



Do You Want Your Website to Deliver? ***More Visitors. More Leads. More Sales.***

1. More visitors to your website – **1st page in Google**
2. More online leads with **relevant keywords**
3. More online sales with **optimised website content**

So **Call Us Now 01 201 7102** and
Tell Us When You Want to Start.



Having a Problem with Your Website?

"...After a month we are now on the **first page in Google.ie** for our main keyword, **in front of 12,300,300 competing websites.**" - Helen McGardle, Director, Interview.ie



Web [Show options...](#)

Interview Training Ireland, Job **Interview** Advice Ireland, CV ...
Interview.ie help improve your job **interview** skills to succeed in the career change with job **interview training** Ireland. Executive career coaching to ...
www.interview.ie/ - [Cached](#) - [Similar](#) -

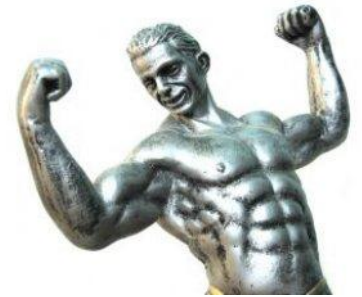
Collins McNicholas Recruitment & HR Services Group : CV ...
Job Seekers | CV Preparation & **Interview** Skills **Training**. First impressions really do count when it comes to applying for a job, so make sure that you stand ...
www.collinsmcnicholas.ie/index.jsp?p=155&n=368 - [Cached](#) - [Similar](#) -

Job Interview Coaching, Preparation, **Interviewing** Skill **Training** ...
Carole Martin, The **Interview** Coach, specializes in Job **interview** coaching. Her **interviewing** techniques will help you get the job and offer **interview** ...
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What Are Your Goals?

- ✓ Get to the first page in Google with the right keywords
- ✓ Get more people find your website easily in Google
- ✓ Have more website visitors turn into sales



How Is This Possible?

- ✓ Bring more visitors via non-paid search in Google.ie
- ✓ Get the first results fast with Google Adwords
- ✓ Optimise website content so that more people buy from you



What Are Your Options?

SEO Setup

Price: €870 + VAT

Duration: 4 weeks

Google Adwords Setup

Price: €160* + VAT

Duration: 4 weeks

SEO Monthly Plan**

Price: €370 + VAT/month

Google Adwords Monthly Plan**

Price: €80* + VAT/month



*Excl. your Google Adwords budget

**Applicable after completion of the Setup

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SEO Setup Actions (€870+VAT)

- ❑ Analyse the business, website (CMS, content, SEO, links, functionality, tracking), competition
- ❑ Set SMART goals
- ❑ Make sure the value proposition is clear
- ❑ If applicable, create plan of monthly tasks – target market, content development, link building
- ❑ If applicable, setup Google Analytics and Webmasters tracking
- ❑ Review & edit website structure
- ❑ Analyse and, if needed, improve enquiry forms, shopping cart etc.
- ❑ Check privacy policy & company registration number
- ❑ If applicable, create .htaccess to redirect <http://website.com> to <http://www.website.com>
- ❑ Make sure the logo is clickable, going to home page
- ❑ Review & edit the content
- ❑ If applicable, use clients testimonials in the suitable structure on the pages
- ❑ Put a call to action to every page, ie 'Click here for a quick quote'
- ❑ Conduct keyword research based on Google's tools, current website and competitors
- ❑ Identify 5 best keywords for every page of importance
- ❑ For these pages, create <title> and meta tags and put them on the website
- ❑ Include keywords in headings <h1>, <h2>, hyperlinks (anchor text + title), page copy, footer, alt tags and titles of pictures
- ❑ Submit the site URL free to Google, Yahoo & Bing
- ❑ If applicable, setup Google Local Business Centre Account
- ❑ Add to DMOZ
- ❑ Submit to 20 Irish free web directories
- ❑ Submit to 50 general free web directories
- ❑ Write 2 articles and submit them to EzineArticles.com and Isnare.com
- ❑ Create XML sitemap and upload it to your Webmasters account
- ❑ Create a final report using data from Google Analytics & Webmasters



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Google Adwords Setup Actions (€160+VAT)

- ❑ If applicable, setup Google Adwords account and send details to the Client (all our Clients have full access to their Google Adwords campaigns)
- ❑ Ask Client to upload their credit card details to Google Adwords
- ❑ Analyse the business, website (content, functionality, tracking), competition
- ❑ Set SMART goals
- ❑ Define value proposition
- ❑ If applicable, create plan of monthly tasks for the next 6 months
- ❑ If applicable, setup Google Analytics and link it to the Adwords account
- ❑ Conduct keyword research based on Google's tools, current website and competitors
- ❑ Determine account structure
- ❑ Setup campaigns and ad groups based on Client's products/services and set budget
- ❑ Optimise campaign settings
- ❑ Expand keywords in each ad group, use various keyword matching options and add negative keywords
- ❑ Set initial bids
- ❑ In each ad group, create at least 2 ads relevant to the keywords in the ad group
- ❑ Choose a landing page for each ad
- ❑ Review/create thank you pages on Client's website and install Google Adwords conversion tracking
- ❑ Create a final report using data from Google Analytics & Adwords



SEO Monthly Plan Actions (€370+VAT)

- ❑ Review home page and suggest/make changes, if applicable
- ❑ Review main landing pages and suggest/make changes, if applicable
- ❑ Check conversion forms and make changes, if applicable
- ❑ If any new pages have been added, create Title and meta description tags, and optimise the content
- ❑ If applicable, publish the newly added content in social media
- ❑ Reinforce the main keyword on the site, or come up with a new keyword that will be added to SEO
- ❑ Write 2 quality articles
- ❑ Review and submit these articles to EzineArticles.com and Isnare.com
- ❑ Publish the articles on the website, with a link to social media if applicable (FB, Twitter, Digg etc.)
- ❑ Submit to 50 web directories
- ❑ Build relationship with 2 quality and related blogs and place a quality comment with a link
- ❑ Email 2 related websites and ask them to put a link to their website
- ❑ Create a monthly report using data from Google Analytics & Webmasters



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Google Adwords Monthly Actions (€80+VAT)

- ❑ If applicable, check the campaigns daily – spend, profit, conversion rate, cost per conversion, total conversions
- ❑ Review bids and edit appropriately
- ❑ Work on increasing the quality score of individual keywords
- ❑ Delete ineffective keywords
- ❑ Conduct additional keyword research to identify new keywords, and/or to include any newly added products in the campaigns
- ❑ Replace ineffective ads with new ones (ad copy report)
- ❑ Review main landing pages and suggest changes (URL performance report)
- ❑ Create a monthly report using data from Google Analytics & Adwords and explain them to Client (incl. geographic performance report)



What Is the Next Step?

To start, we will need:

- ✓ 15-30 min on the phone with you to learn about your business and your goals (free of charge)
- ✓ Access to your website admin (or FTP login details)
- ✓ If applicable, access to your Google Analytics, Adwords and Google Webmaster Tools
- ✓ Availability to discuss any ideas we might have during the project implementation by phone and/or email
- ✓ 50% upfront payment

You will receive a detailed action plan with deadlines.



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What Other Clients Have Said?

"It had been a very good experience to work with Simona; she proved great attitude to her work. She has had very good **practical knowledge of marketing issues** and very strong computer skills. We can recommend her as a bright, creative and hard working person." **Voyteck Murawski, Marketing Manager, Architectural Classics**

"3R provided us with excellent personal approach, giving us much more than expected, providing us with hugely beneficial advice on how to enhance our **website effectiveness** and promote our holiday apartments online. Now I am glad to say that within last 3 months, our **online bookings** from Irish visitors **increased by 300%**." - **Ajinder Toor, Director, Marbella Resorts**

"Our clients are business owners who want to increase productivity and now thanks to 3R's Interactive workshop, when you type 'increase productivity' into Google we are number 3. A great investment that has saved us tons of money and significantly reduced ongoing SEO and PPC fees that we would have had to pay an online marketing expert to manage our campaigns, that we can now do ourselves." - **Muriel Molloy, Marketing Manager, Nostra Systems**

"The key objective for us was to see if **you could get us onto the first page of Google** so that we could get more enquiries for our holiday apartment in Portugal. I am delighted to say that **you succeeded** and as a result we were able to **covert several enquiries into confirmed bookings...**" **Kevin and Helen Rafferty, Apartment Tavira**

For more testimonials visit <http://www.3r.ie>

