

S5SEO SERVICE GUIDE

AVOID:

- **Critical Business Mistakes**
- **Irrelevant Practices**
- **Con Artists & Scammers**

CHOOSE

- **The Correct SEO Service**
- **Get the Results You Really Want**
- **Rank Number One**

FEATURING • **Correct SEO Practices** • **Keyword Research** • **Internet Marketing** • **Social Media** • **Video & Audio** • **Reputation & Copyright** • **Fix Search Engine Penalties** • **Web Design & Maintenance** • **Consultancy Support** • **Beat the Competition!**

WWW.S5SEO.COM

EMAIL: SUPPORT@S5SEO.COM

REACH OUT

Build Relations
Build Reputation
Build Relevancy
Build Rankings

21ST CENTURY

New Strategies
New Tactics
New Techniques
New Business Aims & Goals

ON-LINE WITH

Unique Content
Quality Content
Interesting Content
Helpful Content
Target Content
Market Content

BENEFITS

Save Time
Save Effort
Save Money
Increased Traffic
Increased Sales & Profits
Return on Investment

How is your website doing?
Need a little help?

Increased competition and saturated market place means it is harder than ever to be on the first page of Google!

That's one of the reasons why businesses and entrepreneurs are struggling more than ever!

Achieving real on-line success seems out of reach no matter how hard I work at it...

Today's online landscape has really changed in recent years!

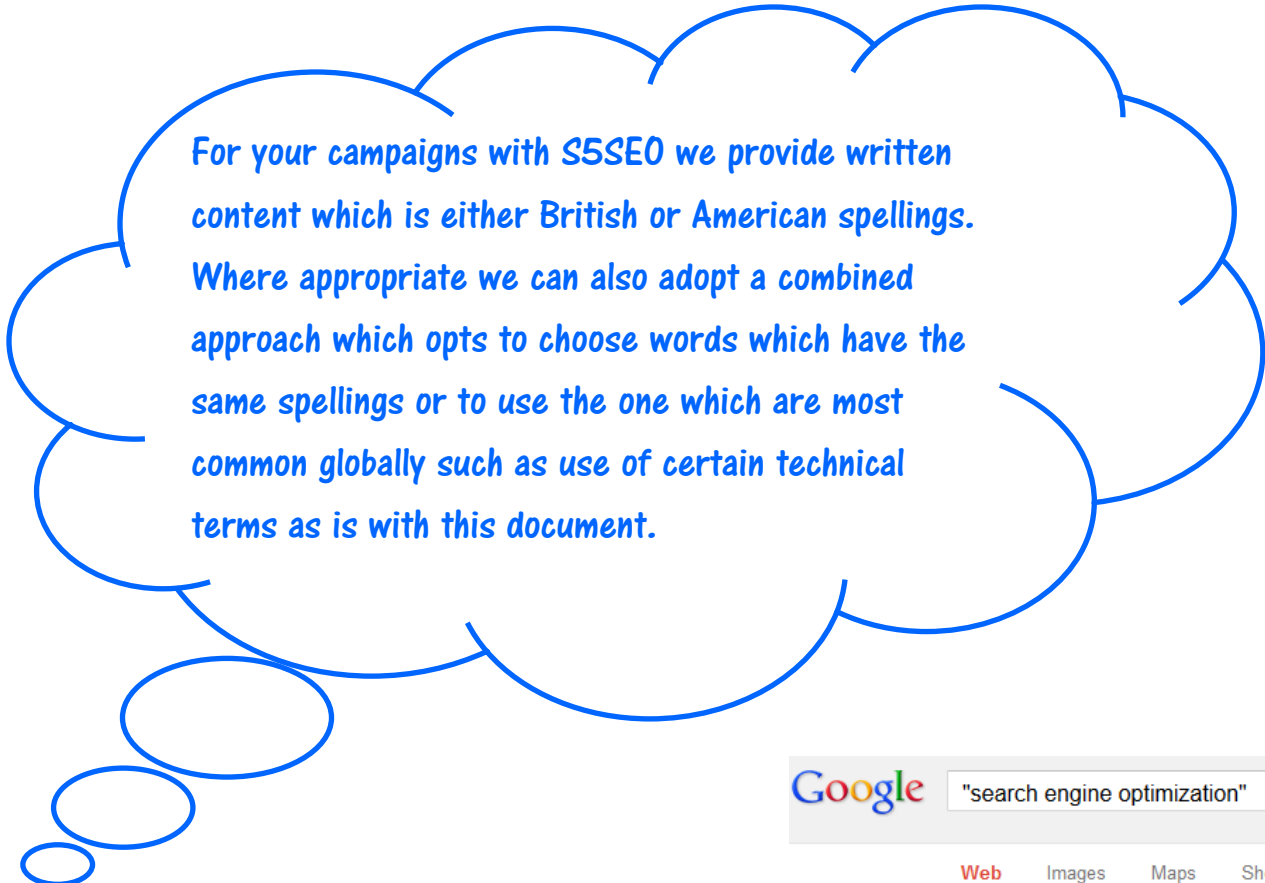
Without the competitive advantage you have to work harder to stand out to make every sale in just making ends meet!

Not being on the top or near to the first page of Google searches means my website is not being found. My website may as well not exist...

You need Search Engine Optimization & Internet Marketing by S5SEO!

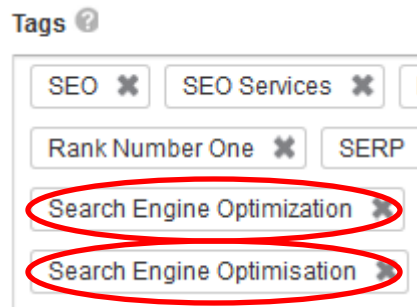
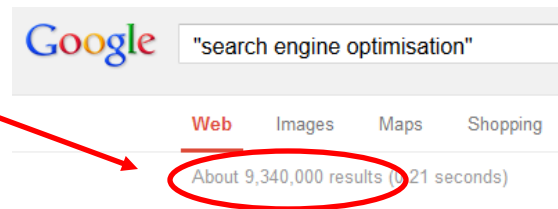
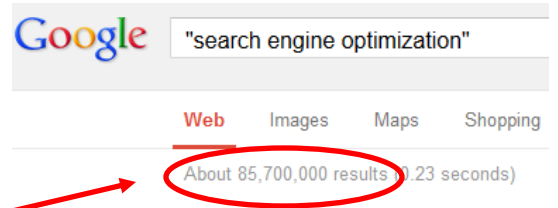
Before we proudly present our services.

A quick note on UK/US English Spellings...



For example: our preference is to use “search engine optimization” which currently has over 85.7 million exact match results returned in Google versus “search engine optimisation” which has 9.34 million at time of press.

For the geeks out there we always make sure to capture both words when entering meta-data as shown for our YouTube channel.



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Executive Summary

Genuine, White-hat Ethical Approach:

SEO/CRO Implementation, Internet Marketing, Content Development, Web Development & more!

Secure on-line membership with project planning and implementation details and status.

Detailed Analytical Work, Monthly Reporting & Status Evaluation.

Competition Tracking & Analysis.

Focus on Customer Care and Support 24 x 7 x 365.

Strict adherence to Quality Guidelines, Code of Conduct & Ethics.

Custom solutions for your needs and ambition.

Let's Get To It...

Choosing the correct SEO is not easy.

It involves navigating a minefield of technical jargon, avoiding out dated practices and worse, the many con artists and snake oil salesman whom are pitching guaranteed success and number one rankings literally overnight and most likely at an amazing cost. Some of the so called self proclaimed 'web gurus' even claim secret loopholes in Google or insider knowledge that will get you instant success and riches.

Many others offer automated software which will either scrape and spin content, create backlinks through spamming or submit your site to hundreds of search engines and directories. **Amazingly many are still falling for such scams!**

Then there are the many supposed SEO's out there whom follow negligible bad practices or what the industry considers 'black-hat' which pretty much in every case gets your website penalized or worse gets your site banned with it being removed from the Search Engine Results Page (SERP) and Search Index. Many employ such supposed SEO experts and for the most part do not realize their site has been damaged until it is far too late!

Which brings us neatly to the next point... What does it take to rank number one, gain lots of traffic and in turn achieve sales volumes that you can only dream of? With it all being done legitimately and hence avoiding the risk of search engine penalties...

Consider for a moment that you are searching on Google and the first page results only show scammy irrelevant websites. You would fast lose confidence in using Google as a search engine and opt to use another one which indeed satisfies your query. Hence for first page rankings your website first and foremost needs to provide quality content and with application of correct SEO practices will ensure your website will gain increased visibility, relevance and reputation with attention on and off your website. This in turn causes search engines like Google and your audience to love your website and inevitably leads to your website deserving and gaining the top position for search results.

Its easier said than done, with lots of moving parts to consider. Not everybody has the time, effort and expertise to engage in search engine optimization and internet marketing without it impacting the day to day running of your business or have the budget to hire new resources.

At S5SEO our costs are much cheaper than hiring full-time resources across the board from project managers, web designers, software and database developers, researchers, authors, video, audio production, graphics designers, marketing, social media experts and of course genuine search engine optimizers and conversion rate analyzers. Doing things the correct way doesn't have to cost the earth and best yet at S5SEO our sole aim is to make **you much more money than you invest, with double money back guarantee on all-in-one SEO packages your return on investment is assured.**

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Key Points:

Ask yourself when reading a sales page for SEO services:

Is it too good to be true?

Do you understand it?

Is it unnecessarily too technical and complicated?

Be aware of the correct, ethical SEO practices and code of conduct.

Know which negative SEO practices will get your site banned?

Make a list of questions

Write down what you expect to achieve from hiring an SEO.

Core beliefs...

At S5SEO we work with clients from all of over the world, of all shapes and sizes and from many different industries and niches.

Quality Matters Most

Our core ethos is to provide what your audience and search engines really want and that is for quality, quality, quality! We just cant highlight this enough. We take the time and effort to understand your business, your aims and goals and assess your market, competition the gaps and efforts needed to reach the top position.

Custom-made solutions

With requirements and needs analysis complete this ensures that we provide you with a unique solution to your unique problem in getting you the success that you deserve. Our all-in-one SEO packages and services with fixed pricing ensures best value and yet are tailored in every case to implementing strategies and tactics geared to ensure you gain the competitive advantage. We also provide cost proposals with options for your needs over and above in meeting any additional specific requirements and ambition.

Code of Conduct & Ethics

As a necessity we stand-by and adhere to the following: www.s5seo.com/code-of-conduct-and-ethics

In sum:

- 1) Implement legitimate SEO practices only which promote your site and rankings and are within the terms and conditions of search engines such as Google, Yahoo & Bing and under legal means only.
- 2) We aim to provide the highest level of customer service and will act only in the best interests of the clients business.
- 3) We will not engage in any practices which could impact the business reputation and brand as well as activities which may place the clients website at jeopardy.
- 4) All information with regards to client business and work undertaken is kept strictly confidential.
- 5) We will only provide sound realistic advice backed up by research and analysis and we will not provide any unrealistic promises on what is achievable for your business.
- 6) We will not provide misleading representation of our work, our services and results which are achieved.
- 7) We will work to our best of abilities to increase customer website rankings, traffic and profits in ensuring that the customer return on investment (ROI) is far greater than ever expected.

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Key Points:

Provide your audience and search engines with what they really want.

Building on-line relationships is a necessity for success.

Understand your market industry, highlight and fill the gaps!

Proliferated unique content: written, audio, video will increase your visibility, reputation and relevancy.

Implement genuine white-hat strategies in achieving enduring success.

Be every where on-line with our unique interlinked cluster which will dramatically improve rankings, traffic, sales and ultimately your ROI.

Our aim is to make you much more money than you invest!

Standard SEO Package

Stand Out From the Crowd and be No.1

For the video overview: <http://www.youtube.com/watch?v=i1rrY306YDY>

The standard package is a great place to begin when it comes to using SEO services for the first time. Experience amazing results with the option for expanding into other areas as offered under the Deluxe and Premium services. With your budget we can accommodate to meet any of your needs within scope, time and deliverables.



From the on-set we perform needs analysis in forming your custom made campaign and in parallel perform an SEO audit of your site and on-line profile. This audit covers and identifies many issues and recommendations for improvements. We test and examine content, layout, navigation, meta directives, keyword optimization, performance (desktop/mobile), brand awareness and much more.

The recommendations and resulting actions will ensure that your site has a solid foundation from the on-set with many quick wins and increased conversions.

As part of implementation for each keyword we develop unique and valuable content promoting your site and rankings through white hat ethical SEO techniques.

With regular sustained effort to publish on your site and other related sites with powerful link juice pointing to your site we create an interconnected cluster which will increase your rankings and traffic quickly.

We develop and submit content on many platforms such as article directories, Web Hubs like Squidoo, Pin It, Weebly, Hubpages as well as social bookmarking sites like Digg, Delicious, Reddit and with press releases and other SEO tactics the only direction is onwards and upwards to rank high month on month within the search engine results!

For details check out: www.s5seo.com/services/standard-package

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Key Points:

SEO Audit identifies areas for improvement and provides for solid foundation.

Improved search engine crawling and consequently more people reaching your website.

Sustained and regular content development geared towards ranking for keywords and attracting targeted traffic.

Be everywhere on-line with creation of interconnected cluster designed to provide powerful link juice for top rankings and traffic.

Detailed monthly ranking reports and access to on-line secure private account for project plans, latest status and more.

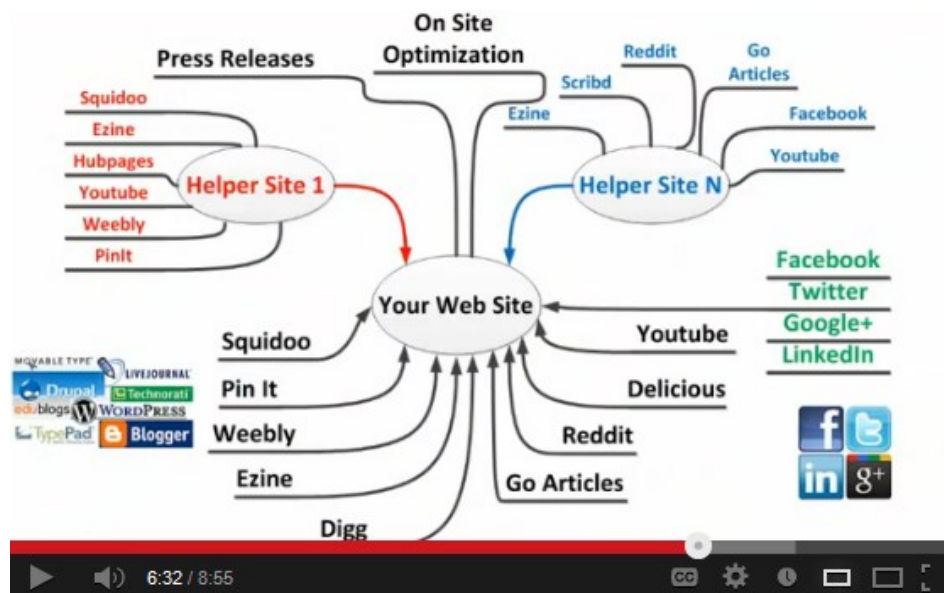
Sit back and relax and let us do the hard work with raising your on-line profile ,your rankings and profits!

Deluxe SEO Package

Launch Your SEO Campaign for the No.1 Position

For the video overview: <http://www.youtube.com/watch?v=Xna3MfAMrtI>

The Deluxe Package aims to get you ranked #1 in no time with relentless dedication to develop and proliferate unique quality content on-site and off-site with valuable backlinks from reputable resources pointing to your site.



The deluxe SEO package builds on top of the S5SEO basic package and offers more additional keywords, content development as well as social media management and marketing on many platforms.

With the added social media management and marketing of either/all of your Facebook, Twitter and Google+ business accounts it will for sure increase your relevance, rankings and reputation showing your audience that you care about opinions and feedback and further creating a viral buzz of excitement around your site and business.

Content is king when it comes to satisfying your users and search engine queries. All efforts are made to provide you with the highest quality articles covering interesting topics which are keyword focused for ranking purposes and are diverse in formats such as articles, blog posts, presentations, documents as well as graphical summaries in amplifying out-reach and exposure.

Content is then distributed on a wide variety of platforms, including authority sites and page rank sites as well as sending out strong social signals from many social media sites. The approach is natural/organic with our strategies and tactics ensuring your on-line presence is proliferated to the far reaches of the net in getting you to the top!

For details check out: www.s5seo.com/services/deluxe-package

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Key Points:

Delivers robust and enduring SERP rankings.

Go viral with management and marketing of your social media to the masses.

Maximum efforts to reach out to targeted traffic for increased conversions and sales.

SEO audit is included for identifying areas for improvement and ensures the most solid foundation for search engine crawling and user discovery.

Inbound Links—Backlinking done the right way!

Detailed monthly reporting, campaign and competition analysis with after action reviews.

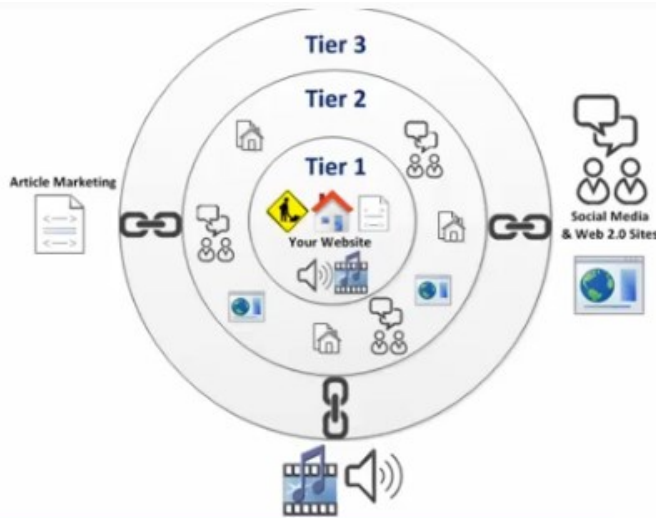
Battle-rhythm approach: Sustained, dedicated implementation of detailed plan in getting you to the top in no time!

Premium SEO Package

Best Value: Super Accelerate Your Business and Profits with the Premium Package

For the video overview: <http://www.youtube.com/watch?v=GY6zj6-AvIA>

Introducing the worlds most comprehensive SEO package designed to reach the number one spot on search engine results page (SERP) in no time.



With a full life-cycle approach from needs consultation, keyword analysis, content development (written, audio and video) together with web 2.0 sites, social media reputation and copyright we proudly present what we consider to be the worlds most powerful all-in-one SEO package.

With that we develop a huge interconnected cluster which is created in expand your online popularity, visibility, relevance and reputation.

With the Premium SEO Package we give what Google and your audience really want and that is quality unique valuable content! The effect will be for you to rank high for your search terms and for increased interest and traffic. Best yet our white hat SEO practices ensure that you are protected against future changes to the search algorithms as our focus is simply on quality, unique content. Be the best and stand out with this package in being relevant, a trusted authority within your niche and a reputation deserving of the number one spot.

With the S5SEO premium package get set to crush your competition and take your business and site to the 21st century and beyond!

For details check out: www.s5seo.com/services/premium-package

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Key Points:

Provision of the what we regards as the worlds most comprehensive SEO audit for much improvements and building the most solid web foundation.

Improved search engine crawling and consequently more people reaching your website.

Provision and proliferation of regular content—written, audio and video for maximum exposure to targeted traffic and sales.

The most in-depth, comprehensive all-in-one SEO package designed to achieve fast and enduring rankings, traffic with increasing your on-line visibility, relevance and reputation.

Go viral with social media management and marketing.

Reputation and copyright management service included!

Take your business and website to the 21st Century!

All In One SEO Packages

The following is a comparison of our all-in-one SEO packages:

An explanation of each feature in the below chart is provided at:

www.s5seo.com/services

Whereby deliverables and quantities can be amended to suit your needs in forming a custom-made SEO package.

Feature	Standard	Deluxe	Premium
Comprehensive SEO Audit	Lite Version Only	Lite Version Only	✓
Keyword Research	✓	✓	✓
Competition Tracking/Analysis	✗	✓	✓
Targeted Keywords p/m	4	6	10
Backlinks	✓	✓	✓
Blog Posts	✓	✓	✓
Article Submissions	✓	✓	✓
Directory Submissions	✓	✓	✓
Social Bookmarking	✓	✓	✓
Press Releases	✓	✓	✓
Facebook	✗	✓	✓
Twitter	✗	✓	✓
Google+	✗	✓	✓
Webhubs (Web 2.0 Sites)	✓	✓	✓
Written Testimonials	✗	✓	✓
Video/Audio Testimonials	✗	✗	✓
Video/Audio Creation and Sharing	✗	✗	✓
Reputation Management	✗	✗	✓
Copyright & Plagiarism Protection	✗	✗	✓

Key Points:

All-in-SEO packages are designed to meet all of your needs with ease and are scalable at any time.

All featured amounts can be adjusted to suit your needs e.g. Keyword quantity.

Ethical white-hat SEO implementation only which ensures sustained and enduring rankings are achieved.

Delivery of a super interconnected cluster with many tiers designed for maximum rankings, traffic and sales. Be everywhere on-line in no time!!!

Needs analysis, detailed planning and provision of private secure on-line account where you can access detailed planning, latest status as well as making amendments to your campaigns.













Content development in all forms—written, audio and video ensures you provide what your users and search engines really want!

All In One SEO Packages

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... continued comparison:

Feature	Standard	Deluxe	Premium	Comments
Detailed Ranking Report				Every month we provide a detailed report outlining all activities undertaken, the progress made and assess the effort needed for the way forward for the No.1 spot.
After Action Review				Every month post monthly report we evaluate the campaign with you either via Skype, phone, email etc and determine any additional actions or focus on areas which have been prioritized.
Monthly Billing				Pay as you go approach after month six. The primary reason for the six months initial period is that this is the typical duration for SEO campaigns to mature and reach top rankings.
No Contracts				Competitive, upfront prices with no contracts, no strings attached.
All service products can be tailored to your needs as to features and quantities provided per month.				

We offer the following discounts

For new websites there is an initial minimum period of 4 months purchase due to the time and effort in defining and implementing your campaign. Typically it can take 3-4 months for campaigns to begin to mature with significant positive results achieved due to the lag time for search engines such as Google to crawl and index efforts provided by S5SEO for increased traffic and rankings. There after you can opt to pay monthly or buy multiple months at discount.

Key Points:

We work closely with you every step of the way!

Every effort is made to communicate and keep you updated with activities and status.

With detailed assessment, reporting and after action reviews we ensure that campaigns are kept on course.

The costs of service are much cheaper than direct resources and covers the entire life-cycle and necessary skills from web design, technical, SEO/CRO analytical, marketing, content writers, video/audio production, social media, ... , etc...

Simply put save time, money and resources, allowing you to focus on your core business such as meeting increased sales and customer needs!

**Double money back guarantee!
More traffic for your keywords than the equivalent cost of PPC.**

Detailed SEO Audit

Why operate your website on one leg when you could be running to the top position with what we regard as the worlds most comprehensive SEO audit.

For the video overview: <http://www.youtube.com/watch?v=PEa5FI0YFQ4>

	C	D	E	F	G	H	I
1		Section 1	Section 2	Section 3	Section 4	Section 5	Average
2	Overall Optimization						
3							
4	Website Performance						
5	Desktop						
6	Mobile Access						
7							
8		Section 1	Section 2	Section 3	Section 4	Section 5	Average
9	Technical Issues						
10	HTTP Status/Server Response Codes						
11	404 File Not Found						
12	Broken links						
13	Crawling Problems						
14	Cloaking						
15	Javascript Enabled/Disabled Issues						
16	Cookie Issues (When switched off?)						
17							
18							
19		Section 1	Section 2	Section 3	Section 4	Section 5	Average
20	Accessibility						
21	Robots.txt						
22	Robot Meta Tags						
23	Flash and JavaScript Navigation						
24	XML Site Map						
25	Image Site Map File						

This detailed technical SEO audit manually compiled provides actionable advise grouped under high, mid and low priorities with least effort biggest impact on rankings presented in a easy to understand layman approach.

This audit digs deep into your website and off-site activities and compares your site to the search engine ranking factors such as Google with more than 200+ ranking parameters.

Ever wondered on how to fix how Google displays snippets of your web pages, improved performance/speed, navigation, correct on all browsers, mobile devices and much improved user experience and much more?

This report will ensure your rankings, reputation, relevance and sales are increased with its findings at an amazing value and provides the road-map ahead for significant improvements. Start running to the top position with the S5SEO comprehensive audit at pennies to the pound per website versus typical consultant charges which are at thousands...

For details check out: www.s5seo.com/services/comprehensive-seo-audit

Key Points:

On-site & off-site optimization ensures maximum:

- **Website Performance**
- **Content optimization**
- **Duplicate/canonicalization resolution**
- **Accessibility**
- **Navigation**
- **Correct Keyword Density**
- **Link Worthiness**
- **Clear calls to action and conversions**
- **Detect reputation issues**
- **Brand Awareness**
- **User tracking and analysis**

Build a Solid Foundation for web-site.

Quantify your market effectiveness and identify fixes.

Improved search engine crawling and consequently more people reaching your website.

Social Media Needs

Take your Website and business to the Social Masses...

For the video overview: <http://www.youtube.com/watch?v=ifRSaVozw38>

Social media signals have become a major ranking attribute such as with **Google** and can **make all the difference** with gaining the **top spot on searches** and with that **significant increase in traffic and sales!**



Social signals and its weighting on ranking factors is on the increase. With this package we manage your social media accounts with adding new, relevant, interesting content designed to create a social buzz and get people interacting with your site with comments, reviews/testimonials, competitions, special offers and so forth.

We can manage either/all of your Facebook, Google+, LinkedIn and Twitter business accounts and others with daily updates and tactics to get targeted traffic to your site. Incredible value with bulk monthly purchases at discount.

Social Media provides an amazing way to connect directly with your business in a way that is personal, entertaining and can elevate your business tremendously and improve your credibility with showing the world that you care about your target audience and their needs.

For details check out: www.s5seo.com/services/social-media-marketing

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Key Points:

Social Media allows you to:

Reach out and engage with your audience in new and innovative ways.

Gather feedback, positive reviews and testimonials.

Much improved visibility, relevance and reputation with more traffic to your website!

Social signals contribute significantly to search engine rankings.

Go viral and create a buzz of excitement around your website and business.

Video Audio Marketing

Take Your Business Above the Competition With Quality Video and Audio Productions

For the video overview: http://www.youtube.com/watch?v=73GzEmhRg_Y



Video and Audio content are extremely powerful marketing tools for any business and exposes your business and products to new audiences and potential customers. Such content can get immediate search engine attention and in turn drive increased traffic to your site and hence much increased sales and profits.

The use of video and audio marketing is huge with YouTube now representing the second largest search engine. Capture, entertain and engage with your audience. Not only will this give you an edge on the competition your site will attract more visitors and paying customers.

With this service we provide you with developed video, audio content incl. testimonials, reviews and also proliferate produced content throughout the web in boosting your profile and reach through many on-line resources such as video/audio sharing sites.

Enhance your reputation, relevance and visibility with weekly provision of video/audio at approx. 200-300 words each.

Or alternatively let us know your requirements and we will promptly provide you a quote.

Don't get left behind... Catch up with the digital revolution and provide amazing video and audio for your audience!

For details check out: www.s5seo.com/services/video-audio-marketing

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Key Points:

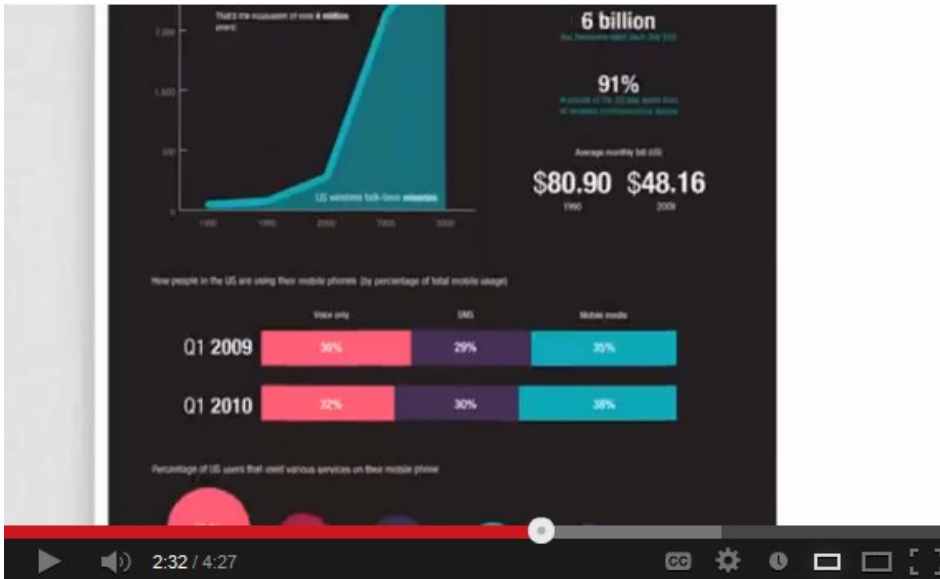
Unique, interesting, relevant video /audio content:

- **An eye catching way to sell your product or service and grab your visitor's attention.**
- **Helps sell your product, service or business.**
- **According to Forrester Research, a video result is 53 more times to get a top ranking on Google than using traditional techniques.**
- **Increase your website's conversion rates.**
- **A distributed online video/ audio has tremendous reach.**
- **Can be targeted to your specific audience.**
- **Re-energize your company's dull and boring website.**
- **Very helpful for branding and customer loyalty.**
- **Helps you to market and sell your products in a convincing way.**
- **Online videos are able to get top search rankings for your keywords.**
- **Online videos are more cost effective than any other form of media.**

Link Baiting

Create a Buzz of Excitement Around your Site and get Folks Linking for Free!

For the video overview: <http://www.youtube.com/watch?v=hUjZ4P8HtCM>



The use of link baiting as a form of viral marketing to attract traffic and backlinks to your Website is a powerful tool and the results can quite simply be STAGGERING!

This white-hat method is designed specifically to gain attention and encourage people to link to your website and in turn increase your traffic, rankings and profits.

A link bait can come in many forms and ranges from an amazing information graphic, software gadget or utility such as a calculator, a geographic display tool or anything which is eye grabbing, unusual, funny and entertaining. It is an innovative way to reach out and get attention and with that a viral effect which hooks people to engage and link back to it in an enduring manner.

Our strategies are custom-made to meet your needs and range from software gadgets, graphs, charts, images, maps etc. This can be embedded on other sites and in turn provide that all important in-bound link to your site for increased rankings and traffic.

Simply get in touch with us and we will examine your site, requirements and provide you with various options and proposals.

For details check out: www.s5seo.com/services/link-baiting

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Key Points:

Achieve rapid exposure and branding!

Receive hundreds of contextual or relevant organic links which goes on increasing for ever!

With organic backlinks and increased branding of your website you get increased ranking, targeted traffic and with that much more sales and profits.

With a little creativity even the smallest of ideas you can get people addicted, excited with creating conversation and spreading the word virally, which in turn promotes your business and website.

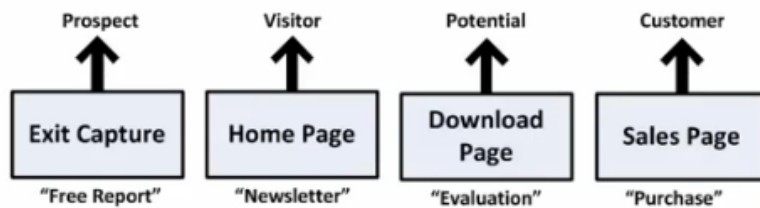
With S5SEO we are at hand what ever your needs... Simply get in touch with us outlining your ideas and we will then provide a quote for the work.

Even if you don't have any ideas, get in touch and we will examine your website and business and provide a cost proposal with options.

Email Marketing

Capture and Grow your Email List, Engage with your Customers and Increase Your Conversions and Profits!

For the video overview: <http://www.youtube.com/watch?v=9NQDYfcCqqE>



Every visit to your site presents an opportunity for sales conversion. Allowing a user to leave empty handed is a wasted opportunity...

With email marketing you can provide the opportunity for potential customers to sign up to your newsletter and receive a free bonus in return such as a white paper, report which we can develop as part of your package. We then construct carefully crafted emails which will provide useful information and advice with a hook for further information to be accessed on your site and leading to potential sales. In addition we offer a second tier exclusively for customers upon sales purchase.

With this service we will setup and manage your auto-responder and email list which allows for signing-up and receiving newsletters and updates about your company.

As your list grows your business and profits will increase. We provide email content for newsletters, business updates, special offers in promoting your products at a frequency of every 2-3 days or alternatively let us know your needs!

For details check out: www.s5seo.com/services/email-marketing

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EMAIL: SUPPORT@S5SEO.COM

Key Points:

Capture new leads and increase sales.

Email marketing when done correct, legitimately and legally can make a huge difference to your bottom line.

With an email newsletter you can engage with your audience far better and grow your social following and on-line relationships substantially...

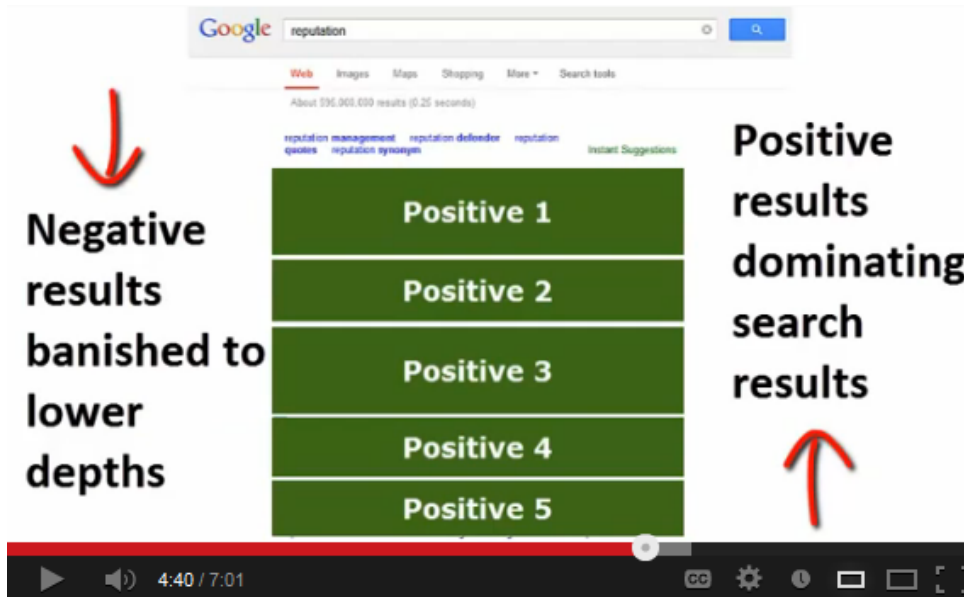
Test new products, gather feedback or provide special offerings..

Did you know that consumers whom receive email marketing spend 83% more when shopping. Their orders are 44% larger and order 28% more often. The average return on email marketing investment is \$57.25 for every dollar spent meaning that it outperforms other types of direct marketing.

Reputation & Copyright

Your Reputation and Content Ownership is Everything!

For the video overview: <http://www.youtube.com/watch?v=CslC6zLqMpl>



Did you know that 80% of customers are influenced by advice received on discussion forums and social media about products and services. In fact very few of us trust advertisements instead opting to seek peer recommendations and reviews.

Protecting your reputation and copyright is everything. With this unique service we perform daily algorithmic searches/checks for any negative content/comments impacting your reputation as well as for content which has been plagiarized/copied by others in addition to creating unique regular content on many resources which promotes your reputation and credibility.

We keep you informed and step-in to resolve such as with forum commenting on negative remarks and turning the discussion into a positive outcome for you or contact site owners, web hosts should the matter be regarded as legal defamation.

Our strategies and tactics are unique to each case with the sole intent of monitoring, protecting and repairing. We provide detailed reports and keep you informed as when an incident occurs.

For complex matters whereby you wish to resolve a current incident which is impacting your business, please contact us directly for a cost proposal.

For bulk monthly purchases we even offer discounts!

For details check out: www.s5seo.com/services/reputation-copyright-management

WWW.S5SEO.COM

EMAIL: SUPPORT@S5SEO.COM

Key Points:

We intervene and inform you immediately when we detect reputation or copyright issues.

Not only do we check daily and take action but we also take preventative measures which include collating and publishing a significant amount of positive remarks and reviews..

Done in a way that actually suppresses any future incidents way down the SERP..

With copyright protection included we believe that at S5SEO our combined reputation and copyright management service is a one of a kind!

We guarantee that we will create and rank more than ten positive assets on the first three pages of Google, Yahoo, and Bing within the first 90 days of your campaign start date or you may cancel your account and receive double your money back.

Search Engine Penalty Recovery

Experienced a Sudden Drop in Traffic? Don't Panic! We Identify, Fix and Get You Back on Top in No Time

For the video overview: <http://www.youtube.com/watch?v=LuSci5PbLpU>



A sudden drop in traffic, rankings and your profits is terrifying especially when there seems to be no answers and your business is on the edge of collapse.

In response we perform a detailed penalty audit of your site in order to ascertain the exact reasons why this has happened.

Through the analytical work we will then outline all the steps necessary in order to remove the penalty as part of a project plan. Project implementation can involve tasks such as:

- Identifying bad links pointing to your site and requesting for its removal as well as use of Google disavow tool.
- Perhaps your site suffers from over-optimization such as keyword stuffing, overuse of keyword anchor text or duplicate content issues or content quality issues all of which are tackled.

The possible reasons and combination factors is endless. We continue to monitor and implement necessary fixes until your website has fully recovered.

We also implement any additional improvements over and beyond the cause of the penalty in the first place in order to ensure that your site and business is postured for success with a solid foundation to build upon with the eventual aim of getting you way ahead and above than you ever thought possible!

For details check out: www.s5seo.com/services/search-engine-penalty-recovery

Let us know your needs and we will provide a quote ASAP: www.s5seo.com/seo-quote

WWW.S5SEO.COM

EMAIL: SUPPORT@S5SEO.COM

Key Points:

Upfront price with work continuing until we achieve your site recovery.

Perform detailed penalty audit in identifying the causes.

Provide a detailed action plan with tasks, timelines and milestones.

We keep you informed with detailed reporting and monitoring actions until resolution.

Implement additional SEO work to achieve higher rankings in parallel.

Our commitment is our guarantee to put the time, energy and expertise in getting you back on top and way ahead than ever before!

To put it plain and simple our reputation counts on it with your success being our success!

Web Design & Maintenance

Get it right from the onset with affordable custom-made website design and enduring maintenance support with it functioning correctly on all web browsers and mobile devices.

For the video overview: <http://www.youtube.com/watch?v=iiTVzjYwzM>

With every design we ensure that it is easy to read and navigate and further much enhanced with CRO (conversion rate optimization) with use of split testing and clear calls to action to ensure that you get the highest possible conversions rates with visitors becoming customers.



At S5SEO our core business is to understand how search engines work, how your website is crawled, indexed and consequently ranked on the search engine results page (SERP) leading to increased traffic and ultimately conversions to sales.

Our approach with web design will ensure that you have the best website possible which will take advantage and leverage all the benefits possible that comes with a website that is fully search engine optimized and hence postured for success from the very beginning. We provide much improved functionality, speed, performance, navigation, social media integration and of course control how search engines crawl and display your web site data.

For website O&M needs many simply do not have the time or technical expertise to maintain their website with keeping it up to date with amended, new content as well as implementing any technical changes such as layout, navigation as well as performing regular back-ups and performance monitoring of web site/host and implementing any fixes or security patch updates etc.

For details check out: www.s5seo.com/services/website-design-and-maintenance

Let us know your needs and we will provide a quote ASAP: www.s5seo.com/seo-quote

WWW.S5SEO.COM

EMAIL: SUPPORT@S5SEO.COM

Key Points:

All of your needs met with a wide range of options e.g.

- **Amazing website design, look and feel done correctly for SEO/CRO at the core.**
- **Sell goods on-line with complete e-commerce solutions.**
- **Can provide secure storage of your e-products with temporary download links on sales.**
- **Email newsletter and auto-responder integration.**
- **Can provide membership site with multi-levels, paid or non paid?**
- **Integrated social media**
- **Set up and integrating a private members account area**
- **Bespoke software and database development and web integration.**

Maintenance support covers many things such as implementing design changes and enhancements, regular back-ups as well as updating and adding new content.

Consultancy & Support

For all your needs!

Do You Have the Resources But Need the SEO Expertise to Get You on Track? Or Simply Wish to Outsource in Privacy?

For the video overview: <http://www.youtube.com/watch?v=zLw7PdiAJ-U>

We can be **completely invisible** to your clients and at the same time **fully support your needs** with **timely delivery** of services and relentless dedication to **achieving and surpassing ALL expectations.**



What if there is a better way to offer SEO services without having to spend all the time and effort in doing the work in the first place?

We are extremely flexible to meet any of your needs or challenges. We provide everything SEO with a life-cycle approach from analysis, investigation reports, detailed project planning and road-maps for executing and monitoring your SEO project as well as implementation, monitoring and of course detailed status and update reports.

We can also provide all reports with your header and logo and will only work with your company in complete privacy. This 100% white label approach allows you to focus with working with the customer directly with our advice and expertise as well as allowing you to focus to invest time and energy in seeking new customers and expanding your portfolio.

Our costs are much more cheaper than hiring full time direct resources covering many skills from technical, development, marketing and so forth. With time and effort saved lets not forget increased rankings, traffic and sales achieved through application of SEO.

Get in touch outlining your needs and we will provide a cost proposal ASAP! For the details check out: www.s5seo.com/services/seo-consultancy

WWW.S5SEO.COM

EMAIL: SUPPORT@S5SEO.COM

Key Points:

Perhaps you provide SEO services but simply do not have sufficient resources to do the work. We have you covered with delivery of 100% white label services.

Ever thought about creating your own Passive Income stream with re-occurring commission for every sales referral? In fact we pay you generously month on month for the duration of a signed customer.

We offer a very lucrative reseller and sales referral package with reoccurring commissions month on month even after the initial sale!

Your only limitation is your imagination!

We look forward to working with you and ultimately making you much more money than you invest. After all your success is our success!

For joint ventures and reseller enquiries please email: jv@s5seo.com

Secure User Account

With a life-cycle approach we have you covered for all your on-line needs from web design & maintenance, software development and of course SEO!

As soon as you sign up we will create a private on-line project area with exclusive access granted so that you can view project status, activities as well as access updates such as analytical and monthly reports which are also emailed. All work in progress can be viewed 24/7 as well as raising support requests via email, telephone and of course face to face meetings over Skype can be arranged. We also provide after action reviews assessing campaign status and way forward. Every effort is made to provide detailed, granular reports in keeping you informed.



Login

@S5SEO

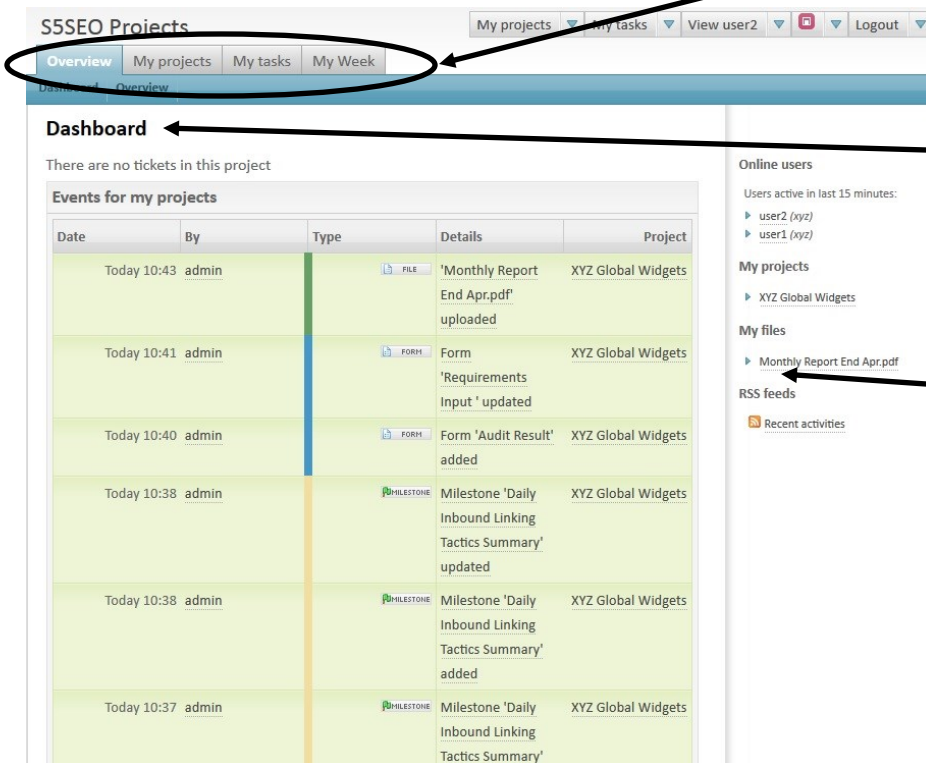
Username:

Password:

[Options](#)

Welcome to S5SEO Projects

Login



S5SEO Projects

My projects My tasks View user2 Logout

Overview My projects My tasks My Week

Dashboard

There are no tickets in this project

Events for my projects

Date	By	Type	Details	Project
Today 10:43	admin	FILE	'Monthly Report End Apr.pdf' uploaded	XYZ Global Widgets
Today 10:41	admin	FORM	'Requirements Input' updated	XYZ Global Widgets
Today 10:40	admin	FORM	Form 'Audit Result' added	XYZ Global Widgets
Today 10:38	admin	MILESTONE	Milestone 'Daily Inbound Linking Tactics Summary' updated	XYZ Global Widgets
Today 10:38	admin	MILESTONE	Milestone 'Daily Inbound Linking Tactics Summary' added	XYZ Global Widgets
Today 10:37	admin	MILESTONE	Milestone 'Daily Inbound Linking Tactics Summary'	XYZ Global Widgets

Online users

Users active in last 15 minutes:

- user2 (xyz)
- user1 (xyz)

My projects

- XYZ Global Widgets

My files

- Monthly Report End Apr.pdf

RSS feeds

- Recent activities

Key Points:

Secure private member account area. Access all project planning, activities and status.

Login details provided to you and if need be to additional members of your company.

More than one project can be assigned to a user. For example you may have many websites requiring SEO services.

Upon login the dashboard highlights all recent activities undertaken.

Key documents are easily accessed and can be downloaded.

All activities are documented via reports and emailed to you!

Secure User Account

WWW.S5SEO.COM

EMAIL: SUPPORT@S5SEO.COM

S5SEO Projects

My projects My tasks View user2 Logout

XYZ Global Widgets

Overview Tasks Messages Files Links Reports Tags Wiki

Dashboard XYZ Global Widgets Overview Search...

Overview Add link 2

XYZ Global Widgets Premium Package

Important files

- Monthly Report End Apr.pdf 1 revision(s)

Involved companies

- xyz

Involved users

- admin
- user1
- user2

RSS feeds

- Recent activities

Milestones

Upcoming milestones (in the next 30 days)

- SEO Audit (Wednesday, April 24 - 2 days left)
- admin: Keyword Research Analysis (Friday, April 26 - 4 days left)
- admin: Agreed Campaign Formation (Sunday, April 28 - 6 days left)
- Implement On Site Fixes (Monday, April 29 - 7 days left)
- Pillar Article 1 (Wednesday, May 1 - 9 days left)
- Web 2.0 Submissions - 1 (Thursday, May 2 - 10 days left)
- Video 1 (Friday, May 3 - 11 days left)
- Create & Add Content - Helper Site 1 (Monday, May 6 - 14 days left)
- Pillar Article 2 (Wednesday, May 8 - 16 days left)
- Web 2.0 Submissions - 2 (Thursday, May 9 - 17 days left)
- Video 2 (Friday, May 10 - 18 days left)
- Daily Inbound Linking Tactics Summary (Friday, May 10 - 18 days left)
- Pillar Article 3 (Wednesday, May 15 - 23 days left)
- Web 2.0 Submissions - 3 (Thursday, May 16 - 24 days left)
- Video 3 (Friday, May 17 - 25 days left)
- Create & Add Content - Helper Site 2 (Monday, May 20 - 28 days left)
- Daily Inbound Linking Tactics Summary (Tuesday, May 21 - 29 days left)
- Pillar Article 4 (Wednesday, May 22 - 30 days left)

Show all upcoming milestones (total 22)

Recent activities

Key Points:

View Project in detail:

- Tasks
- Messages to/from support,
- Uploaded Files/Reports
- Important Links to Info
- Reports (Gantt/Mind Map)
- Wiki - FAQ/Tutorials/Guidance

A detailed list of all tasks with planned delivery dates organized on a monthly basis.

Overview Tasks Messages Files Links Reports Tags Wiki

Dashboard XYZ Global Widgets Reports Search...

Reports Gantt Mind Map

Start date: Refresh

End date: Download

Project: XYZ Global Widgets

	2013							J														
	15/4	22/4	29/4	6/5	13/5	20/5	27/5															
	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	
Project: XYZ Global Widgets																						
SEO Audit																						
Keyword Research Analysis																						
Agreed Campaign Formation																						
Implement On Site Fixes																						
Pillar Article 1																						
Web 2.0 Submissions - 1																						
Video 1																						
Create & Add Content - Helper Site 1																						
Pillar Article 2																						
Web 2.0 Submissions - 2																						
Video 2																						
Daily Inbound Linking Tactics Summary																						
Pillar Article 3																						
Web 2.0 Submissions - 3																						
Video 3																						
Create & Add Content - Helper Site 2																						
Daily Inbound Linking Tactics Summary																						
Pillar Article 4																						
Web 2.0 Submissions - 4																						
Video 4																						
Monthly Report																						
After Action Review																						

Gantt chart displaying all activities planned for the given month.

Secure User Account

WWW.S5SEO.COM
EMAIL: SUPPORT@S5SEO.COM

The top screenshot shows the 'Messages' section of the S5SEO Projects user interface. It features a navigation bar with 'Overview', 'Tasks', 'Messages', 'Files', 'Links', 'Reports', 'Tags', and 'Wiki'. Below the navigation bar, there is a search bar and a table of messages. The table has columns for 'Date', 'Title', 'Author', and two columns for counts (0 and 1). The message listed is from 'Apr 22, 2013 06:30' with the title 'Project Start up' and author 'user1'. The bottom screenshot shows the 'Files' section of the S5SEO Projects user interface. It features a navigation bar with 'Overview', 'Tasks', 'Messages', 'Files', 'Links', 'Reports', 'Tags', and 'Wiki'. Below the navigation bar, there is a search bar and a list of files. The files listed are 'Keyword Research.txt (8bytes) #1' and 'Monthly Report End Apr.pdf (89.72KB) #1'. On the right side, there is a sidebar with 'Folders' (All files, documents, images, other) and 'Important files' (Monthly Report End Apr.pdf 1 revision(s)).

Key Points:

Communicate directly with S5SEO regarding any needs & issues.

Access to all documents.

Much more included within the members area. We also provide document guides and tutorials so that you can make the most of using your assigned project workspace.

The on-line ordering system is safe and secure and is via a third party vendor. We do not store your payment details.

Alternatively payment can be arranged directly from your bank account to ours.

How it works:

As soon as payment is acknowledged you will receive an automated email with a short questionnaire which will facilitate the formation of your campaign as part of needs analysis.

In parallel we will create your private member account within 24-48 hours and email you the login credentials.

There after we will develop an agreed detailed plan of tasks, milestones with key date of deliverables based on your specific requirements.

Upon implementation we update the project area on a daily basis and will also provide you with detailed reports and updates via email.

We provide 24/7 support either via the project portal or by emailing: support@s5seo.com

Service Price List

Prices based on US dollar and for other currencies it is subject to current exchange rate at time of purchase (below based on 24th April 2013). Please refer to our [website](#) for latest prices. All services are customized to your needs upon purchase or alternatively request a [quote](#) should you require variation on features and deliverables.

As an Introductory offer all prices shown are at a massive discount with up to 50% off with further discounts on bulk monthly purchases until further notice.



Service	Summary	Options (Unit & Discounts)	Cost (USD)	Cost (GBP)
Standard SEO	All in SEO package incl. content development/proliferation, backlink building and interconnected cluster for rapid increase of rankings and traffic.	Per Monthly Cost	\$247	£160
		4 Month (Initial)	\$988	£642
		6 Month \$150 discount	\$1,332	£865
		11 Month + 1 Free Month	\$2,717	£1,766
Deluxe SEO	Expanded SEO package with Social Media Management & Marketing.	Per Monthly Cost	\$447	£290
		4 Month (Initial)	\$1,788	£1,162
		6 Month \$150 discount	\$2,532	£1,645
		11 Month + 1 Free Month	\$4,917	£3,196
Premium SEO	Builds on top of Standard/Deluxe: Most in-depth and far reaching all-in-one SEO package with Social Media Management & Marketing, Video Audio, Reputation & Copyright. Inc. Comprehensive SEO Audit.	Per Monthly Cost	\$799	£519
		4 Month (Initial)	\$3,196	£2,077
		6 Month \$150 discount	\$4,644	£3,018
		11 Month + 1 Free Month	\$8,789	£5,712
Comprehensive SEO Audit	Detailed analysis and evaluation of on/off site SEO for improvements and quick wins in gaining increased traffic and rankings.	Per Website	\$290	£189
Social Media	Go viral! Develop and maintain social media sites, implement marketing campaigns and create social buzz in getting your site and business to the masses.	Per Monthly Cost	\$247	£160
		4 Month (Initial)	\$988	£642
		6 Month \$150 discount	\$1,332	£865
		11 Month + 1 Free Month	\$2,717	£1,766
Video Audio	Capture and entertain your audience. Development of regular video/audio content and its proliferation on-line for targeted traffic and support to increased sales/conversions.	Per Monthly Cost	\$390	£254
		4 Month (Initial)	\$1,560	£1,014
		6 Month \$150 discount	\$2,240	£1,456
		11 Month + 1 Free Month	\$4,290	£2,788

Service Price List Cont'd

WWW.S5SEO.COM

EMAIL: SUPPORT@S5SEO.COM



Anything missing? Let us know and we will evaluate and provide a cost proposal ASAP!

Service	Summary	Options (Unit & Discounts)	Cost (USD)	Cost (GBP)
Reputation & Copyright	Mitigate and take action against negative content and plagiarism. Provision of positive assets designed to provide protection and enhance reputation.	Per Monthly Cost 4 Month (Initial) 6 Month \$150 discount 11 Month + 1 Free Month	\$297 \$1,188 \$1,632 \$3,267	£193 £772 £1,060 £2,123
Email Marketing	Set-up and manage auto-responder and create regular newsletters. Capture new leads and increase sales.	Per Monthly Cost 4 Month (Initial) 6 Month \$150 discount 11 Month + 1 Free Month	\$149 \$596 \$794 \$1,639	£97 £387 £516 £1,065
Link Baiting	Develop and implement link-baiting strategies and tactics designed to gain mass attention and links to your site.	Please provide a summary of your needs and we will provide a cost proposal via below: Request Quote	n/a	n/a
Search Engine Penalty Recovery	Identify and fix issues which are the cause of dramatic reduction in traffic due to search engine penalty.	Please provide a summary of your needs and we will provide a cost proposal via below: Request Quote	n/a	n/a
Website Design & Maintenance	For all your website design and operational maintenance needs with SEO at the core.	Please provide a summary of your needs and we will provide a cost proposal via below: Request Quote	n/a	n/a
SEO Consultancy	For all your on-line needs whether it be outsourcing, provision of white-label services, joint ventures/partnerships and reseller packages.	Please provide a summary of your needs and we will provide a cost proposal via below: Request Quote	n/a	n/a

FAQ...

For a full list please refer to www.s5seo.com/faq

Q1. What is SEO?

Search Engine Optimization (SEO) is a combination of methods and processes which improve the visibility and rankings of a website for given keyword search term when entered in a search engine such as Google. SEO is purely focused on the organic/natural search results which being the non-paid results on the search engine results page (SERP). Incidentally the paid result listings are highlighted as advertisements and are based on Pay-per Click (PPC) campaigns.

Q2. How does S5SEO achieve rankings?

First of all we perform a detailed SEO audit of your site and off-site profile and determine deficiencies, issues and fixes such as technical, performance, search engine crawling, user experience, backlinking profile, brand awareness, reputation to name a few. It is an extremely detailed audit with the aim of gaining quick wins for ranking improvements prior to SEO campaign implementation. It also means that your site is built on a solid SEO foundation.

Thereafter we perform keyword analysis and determine the best keywords to target with regards to competition vs. traffic data. In other words we find the money words the ones which require least effort and gain the most traffic.

Once complete each chosen keyword represents a campaign/project which beneath has many activities designed in getting you the top position for that keyword.

These activities range from unique quality content development and its proliferation on your site and other on-line resources, leverage of social media as well as video/audio sharing sites all of which gains relevant backlinks pointing to your site through an interconnected cluster of sites in generating targeted traffic and popularity which achieves increased rankings and your conversions/profits!

Q3. Can you guarantee number one position?

Only a snake oil salesman or con artist would guarantee number one position.

Given that search engines such as Google are continually evolving and changing their algorithms and that everyone outside of Google has no direct influence then it would be wrong to make such a guarantee.

We certainly guarantee a dramatic improvement in your rankings and traffic through implementation of solid sound SEO practices and further our aim is simply to make you much more money than you invest in S5SEO services and hence your (ROI) return on your investment is assured.

Q4. What is the difference between SEO and SEM?

Search Engine Optimization (SEO) is focused on the natural organic search engine results page whereas Search Engine Marketing (SEM) is focused on paid advertisement such as Google Adwords with regards to PPC.

Q5. Why not just use PPC?

Sure! But keep in mind each click as part of pay per click costs money and only a small percentage of each visitor through PPC will convert to a sale. Its' a delicate balance ensuring profits/ROI is achieved within your budget and when the money runs out so does the advert for that given keyword.

Surely it would be much better to be ranking on the first page at #1 with no costs for visitors to click on your site and with that enduring traffic, conversions and profits. That's where S5SEO comes into play!

For a full list please refer to www.s5seo.com/faq

Q6. What is the difference between on-site and off-site SEO?

First of all we need to emphasize that search engines such as Google have over 200+ parameters in determining the ranking of a site for a given keyword. Some of these factors relate directly to your website such as content, layout, navigation, user experience and for off-site this relates to determining your sites relevancy and popularity such as backlinks from authoritative, subject related sites which count as a vote of confidence for your site.

Q7. Is SEO dead?

No! and as long as search engines are around so will SEO! As Search engines evolve so does SEO with regards to methods and techniques used in achieving improved rankings within the SERP. Hence many SEO tactics which used to work no longer work and further can even get your site penalized.

It's extremely important to know what the best enduring practices are and to avoid any unethical practices such as those which are against Google terms of service and quality guidelines or techniques which simply do nothing with many con artists, snake oil salesman promoting them thrown into the equation.

Our best advice is to focus on white-hat SEO which is based on ethical practices and thus avoiding potential search engine penalties and stay within the boundaries of Google terms and conditions.

Q8. How does S5SEO pricing work?

We provide up-front pricing with no strings attached. For off the shelf packages such as standard, deluxe, premier these are fixed price and for any specific requirements and customization we will provide a cost based on analysis of needs prior to commencing work.

For new websites seeking SEO services there is a minimum four months period given the significant effort for performing SEO audit work, requirements analysis, keyword research and project/campaign formation and implementation.

Typically it takes four to six months for campaigns to mature and for first page rankings to be achieved hence the four month sign-up period. Thereafter payment is based on a monthly basis and further campaigns can be amended at any time.

Q9. When will we see improved desired results? When do we expect to be on the first page of Google?

With achieving desired results within the search engine results pages (SERP) this depends on a number of factors such as the time lag for search engines to crawl and index all of the activities undertaken as part of the SEO campaign such as new content on your site or on related sites which provide backlinks to your sites as well as social media signals.

In addition campaigns must be conducted at a natural pace and growth for example creating 1000s of backlinks overnight for a site that has low traffic may deliver a short lived burst in rankings but followed quickly by detection of manipulative actions to influence the SERP and hence a penalty imposed which will cripple your rankings and traffic.

As such we anticipate that immediate results will be observed after one month given search engine crawling factors and for significant results to be achieved within four to six months resulting in first page top-level rankings.

Q10. Do you need to submit to 1000's of search engines and directories?

Absolutely not! It amazes us that this practice is still advertised by con/scam artists. Stay away from them.

What Next?

Well that is up to you! If you want to....

GET YOUR WEBSITE RANKED NO. 1

Save thousands of dollars/pounds/euros and hundreds of hours of frustration. Increase your web visibility, relevance and reputation. Boost your on-line popularity and profits the only way. For your on-line success get your free SEO proposal now at:

www.s5seo.com/seo-quote

Save Money, Time and Resources

Custom-made SEO Strategy and Tactics

Reach Your Target Audience: Local, National and International

Customer Service and Support

All-In-One SEO Packages

Comprehensive SEO Audit

Social Media

Video & Audio

Link Baiting

Email Marketing

Reputation & Copyright

Search Engine Penalty Recovery

Website Design & Maintenance

And much more!

Don't forget to connect with us on, [Facebook](#), [Twitter](#), [YouTube](#) and [Google+](#)

What are you waiting for? For your free no obligations SEO proposal and quote...



WWW.S5SEO.COM

EMAIL: SUPPORT@S5SEO.COM

Testimonials & Reviews:

Please Checkout:

www.s5seo.com/testimonials

At S5SEO we take great pleasure in providing the best possible services and making every effort to deliver over and beyond expectations.

If you have used our services and would like to leave a testimonial, please [contact us](#). At S5SEO we adhere to our strict privacy policy and as such we will only publish your website details and activities undertaken upon your permission.

We would like to give a special thanks to our clients whom have taken the time and effort to give us feedback on our services.

Get in touch now for your search engine optimization and internet marketing needs and request a [quote](#).

As a start up firm with lots to prove we offer amazing discounts for testimonials (video and written) for satisfied customers and hence a win-win for all concerned for a limited period only!

Get in touch!

We look forward to seeing you on the other-side...