



We know
what you
want



We make
dreams
come true

Get to the Top provide the
best SEO Services.
Our packages cannot
be matched for
quality, price and ROI

We need to be an integral part of your business – not a detached SEO agency that invoices you every month after submitting a standard report without having spoken to anyone for longer than 5 – 10 mins.

Pricing will be determined by the number of keyword phrases that you want to succeed with. The minimum number we feel you need to dominate a niche market is 10 keywords - but the more you have the better. Original content focusing on these keyword phrases will be what determines your return on investment. Everything we do for you will focus on **everything you do online** to create a funnel for this success. Your business and your competition is unique and the work involved will be determined by the scale of your competition and the complexity of what you already have or don't have in place. We provide intelligent bespoke solutions; we will not do what does not need to be done – we will do everything that needs to be done! We may focus on single landing pages, microblogs, longer worded multiple web pages or video's and infographics – it all depends on your customer persona's and your **CALL TO ACTION**.

Do not expect a quote for less than £1,000.00 per month, unless you have a microsite (less than 10 pages). You may qualify for the E-Funding Grant to receive 25%-50% discount, however, this must be linked to Well Being – [more details here](#).

Hello and welcome,
My name is Marcus Pearson, I am the principle of 'Get to the Top' - I understand business and people.

If our honest and transparent philosophy makes sense then read on . . .

This information concerns **The SEO Strategy and Phases of Work from Get to the Top:**



Market Analysis &
Keyword Research



Competitive
Intelligence



Website Audit &
Optimisation



Content
Development &
Promotion



High Quality
LinkBuilding



Reporting
& Analysis



Link
Building



Social Media
Marketing

SEO PERSPECTIVE – **THINGS YOU MAY NOT WANT TO READ:**

Nobody can achieve online success for your business with SEO, PPC or Social Marketing WITHOUT **YOUR TIME & COMMITMENT!**

You cannot simply pay someone to do ‘things’ whilst you get on with your normal work and expect effective results – this ‘conventional’ approach will not give you a good Return On Your Investment – and that’s why so many business owners are struggling with their **online success.**

The more time you commit with our me to discuss your business dreams the better for you.

The more I understand your business then the sooner we can agree on a niche target to dominate.

The more original informative content you provide, the better Original Informative Links we can create, to make your business a success online.

If you want us to research, write and confirm all content, then this will take longer and cost you more, than it would if you provided it.

I will provide transparent marketing information for your benefit – for example:

Google no longer tell anyone ‘what keywords were typed into their search engine to find something’!

This means nobody can accurately measure if the ‘right traffic is getting to your website’.

Any SEO work may result in an increase in your SEO traffic; but it may not lead to an increase in your sales or profits or increase your target goals – it may not even be improving your brand name or customer interest.

Google have manipulated their search system so that it benefits those who pay for Google ads.

If they didn’t, then nobody would continue paying. Google ads is so successful that many organisations spend hundreds of thousands of pounds every week because they make money from it.

Their Return On Investment is better for PPC than natural SEO IMPROVEMENTS – if it wasn’t they wouldn’t pay for Google ads – however, **companies that pay for Google Ads almost always invest in natural SEO – because once you get to the top OF NATURAL SEARCHES AND REMAIN AT THE TOP the return on investment is better than PPC.**

We use intelligent solutions:

For example - Google do provide search information to those who pay for Google ads - and this may then be used to enhance organic SEO!!

The insights they provide clearly indicate that Google insist on a **VERY THOROUGH AND EXTENSIVE SEO STRATEGY** that has multiple approaches all working together. These approaches require a lot of thought, planning, doing and reviewing. They also require an approach that is dynamic and prepared to adapt and change – the Google approach is based on what we call **‘original informative links’**.

Google run their ads platform in the same way.

If you want to get to the top of their Google ads then you have to be prepared to plan, do, review and make dynamic changes to your original content and its presentation. The significant difference with **ads** is that Google will provide you with the search query insights to help you succeed, which they won't with **organic SEO**.

What is the intelligent solution?

O.I.L.

Original Informative Links is the solution . . .

Your SEO Strategy should be based on providing Original Informative Links –

Or put another way – Original Content Marketing is the NEW KING OF SEO.

Your NEW Content Marketing Strategy:

Your NEW content marketing strategy should have a foundation that is based on you being able to dominate a *‘niche market’* that suits you and your customers.

You will know your customers and gear up your ‘funnel marketing’ so that your ‘micro-blogs’ on instagram, twitter, facebook, LinkedIn, MS text links and social Wi-Fi all feed into your keyword phrased landing page or video on Google or YouTube – or both.

Even when you rank HIGHLY on Google – you will still not know what keywords the customers searched for; so – you should set up a PPC Campaign on the matching keyword phrases and USE THE DATA THAT GOOGLE DO PROVIDE. You should use this to understand the *‘conversion tracking’* to see if people who search for those keywords actually convert to customers – **THIS IS THE ONLY WAY YOU CAN KNOW IF WHAT YOU ARE DOING IS A SUCCESS.**

YOU MUST PLAN, DO & REVIEW YOUR CONTENT MARKETING:

Original Content Marketing will enhance your brand. It will create good will and it will create your fan base. Customers will want more of what you offer because you provide **Original Informative Links** for them to benefit, enjoy and share with others.

Original Informative Links via Content Marketing requires a totally different approach to the FIXED PRICE SEO PACKAGES offered on the Internet by the majority of people seeking to earn money from you.

DO NOT WASTE YOUR VALUABLE MONEY ON OLD SEO STRATEGIES THAT NO

LONGER WORK – IF FIXED PRICE CHEAP SEO PACKAGES WORKED THEN EVERYONE WOULD BE LAUGHING – BUT THEY AREN'T – SO GET WITH IT AND CONTACT US BECAUSE WE KNOW HOW TO PUT A SMILE ON YOUR FACE.

If what you have read makes sense then we can support you FOR FREE whilst you find out a little more – **read on . . .**

We offer a **Pre-Contract Stage Phase 1** that provides you with a FREE SEO AUDIT. This audit is different from what others provide as it is based on the principle of developing **Original Informative Links**.

It will also allow us to produce an Initial Ranking Report that establishes the site rankings before any work starts. It is from this benchmark metric that the improvement in your Keyword phrases will be measured.

We follow this up with a **Pre-Contract Stage Phase 2** that involves our CEO, Marcus Pearson, going through a detailed Content Marketing questionnaire with you. This will result in you being provided with a *fixed price or a variable price quote and a project strategy brief* for us to undertake the necessary work

Your job will be unique and we will price it accordingly.

The actual work . . .

Stage 1 is our Strategy & Kick Off Phase. This is work that we undertake right at the start of the contract and during month 1. It builds on the initial *project strategy brief* and involves us getting heavily involved in the technical aspects as a team. We undertake a more detailed competitor analysis, extract more specific and results based keyword phrases linked to any niche markets we are initially targetting. In relation to the work below, the Headings we start on include - Website Audit, Research & Analysis and SEO Compatibility Check & On Page Optimisation and Configurations.

At the end of this stage / month 1 we will give you our First Monthly Report. This will be an update on the initial *project strategy brief and convert it to a Project Plan of Action*.

Stage 2 is our Implementation Phase during which we get heavily involved with On Page Optimisation and Configurations. This stage will be ongoing, however, it is a high priority and focus of months 2 – 6.

Stage 3 is our Tracking & Adjustment Phase when we record and analyse the progress and fine tune it to ensure the results are as desired. This becomes more of a focus from month 4 onwards.

Monthly Reporting: Each month, you will receive ranking reports which will help you evaluate performance based on the positive progress made in rankings each month for the optimisation campaign. For more information on the additional details we provide in the reports please scroll down to the Reporting & Analysis Heading below.

The following SEO Work will be undertaken for every customer that has everything in place to benefit from it:

Website Audit, Research & Analysis – Month 1:

- Backlink analysis and Removal Requests – Link popularity analysis
- SEO health check-up & audit – Duplicate content analysis
- Competitor analysis
- Keyword research & recommendation
- Website Structure Analysis

- Marketing strategy suggestions – Detailed Project Plan of Action

SEO Compatibility Check & On Page Optimisation and Configurations – Month 1 & 2 and ongoing:

- Website Loading time assessment & advisory – Page size check
- Content Optimisation advisory – W3C validation check
- URL Re-engineering advisory – Broken links checked, URL mapping and rewriting
- Browser compatibility check
- Optimum inter-linking advisory
- Title tag optimisation
- Meta tags optimisation
- Header tags optimisation
- Image Optimisation
- Duplicate Content Check
- Broken Link Check
- Content Crawling and Indexing
- Landing Pages advisory
- Existing Content Optimisation
- New page creation (if required)
- 404 Page Analysis advisory
- WWW Resolve advisory
- SEO plugin advisory
- Google analytical account set up
- Webmaster Tools (Google/Bing) a/c set up
- URL canonicalization check
- Local search engine submission
- Updating local listing pages
- GEO Tagging
- Google and Yahoo business listing
- Bing places listing

Configurations – Month 1 & 2 & 3.

- Google Analytics Integration
- Google Analytics Integration
- Website error monitoring
- Robots.txt Analysis or Set up
- Goal Conversion Set up
- Google map business listing review or creation

Off-Page Optimisation: Month 4 onwards (Or earlier subject to each customer)

- Business Directory Submissions (Location Citations)
- Social Bookmarking
- Social Bookmarking number of submissions
- Local Classified Writing
- Local Classified Submissions
- Global Sites Profile Creation
- PDF, PPT or Document Sharing
- Video Submission (Provided by Client)
- Question Answer Promotion
- Image Sharing

Social Media Optimisation – Facebook, Twitter, Instagram, LinkedIn; Month 4 onwards (Or earlier subject to each customer)

- Fan page creation
- Regular updates
- Timeline design
- Fan page Like Page integration
- Profile Optimisation
- Content creation with image
- Cover Image Design
- Usage of #Tags
- Call to action elements
- Traffic monitoring via Google Analytic

SEO Content Writing and Distribution; Month 4 onwards (Or earlier subject to each customer)

- Blog Content Creation
- Blog submissions within site
- Blog page creation on WordPress or Blogspot
- Blog RSS submission
- Web 2.0 Sites Content Creations & Distributions
- Blog or Web 2.0 Content URL bookmarking
- YouTube channel creation
- YouTube custom background design and CSS
- Video submission to other video websites

Reporting & Analysis: Month 4 onwards (Or earlier subject to each customer)

- Existing website designing consultation
- Landing page analysis
- **Facebook Ads PPC - Plan, Do & Review AND analysis**
- Enquiry page analysis and modification suggestions
- Mobile compatibility suggestions
- Off-page activities + Social Media Reports
- Traffic Analysis Reports
- Search Engine Keywords Ranking Reports
- Goal Conversion Report
- Reports Duration

Get to the Top will undertake and complete all of the above with the intention of ranking in the TOP 5 positions of Google for the specific keyword phrases as identified within the reports.

We strive for number 1 ranking, as we have achieved it for over 2,500 keyword phrases to date.

We do not guarantee we can achieve such success, and all prospective clients enter into a contract with us based on the information we have provided, and any research they have undertaken themselves to ascertain that they are happy to do so.

Thank you for reading this.

We hope we may proceed together.

Any queries please contact our CEO.

Marcus Pearson

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Social Media Marketing and SEO:

We also have specialist staff that do an excellent job with Social Media Marketing and SEO. Please ask about our FREE Social Check Up?!

We know
what you
want



We make
dreams
come true

Get to the Top SEO Services