



## The ICELAB Web Promotion Service **RISK FREE** Search Engine Optimisation

We will **NEVER** make promises that we will achieve great results for you however our track record of previous successes speaks for itself and unlike many other search engine optimisation (SEO) companies with this RISK FREE offer we are **ONLY paid on results**. Our own site [www.theicelab.co.uk](http://www.theicelab.co.uk) is now 1<sup>st</sup> on Google for “ecommerce kent” and “shopping cart kent”. We focus on a dozen key phrases at a time (agreed with you in advance) and will invoice you after **120 days** for any successes – **£50+vat** for each key phrase on page 1 of Google, **£20** for each key phrase on page 2 of Google and a nominal **£10** for each key phrase on Page 3 of Google. You will only be charged once for the best placing of each of the phrases.

We do the search engine optimisation (SEO) work now for many of our clients and offer a full comprehensive service with regular success reporting. Our recent SEO clients include: -

- [www.foxsoutdoor.co.uk](http://www.foxsoutdoor.co.uk) (6<sup>th</sup> on Google for "winter boots uk")\*
- [www.zigzaglite.co.uk](http://www.zigzaglite.co.uk) (1<sup>st</sup> on Google for "fixed price graphic design kent")\*
- [www.move-it.co.uk](http://www.move-it.co.uk) (3<sup>rd</sup> on Google for “removals in ashford”)\*
- [www.cbwdesigns.co.uk](http://www.cbwdesigns.co.uk) (2<sup>nd</sup> on Google for “mixed wood necklace”)\*
- [www.coveneyhomecinema.co.uk](http://www.coveneyhomecinema.co.uk) (5<sup>th</sup> on Google for “home cinema kent”)\*

*\*Rankings as of 15<sup>th</sup> September 2010.*

The types of web promotion techniques we use fall broadly under the following general headings: -

TACTICAL SUBMISSIONS ~ KEYWORD RESEARCH ~ REVIEW & UPDATE CONTENT ~ LINK BUILDING

Hope that gives you an idea? It is best to think of SEO as a more long term solution than AdWords (Pay Per Click) - but potentially more cost effective and effective in the long run. If you decide to go ahead we would put together a strategic plan for you based on an initial dozen key phrases to focus on for your business. But please remember although we have had some good success it is always competitive and we can never make promises. Also just because we get you found is no guarantee they will then become a paying customer. If after 120 days you are not entirely satisfied with the results we achieve for you there is no obligation to continue at all. Feel free to give us a call to discuss us promoting your website at your convenience on **01304 382170** or **alan@theicelab.co.uk** – all we need to know is the dozen key phrases you would like to be found for on Google, give us access to your website and we will do the rest.

**N.B.** We doubled our prices for this service on **1st April 2010** as it is getting more popular as *word of mouth* is spreading about our unique way of charging for SEO on results only. We don't outsource this work so we currently have a waiting list of clients so if you do take up the offer please be patient in terms of progress. You only pay after 120 days if we get you on page 1,2 or 3 of Google. (See next page for more details and costing examples.)

t. 01304 382170 m. 07525 633435 e. [info@theicelab.co.uk](mailto:info@theicelab.co.uk) [www.theicelab.co.uk](http://www.theicelab.co.uk)  
Studio2 New Mill Workshops, Church Road, Northbourne, Nr Deal, Kent CT14 0LG  
VAT Number: 926 5282 11 Registered in England 2007: 6421528



## **ADDITIONAL NOTES**

- There are essentially two different methods for getting your company found on Google – Google AdWords is one and SEO (Search Engine Optimisation) is the other. Both have their advantages and disadvantages – we believe that companies should consider doing both. Google AdWords can give an instant return whereas SEO is more of a long term strategy.
- **Google AdWords** are where you pay Google a fee to appear in the sponsored ads which normally appear on the right hand-side of the Google results. You can set a specific budget and only pay if someone clicks on your advert. The downside is obviously that not everyone clicks on the adverts so although you can easily measure the return on investment you are likely to only be picking up a fraction of the potential traffic to your website. For more information on setting up your own Google AdWords Campaign just visit [www.google.co.uk/adwords](http://www.google.co.uk/adwords) - it is often more cost effective to do this side of things yourself in house as you don't need to know how to update websites to implement AdWords.
- We specialise in and offer **SEO** (Search Engine Optimisation) which often takes a lot longer to get results with and there is no guarantee of success. This covers a series of strategic steps to optimise your website pages so that they perform better in the natural listings on the left hand side of Google.
- We focus on a dozen key phrases at a time and only charge once for the best position however many times you are listed so if we did manage to get you on page one for all 12 phrases after 120 days (No promises!) the bill would be £600+vat. So in this case £600+vat would be the maximum amount. As a further example if we only managed to get 2 of your phrases on page one after 120 days, 1 of your phrases on page two and 3 on page three. The total bill would be £100 (2 x £50) + £20 (1 x £20) + £30 (3 x £10) = £150+vat.
- We only charge once based on the positions that we have achieved after 120 days.
- There is no ongoing contract. You are not tied in anyway. You are entirely free to decide whether to set us a challenge of another dozen phrases. If we don't achieve any positions for you in 120 days there is no charge.