple of hours at most and will save you hundreds of pounds.

4) Can you really see a return on your invest?

Think about it. Companies achieving Top 10 rankings in Google for highly searched keywords are generating high numbers of targeted traffic to their website. They invest money in SEO because the ROI is high. The truth is you need to invest time, effort and expertise to really reap the rewards of high rankings. An investment of a couple of hundred pounds plus £50 per month is not going to get you competing with those websites generating thousands of unique visitors a day through search engines. **THERE IS NO POINT BEING NO.1 IN DOZENS OF SEARCH ENGINES FOR KEYWORDS THAT NO ONE IS SEARCHING FOR.**

Finally.....there is no quick, cheap and easy solution to gaining high rankings in Google for highly sought, competitive search terms. But once there, you will find a return on your investment many times over. **Just make sure you have the right SEO company working for you – if they answer the above questions correctly then chances are they will deliver what they promise.**

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LINK BUILDING GUIDE

Why build links?

Quality link building will boost SERPs (Search Engine Results Positions) effectively and safely, and accounts for approximately 80% of Google's ranking criteria. Our links deliver high level rankings with stability and longevity.

Our SEO analyst will provide an estimation of the number of links (containing specific keywords within the link text) required to reach target positioning in Google SERPS (Search Engine Results Positions). This is done by analysing the back-links of your competitors, both for quantity and quality. All links are quality controlled to ensure they meet the criteria specified below. A full report detailing your link campaign will be sent to you on a monthly basis.

Our links are manually obtained, one at a time by a professional link builder, not a computer program. We ensure that all links meet the required criteria and that only links from well regarded websites are procured. We do not engage in questionable practices such as link rings or spamming. Quality link building is resource intensive, but it is the only really effective way of obtaining great links without risk of penalty.

Our Link Criteria

- The given Page Rank (PR) for links is the PR of the ACTUAL page that your link will be placed on, not the home page.
- Each link is cross checked for quality
- Relevant anchor text (link text) will be used
- Links from quality websites only, no link rings or bad neighbourhood websites
- No link partners using cloaking, re-directs or other bad practices
- The link page will allow search engine spider/robot to crawl
- Link page is already indexed by Google
- No links on popup, pop-under style windows
- No links on RSS/XML feeds
- Each link from a unique domain name
- Maximum 200 links on a page
- We can also tailor a specific link campaign for any specific criteria – please contact Smart Traffic for more details

A Word of Warning!

Beware of companies offering high number of links, very quickly (for example a package of 500 links for £200) The links are likely to be on very low quality websites and will usually be part of a larger LINK RING or from low quality article sites. Link rings are penalised by Google when they are detected. Should you have many links going to your site from link rings or bad neighbourhoods (other undesirable websites that may already have been penalised), there's a high chance that your site will be penalised as well.

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