SEO & Web Design Quotation

Client: Gemfields | Date: 26.03.15 | ref: VC002715GEM | Url: gemfields.co.uk

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Company Number 06914386   VAT registration No 993 9636 48

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About VC

Company	● **Vanilla Circus Ltd,** based in Wimbledon undertakes specialist digital marketing strategies for UK businesses with the focus predominantly on B2B. In addition VC are a large online publisher with a network of websites generating traffic of 1,852.154 unique visitors pcm (May 14). ● VC employs six engineers whose skill sets ranges from content creation to high and on page optimisation to web design and development. The company is headed by Mr. Sykes, who is responsible for all client strategy. ● We work with a number of manufacturers that include large companies like Philips, to smaller industrialists like Moore's Glass Ltd in Surrey. Although our clients are UK based, we operate websites in France, Germany, Spain, China, Russia, Canada and the US. We have also worked for a language school that offers private tuition for 12 years. ● VC specialise in traffic generation and also advise companies like eBay, Tesco and Euroffice whilst working for a handful of smaller operations that include solar panel importers, confectionery suppliers and travel companies. ● Benedict Sykes founded VC in 2009. Mr. Sykes has 22 years marketing experience, with 14 spent on digital projects, running both paid and organic search campaigns. Mr. Sykes is the senior SEO Consultant and is the point of contact for all clients. His team can handle any size of project from content creation and link building to web design and software development. ● Vanilla Circus publishes over 5700 websites of its own and has 24 servers. VC is at the forefront of SEO technology and is occasionally asked for their opinions on 'search' by the media including the BBC, the Times and the Guardian amongst a host of lesser known digital publishers. ● VC is a member of Nominet. ● Company Number 06914386 ● VAT registration No 993 9636 48

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● Project Overview

Summary	From discussions had Gemfields, the company wants to increase its profile within Google's organic search, becoming the destination to learn about coloured gemstones. (Discover the world of rare coloured gemstones.) This proposal focuses on Gemfields consumer side, NOT the corporate side of the website. Currently the website has a home page with 2 links to sub domains. • Consumer (89 pages) • Corporate (79 pages) This was changed in 2013 from a standard website. None of the urls where correctly forwarded. This means that all of the links to http://www.gemfields.co.uk/index.php are now broken and any traffic to this url is lost. This includes Gemfields own wiki page http://en.wikipedia.org/wiki/Gemfields. • Half of Gemfields.co.uk traffic is direct (ie a user types in Gemfields.co.uk) • Most of the increases in traffic (Comparing Feb 15 to Nov 15) has been direct traffic with organic traffic remaining static
SEO target	To ultimately make Gemfields the ultimate online destination for learning about coloured gemstones
Example keywords: (but not restricted to)	Emerald, Ruby, Amethyst, gemstones, (Zambia), (Mozambique)
Locations	International
Audience	General public, hobby, study, general knowledge, fashion / English
Channel	Google organic search listings

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● **SEO Process**

Step 1	**Strategy:**
	● Move the consumer sub domain onto the Gemfields.uk website
	● Leave corporate as is
	● Correct old redirects from pre 2013 site so back links now function
	● Create content for the 'new' home page of Gemfields introducing the company as a corporate entity (linking to corporate.gemfields.co.uk) and as knowledge base on both Gemfields the mining company and the actual Emeralds, Rubies and Amethysts.
	● Change how hub pages are populated content-wise
	● Change how current content is optimised
Step 2	**Content strategy:**
	● Whilst the website is quite good as describing how Gemfields operates it is limited on its information on gemstones, "A Guide to Coloured Gemstones" is actually only six pages, leading on to seven more.
	● A defined content strategy that identifies 'gemstone keywords' and then creates content on keywords and an entire new site structure for each of these categories whilst further dividing each category into subcategories is what is required to achieve Gemfields goal.
	● The current #1 website for gemstones is http://gemstone.org. This is a 1750 page website. This is an example of the scale Gemfields has to attain to in order to gain traction in organic search
Step 5	**Link Building**
	● The site needs a constant drip feeding of back links into the new content sections as they are created. This has the effect of maximizing the effect of new pages within Google's results whilst speeding up the process of indexing and traffic creation
	● Back link profile / Check back link profile and comment
	● Create content and build 10 new links pcm

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● **SEO Quotation**

Ongoing monthly SEO	**£6000.00 + vat pcm**
	Initial costs based on working for 50 hours at an average of £120.00 per hour. This can be made up of time spend in any capacity. It is commonly broken down into the below hours.
	Suggested Hours
	4.0 Strategising, overall management
	3.0 Creative development and liaising ideas with Gemfields
	4.0 Page and data optimising / on page improvements / UI
	25 10,000 words pcm, content creation / proofing / sending to client / sign off etc
	4.0 Web design, page creation, menu additions and / or development
	8.0 Link building
	2.0 Analysis results and Reporting
Payment terms	In advance monthly
Lead Time	As the site is existing we would hope to see resulting increase in traffic with 30 days.
Contract	VC contracts are three-month rolling contracts, with break clauses every quarter.
Additions	None