**Search Engine Optimisation**

ByrneWallace.com onsite Search engine optimization:

**Key Steps to onsite optimisation:**

* Install Google Webmaster Tools
* A complete SEO Analysis of your website to shortlist Site specific key phrases
* Keyword Research – Keywords to target? Search Volumes? (SecureIT would commence with a focus on a minimum of 30 search terms.)
* Benchmark the rankings you intend to focus on improving.
* Set targets and timelines.

**Rich Content:**

Content relevance is the key influencer of Organic Google rankings. How relevant is the content on the ByrneWallace.com website to the search performed by the user? This is the primary question. The more relevant content on a page, the more chance you have to rank on Google for that phrase. Any one page on your website is generally only effective for targeting at most 2 to 3 search terms. The more pages you have on your site (with keyword rich content) the greater ability you have to rank for a broad selection of search terms. It is possible to have both a content rich website with lots of pages and still maintain user friendly navigation and site design aesthetics.

**SecureIT Onsite SEO work**

Creation of a Byrnewallace.com on site strategy that will implement pages that will rank for the specific keywords required. SecureIT would design a series of page layouts that will serve as templates for groupings of related keywords, these pages would then be optimized for specific keywords.

***Example (A)***

a term that SecureIT wanted to be found for:

*“Server Migration Dublin”* SecureIT went about creating a page

for this specific term. SecureIT now rank No. 1 for this term on google.ie

### [Server Migration | SecureIT](http://www.secureit.ie/server-migration.html)

www.secureit.ie/**server**-**migration**.html

* **Server migration** can be a time consuming task for businesses of any size. ... To enquire about our **server migration** service, please call one of our **Dublin** based  ..

Search engine is an ongoing requirement and the selection and implementation of the pages will evolve over time. SecureIT would commence with a focus on a minimum of 30 key phrases not currently ranking on Google . Benchmark the key phrases we want to focus on improving. We would set targets and timelines which can only be detailed after the audit is complete.

* Site Audit. A complete an overall SEO analysis on your website and devise a strategy.
* Keyword Research would be carried out to obtain the top Keywords to target

**Monthly Report**   
At the end of every month we provide a customised report on how your website is performing along with the recommendations of what needs to be improved for the near future. We will take a screenshot of the listings on Google for your targeted keyword phrases at the beginning and the end of the month to highlight the progress of the project.

**Costs:**

**Initial audit and keyword research fee: € 850.00 + Vat @ 23%**

**Monthly Cost - €475 + Vat @23%**

**Minimum contract length 6 months**