

# Search Engine Information and Plans

Today there are many more organisations, large and small, relying on the extra marketing visibility that a well organised web presence can achieve. As a result, search engine optimisation and registration has now become an established part of the marketing budget and it is essential to take advantage of this raised profile in order to sell more product and/or services.

Whilst there are also 'pay-per-click' services on offer from Google and others, this can be both expensive and unnecessary for many small business customers. The following services are therefore personal scheduled registrations so that you appear in the main list of search results rather than in the 'paid for' sections on the right of the search panel. If you require further information on 'pay-per-click' we can advise you on request.

As a small business specialist, MCL have assessed the market place and have produced three levels of standard search engine management for small and medium businesses and a custom level for larger organisations. These are priced at highly competitive rates to ensure that small businesses can test the market at low cost. Customers will find that we are considerably more cost effective than specialist organisations and also offer much better rates than the larger ISPs and providers (like BT), who are suddenly looking for a share of this growing market place.

We have simplified the services on offer as follows and you can see a separate sheet for pricing of these plans.

## Starter Subscription - *saves money while we generate the initial results!*

This is aimed firmly at those businesses that have never registered their website with search engines previously or for a long period of time (say more than 2 years). In these cases there is little point in re-registering continuously over the course of 6-9 months until we have seen how the preliminary registrations are working for you. This saves you money until you begin to see appearances.

Because Google, Yahoo, MSN (Bing) AOL and others take some time to include the site, if the registration is acceptable, it will be between 2 and 6 months for the databases to generate –longer for some than others. You won't be paying unnecessary further charges until the results of the preliminary registrations are known. (Most organisations take a full deposit and make expensive monthly charges from the outset –this can result in the customer paying anything from £400 -£800 over this period even while you are waiting for the search terms to generate).

## Ongoing Monthly plan - *essential for regular updates and ongoing improvements to positions.*

This is the standard plan for most businesses in a competitive environment. It also ensures continuity and ongoing monthly registrations and checks throughout the year. Once you have established your initial positions you will need to adopt a plan like this. Unless you do your competitors will be registering their details and may well jump ahead of you in the searches.

With this plan you can re-energise certain search terms to maximise them, introduce new services and register new search terms and concentrate on improving positions where required. At the same time minor improvements can be made to your website to improve the copy search for web bots sent out regularly by Google, Yahoo and others.

## Refresher Plan - *a 'one off' plan and a cost saver if you know you won't need regular updates*

This plan is for customers whose product or service does not have much competition - at least in the area in which they operate. This situation means that the customer will not have many other companies registering similar search terms and will therefore may be able to stay in the top ten positions for lengthy periods of time without continuous updating. However, we must point out that there are not a huge number of people in this situation and you may wish to ask us if you think that this is the case.

Alternatively this plan gives customers the option to decide for themselves when they want to refresh or renew their registrations, probably based on their own checks with previous searches. The downside to this is that it may prove more expensive and not be as effective as the monthly plan, as it often takes some time to realise that you are sliding down the listings and more time to recover.

## *Custom Plans*

These plans are for larger enterprises, or companies with large websites, requiring continual updating and registrations and marketing. A suitable plan will be scheduled and priced accordingly.

## *Conclusions*

The average customer will receive many communications from Search engine companies, or general service providers looking to promote (what we feel are) expensive monthly payment options of one kind or another. If you are unsure then remember that our starter option is probably the best on the market for value and particularly for small businesses.

It is also worth pointing out that we have two marketing professionals on call with many years of experience of all types of promotion and marketing (including general advertising, PR and promotions in very many different industries and businesses) who can give you advice when looking at your marketing budget and point out the pitfalls and/or suitability of web marketing in your particular circumstance when gauged against other forms of selling.

Meanwhile If you wish to know more or start on one of our plans please contact support 01255 670081 or email [services@mclweb.co.uk](mailto:services@mclweb.co.uk).