

interfuture



# Interfuture SEO Foundation Plus

Interfuture Foundation Plus is a leading web services product, representing fantastic value for money, within a complete initial package for a business's first steps online.

Interfuture Foundation Plus offers businesses an affordable solution to getting their brand noticed online, through a fully customised professional website template, a great start in search engine optimisation, and a head start in social media.

As with all of Interfuture's web services packages, Foundation Plus can be tweaked, adjusted, built upon or slimmed down, dependent on the exact requirements of your business. We offer a comprehensive menu of Add-On products that can be used to tailor to suit you and your team.

## Foundation Plus Websites

- Foundation Plus customers can choose from a wide selection of approved templates, featured in our catalogue. These templates have been chosen for their ease of use and professional aesthetic, and with our web development experts, you can customise each one with your own ideas and branding to make a website unique to your business.
- Interfuture Foundation Plus websites allow businesses to develop up to eight pages of engaging content to interest and excite potential customers, promote their products and services, and make vital information about their company readily and easily available within the public domain.
- All Interfuture Foundation Plus websites are fully mobile compatible. As a growing number of Internet users are going online via a Smart Phone or tablet computer, we know that it's important to provide a seamless mobile browsing service.
- Interfuture offers all customers an in-depth, friendly consultation process that allows the SEO experts to work alongside existing teams, ensuring that your ideas and preferences make the final cut. Whether you want to include your own artwork or add a slideshow or video presenter to your homepage, we're always welcome your input.



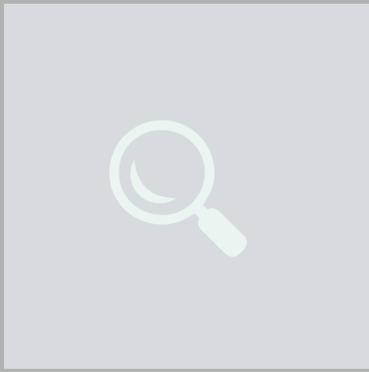
# Interfuture SEO Foundation Plus

## Foundation Plus Search Engine Optimisation

- Interfuture Foundation Plus websites are reviewed in their entirety by professional digital proof-readers, who apply a flawless knowledge of *Bing* and *Google's* latest criteria and algorithm to each page. This practice allows us to ensure that the content of your website, which is responsible for most of your site's performance on major search engines, is ideally presented to ensure optimum search engine results.
- We will provide a comprehensive site index of your entire website and ensure that it is submitted to *Google* and *Bing's* webmaster tools. This simple tool ensures that the major search engines are able to recognise and put forward your site to the most relevant and appropriate search engine users.
- On-page SEO refers to the practice of ensuring that your website, as it appears on the Internet, is clearly and properly constructed so that major search engines are able to recognise its value, and place it well with regards its integrity and relevance. On-page SEO forms one of the most important factors in launching a new website, and we put our SEO experts on the job for each and every one of our Foundation Plus customers.
- In order to go on building your business, attracting increased traffic, converting more visitors to sales and retaining the business that you need, we know that it's important to gain an insight in to how your business is performing; what's working, and what isn't. *Google Analytics* is a valuable tool in providing business owners or strategists with the appropriate information to plan their next move or to alter their website to better serve visitors. All Foundation Plus customers will be provided with a *Google Analytics* account, enabling them to track traffic volumes and sources, as well as visitor behaviour.

## Foundation Plus Social Media

- The Foundation Plus packages include the standard provision of a business profile on the following social media platforms:
  - *Facebook*
  - *Twitter*
  - *Google+*
  - *LinkedIn*
- Interfuture provide a representative for all our Foundation Plus customers, to provide one-to-one training in how to go on managing their social media accounts proactively, in a manner that ensures results. Additional team members can be trained in small groups.



# Interfuture SEO Construction Pro

Our Construction Pro web service product is the ideal solution for those businesses looking to get a head start online, but with the confidence and will to take the reins and to manage their own accounts, grow their business, and maintain relationships both within their own networks and with their target market, through a variety of web platforms.

Construction Pro offers clients the ability to tailor a sleek, professional website template to their own requirements, and to incorporate a wealth of search engine optimisation features as well as a strong social media presence, and to retain the management of their ongoing web services in-house.

As is the case with any of Interfuture's product packages, Construction Pro can be tweaked, adjusted, built upon or slimmed down, dependent on your needs, and your plans for business growth in the future. You'll also be assigned your own account manager, to oversee the process in its entirety.

## Construction Pro Websites

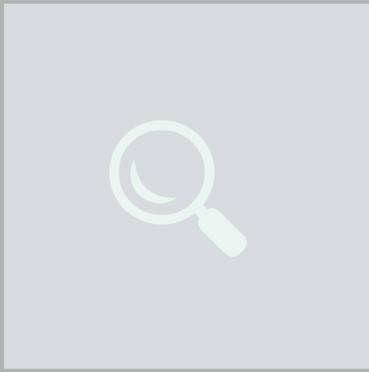
- All Construction Pro websites are unique and individual customisations of templates from our Construction Pro catalogue. These templates are chosen for their superior features, streamlined, professional appearance, and scope for customisation, meaning that you can truly put your mark on each one, creating a website unique to your business.
- Construction Pro websites allow businesses to design up to twelve eye catching, interesting pages and dynamic pages, to promote themselves online.
- All Construction Pro websites are fully mobile compatible, meaning that any of your potential customers accessing your website via their Smart Phone or tablet computer will be able to see your site clearly, and navigate your pages with ease.
- Interfuture's in-depth consultation process allows Construction Pro customers to have the ultimate say in the look and usability of their website, and to submit their own ideas for aesthetic features such as artwork, slideshows, and custom enquiry forms.



# Interfuture SEO Construction Pro

## Construction Pro Search Engine Optimisation

- The content of each page of your Construction Pro website shall be reviewed by a highly skilled digital proof-reader. Our proof-readers apply unbeatable knowledge of *Bing* and *Google's* latest criteria and algorithms to your pages, ensuring that your website offers maximum performance in search engine results and traffic volume. At Interfuture we recognise the importance of great content in optimum search engine results, so you can always rest assured that your Construction Pro website has been built to succeed.
- An index of your site shall be constructed by our expert developers, with submission to *Google* and *Bing's* webmaster tools included. This allows those major search engines to easily recognise the valuable content on your site, and make it readily available to users.
- As we launch each new Construction Pro website our dedicated SEO experts ensure that they apply their skills to offering the most thorough on-page SEO practices available. This gives each website a head start online, and ensures that your business receives the recognition it requires in order to grow.
- Interfuture will create a *Google Analytics* account for your business, and shall add the relevant tracking information to each page of your website. Using *Google Analytics*, you'll be able to keep an eye on how your website performs, how many people are visiting, and what they're doing whilst they're on your site. This valuable information can equip you to make changes to the way in which you present your company, promote your business or display information online to increase traffic volumes, convert website visitors to sales, and retain business.
- Construction Pro websites are listed on the 10 most valuable and reputable business directories here in the UK. We don't just list your company name and website details either, but where we can, we'll provide customers with an insightful overview of your business, designed to complement the efforts that have been put in to on-page optimisation. These valuable directory submissions can become your strongest weapon in initial search engine optimisation set up, which is why we only provide the very strongest back links to your site. We'll always include *Yahoo*, *MSN*, *Dmoz* and *Yelp* in the list of directories that your information appears in.
- We never underestimate the power of local business listing, especially as *Google's Local* product gains sway in SEO performance. Our Construction Pro customers benefit from a *Google+ Local* listing and guidance on how to activate their business's account once their unique PIN number has been received. We'll also make sure that your website gets the most local exposure by submitting your details to all appropriate local directories, including, but not limited to, *Yell*, *Thompson Local*, *Touch Local*, *192.com*, *118.com* and *HotFrog UK*.
- An initial link building campaign can create a great springboard for fantastic SEO practice. Our SEO experts shall generate four natural, valuable links from other relevant websites in your industry or sector, to give you a strong start online. We'll also provide advice and guidance on how to go about generating your own backlinks in the future, crucial to maintaining strong SEO performance.



# Interfuture SEO Construction Pro

## Construction Pro Search Engine Optimisation

- Construction Pro packages include the provision of a business profile, ready for action, on the following social media platforms:
  - *Facebook*
  - *Twitter*
  - *Google+*
  - *LinkedIn*
- Construction Pro customers can also choose to have profiles created on any two of the additional platforms listed below:
  - *Pinterest*
  - *Instagram*
  - *FourSquare*



# Interfuture SEO Custom Build

Our Custom Build web service package is our most inclusive and results driven collection of products, designed to accommodate those small and medium businesses who want to make the greatest impression online.

Custom Build brings together the flexibility of a custom built website, tailored specifically to your business, an exhaustive menu of Search Engine Optimisation services to ensure your optimum performance in search engine results, and a strong, effective social media campaign to escalate awareness of your brand and cement ongoing relationships between your company, and its target market.

Like all of Interfuture's web service packages, Custom Build can be tweaked, adjusted, built upon or slimmed down, to meet the exact requirements of each individual business, and you'll be assigned your own, dedicated account manager to oversee the entire process, so why not speak to us today about how we could construct the ideal set of web service products to drive you and your team forward online?

## Custom Build Websites

- All Custom Build websites are designed, built and maintained by web developers at the very height of their profession. Doing away with template customisation, your Custom Build website shall be constructed entirely for you, from the ground up.
- Custom Build websites allow businesses to create up to twenty pages of content rich, engaging space to promote their products, services and brand.
- All Interfuture websites are compatible with mobile devices including Smart Phones and tablet computers. Only Custom Build websites are fully optimised for mobile use however, ensuring that customers are automatically taken to your bespoke mobile website if they are using a mobile device to browse online.
- Interfuture provide in-depth, and on-going consultation process, to allow you to have the ultimate say in how your website looks, functions, and what it says about your business. Whether you wish to incorporate a sleek slideshow, an informative video, or simply a specific colour scheme.



# Interfuture SEO

## Custom Build

### Custom Build

### Search Engine Optimisation

- The content of each Custom Build website is reviewed by a professional, British proof-reader, and edited where appropriate, with an in depth and up to the minute knowledge of *Google* and *Bing's* latest criteria and algorithms. The content of your website can be responsible for an enormous percentage of your performance in search engine results; with Interfuture you'll know that your website is one step ahead of that of the competition.
- Our developers will create an index of your site, and submit these pages to *Bing* and *Google* webmaster tools, allowing the major search engines to recognise and find the most relevant information on your site to display to your users.
- Thorough on-page Search Engine optimisation gives you a great start online, ensuring that your website is geared up to perform well in a majority of searches. Through consultation with our in-house SEO experts, we shall establish those key words and phrases that you wish to target with your initial SEO campaign, and apply these to your site from the word go.
- We'll create a *Google Analytics* account for your business, and add the relevant tracking information to each page of your website. This will allow you and the team at Interfuture to observe trends of use on your site, and to make the necessary changes to the way in which your website functions, to ensure that your business continues to grow online. Whether you're interested in the average age of your customers, their location, or simply how long they're spending on your site and which pages they're most drawn to, *Google Analytics* allows you to see your website from the inside out.
- A dedicated account manager shall use *Google Analytics* to review the performance of all Custom Build websites on a weekly basis, providing clients with a monthly report, not only on how their website has been doing, but also on what our SEO experts have been up to in response to their findings. We'll perform ongoing web page building and adjustment, to improve traffic volumes based on *Google Analytics* findings; and we'll keep you in the loop as to what we've been up to.
- Custom Build websites are listed on the 25 most reputable and valuable business directories in the UK. Rather than just list your company name and website, we'll also go out of our way to offer an optimised, relevant over view of your business where possible. Strong directory submission creates useful backlinks to your site, increasing your performance in a majority of searches. We'll always include *Yahoo*, *MSN*, *Dmoz* and *Yelp* in the directories that we submit your information to.
- Local business listing is becoming increasingly important to the small and medium business, in terms of reaching their target market, but also for its sway in SEO performance. As well as creating an account for your business with *Google+ Local*, and providing guidance as to how to activate your listing once you receive your unique PIN number, we'll also list your website in all relevant local directories, including *Yell*, *Thompson Local*, *Touch Local*, *192.com*, *118.com* and *Hotfrog UK*.



# Interfuture SEO

## Custom Build

### Custom Build

#### Search Engine Optimisation (Cont)

- Our professional, British, in house copywriters will produce an exciting, brilliantly written press release to coincide with the launch of your new website, and distribute this to the relevant journalistic sources where appropriate, to ensure that your business not only gets the most exposure from its new site, but to increase SEO performance with strong, valuable links.
- It's all about the links in ensuring ongoing, reliable SEO performance, and our Custom Build customers will benefit from an ongoing link building campaign, with our SEO experts securing high value links from relevant websites within your industry or sector, every week. We'll provide you with monthly reports so that you can track where your website's information is displayed, and with whom you're building relationships online.

### Construction Pro

#### Search Engine Optimisation

- Interfuture offer Custom Build Customers the creation of a business profile on the following social media platforms:
  - *Facebook*
  - *Twitter*
  - *Google+*
  - *LinkedIn*
  - *Pinterest*
  - *Instagram*
  - *FourSquare*
  - *YouTube*
  - *Blogger*
- Custom Build customers also benefit from ongoing social media management, to include:
  - One post (inclusive of one high resolution image) per day to *Facebook*
  - The use of the *Facebook* insights tool to tailor posting to ensure maximum exposure.
  - A minimum of six tweets on *Twitter* per week, as well as one relevant follow of another account, and two retweets of appropriate information from another source per day.
  - Daily updates on *Google+*, as well as the structuring of valuable social Circles, inclusion in appropriate *Google* hangouts, and at least three +1 clicks on relevant content elsewhere on the platform per day.



# Interfuture SEO

## Custom Build

### Construction Pro

### Search Engine Optimisation (Cont)

- Ongoing management of a *LinkedIn* profile, updating content when necessary and forwarding any correspondence to the intended recipient.
  - Three pins and three repins per day on *Pinterest*, as well as one new board creation per month.
  - One post per day on *Instagram*.
  - Ongoing monitoring of the *FourSquare* page to ensure that information and images are always up to date.
  - Two relevant, short *YouTube* videos per month.
  - One 500 word blog post per week, produced by a professional, British copywriter, familiar with your business. This shall be uploaded to *Blogger*, and shall be promoted on all appropriate social media platforms.
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- All Interfuture Custom Build customers shall receive a weekly, and a monthly, detailed report concerning the social media activity across all accounts.

The Complete Build Package incorporates a number of initial set up practices to get you started online, and an ongoing maintenance and management service to ensure that your social media and search engine optimisation practices remain consistent and productive.

As such, the Interfuture Complete Build payment structure includes an ongoing monthly subscription (first two months included in set up costs).

For more information about our package pricing, please speak to Interfuture today.



# Interfuture SEO Add-ons

All of Interfuture's web services packages are fully customisable, whether you only want a couple of elements of one package, or want to build upon the basic structure of a package with additional products to better suit the needs of your business.

Our web services customers are thoughtfully matched to a dedicated account manager best placed to oversee the implementation of their chosen collection of services. Your account manager will always be delighted to discuss how best our services can be tailored to create a bespoke menu of products just for you.

We have developed a number of Add-on products, which can be attached to any of our three packages, where they do not already appear as an inclusive element.

Add on fees are calculated on an individual basis, dependent on your requirements and budget.

## Add-ons

**Branding Services** – Ideal for start-up businesses in their infancy, or those companies undergoing a complete overhaul of their own brand identity, Interfuture can provide logo design, and roll out new branding initiatives over all platforms, from stationery to website.

**Google AdSense** – By using *Google AdSense* you can target interested website visitors with specially created adverts, which "follow" them around online, providing an easy route for them to return to your site.

**Google AdWords** – *Google's* Pay-Per-Click marketing campaigns offer fantastic value for money to the small and medium business, and Interfuture will ensure that you receive ongoing campaign management and a weekly progress report.

**Social Media Management** – All of our web services packages include the provision of a set of business profiles on the most widely used social media platforms. But do you have the time and marketing know-how to maintain those accounts, and use social media to the advantage of your business? If you'd rather hand over to the experts, and allow our trained Social Media and PR gurus to look after your social media presence online, then we can prepare a tailor-made management package that suits your business and your target market.



# Interfuture SEO Add-ons

## Add-ons (Cont)

**Business Videos** – Videos can form one of many tools that might be valuable in spreading awareness of your brand or product, presenting a certain corporate image to members of your immediate network or potential customers, and can be a straight forward method of ensuring that the right people see and hear what you have to say. Interfuture can provide high quality corporate videos, or offer the option of a web presented video on any page of your site.

**Directory Entry Submission** – Submitting your company and website details to trusted online directories is a brilliant method of building strong, valuable backlinks to your site, which can help in encouraging your website to perform well in search engine results. We offer directory submission to the UK's most reputable business directories in blocks of twenty five. These can be added in any number to our Interfuture Foundation Plus package, or can build upon the directory submission offerings in our Construction Pro and Complete Build packages.

**Website Alterations** – We know that the business world is an ever changing, constantly evolving environment, and that the small and medium business *places* importance on its own adaptability and flexibility in order to stay ahead of the competition. It's inevitable, therefore, that every now and again; you're going to want to make a few subtle changes to your website. We offer website alterations on an ad-hoc basis following the site's live date.

**Google Trusted Photographer** – Have you ever used a real life map service online, like the Street View feature on *Google Maps*, or *Google+ Places*, only to find that the view you're presented with onscreen is inaccurate? It's as frustrating for business owners as it is for users – we know that, which is why we champion the use of a *Google Trusted Photographer*. A *Google Trusted Photographer* can visit your premises to take professional standard photographs, inside and out, and can use these to update the relevant sites online. This way, when potential customers are trying to find you, they can trust the images that they're seeing online.

**Ongoing Optimisation Management** – Interfuture are able to offer ongoing website growth management to all customers, ensuring that your website is not launched on to the Internet, only to pale in to insignificance. We understand that you want to make an impact, which is why we'll use all of the tools available to us to track your website's performance, and use our findings to make constant updates and adjustments to suit your users and attract increased volumes of traffic.

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[www.interfuture.co.uk](http://www.interfuture.co.uk)