

# Hotscot™

## Optimise - SEO



Increase web site visibility across the internet. Major search engines such as Google, Yahoo and Bing (Formerly MSN) targeted. Extensive position reporting on key phrases. Drive "hot" targeted visitors to your web site. From £1,500 set up and £180 monthly management

### Research

- Identify the search phrases your ideal customers are using
- Compare your site with high visibility competitors to determine optimisation strategy
- Recommend changes to site content based on targeted phrases

### Implementation

- Whole site code and content optimisation to deliver search engine requirements
- Only ethical methods used to ensure sustainable improvements

### Reporting and Reoptimisation

- Monthly reports on search positions
- Ongoing re-optimisation of site based on results

### Link Building

- Ethical link building campaign improves page rank and popularity
- Growing number of referrers deliver appropriate traffic to your site

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[www.hotscot.net](http://www.hotscot.net)

all prices exclude vat