

## Gironex Website Search Engine Optimisation – Project Details:

**Background:** Gironex are looking to improve the Search Engine Optimisation (SEO) of the Gironex website

**Project name:** Gironex Website Search Engine Optimisation, Stage #1

**Quotation date:** 23/10/19

**Business name:** Gironex Ltd

**Business address:** The Innovation Centre, Common Road, Witchford, Ely CB6 2HZ

**Client contact:** Adrian Brown

**Contact details:** 01353 667 394, adrianbrown@innomechgroup.co.uk

**Estimated contract start date:** 01/11/2019

**Estimated contract completion date:** 01/12/2019

**Client budget:** £1,500.00

**Product/service/brand name:** Gironex Ltd, at gironex.com

**Key objectives:** To improve the Search Engine (SEO) appearance of the gironex.com website, by analysing their chosen search Keywords, and using competitor analysis, to agree on a targeted Keyword set. Use those Keywords to improve the copy on their current website, and use this copy to produce a standard boilerplate copy for all marketing material. Improve the loading speed of their current website by improving the WordPress installation and setup. Note that this Scope of Works does not include either backlink implementation, or imply that your website will display in any particular ranking in any search results, in particular for keyword searches, as per our standard Terms

**Regulatory issues:** None supplied

**Scope:** Website Search Engine Optimisation (SEO)

**Not in scope:** None supplied

**To be supplied by Client:** List of chosen Keywords to be analysed (we recommend no more than 3 Keywords), a list of competitor companies (we recommend 5 companies), any required photographs to web-ready standards, any appropriate digital logos, references and copy, web space Admin access

**Deliverables:** Gironex website, on above URL, with the SEO improvements outlined in the Scope of Works below:

## Scope of Works:

**Approach:** We recommend a multi-phase approach to the delivery of the SEO improvements to the Gironex website:

1. virtualdesigncloud to analyse the clients' supplied Keywords, against three areas:
  - a. Keyword difficulty – how easy are the Keywords to optimise for Search Engine ranking
  - b. Keyword sales analysis – do the Keywords appear to sell the brand and/or promote Gironex
  - c. Keyword research – would alternative Keywords or variations be easier to rank or promote the sales objectives better
2. Produce a Keyword and Website Content Report to the client, including:
  - a. Our recommendations for the optimum 3 Keywords
  - b. Our recommendations for improvements to the Gironex website, including copy, content, page and coding suggestions, taking into account the recommended Keywords
3. Keyword mapping – add the newly-found keywords into the website copy, re-writing and improving the current website text to promote both the sales proposition and the chosen Keywords, and produce a standard boilerplate copy for all marketing materials
4. Content amends – optimisation of the gironex.com web pages, including page titles, meta descriptions, URLs, WordPress setup, plugins and site speed, and internal and external links

### Timescale:

- Approximately 30 days to complete analysis, copywriting & coding to live, dependent on supply of required copy and assets, webspace access

### Client recommendations:

- Client to supply server Admin access

### Additional options (to be discussed & costed separately with Client):

- Backlink analysis and implementation

Quotation			
Item	Quantity/Hours	Rate	Total
SEO work for Gironex website:			
SEO work, as per above specification	1	£1,500.00	£1,500.00
		Subtotal	£1,500.00
		Total	£1,500.00

Price valid for 30 days from quotation date. Quote subject to our Standard Terms & Conditions, payable on completion of above works. VAT not applicable.