



Do something positive about your website optimisation today... Let someone else worry about it!

KEY FACTS

- Over 80% of all web traffic originates from the 5 major search engines
- People prefer the FREE listings
- To achieve consistent results you need a managed service
- Dramatically increases targetted visitor numbers to your website
- Results are measurable via tailored reports
- Stay ahead of the competition by continuously building your sites ranking

Utopia's total focus is on improving your positioning in search engine results.

The Google logo, consisting of the word "Google" in its multi-colored font.

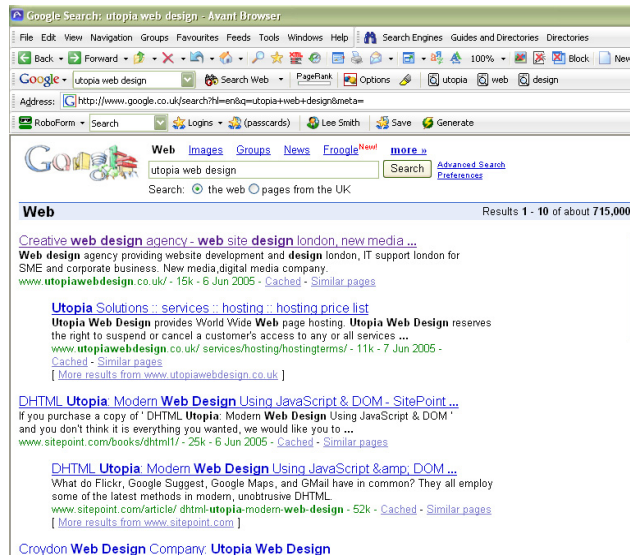
The msn logo, featuring the lowercase letters "msn" in blue with a colorful butterfly icon to the right.

The YAHOO logo, with the word "YAHOO" in red, all-caps, sans-serif font.

What is Search Engine Marketing?

The process required to establish and maintain consistently high rankings on major search engines for targeted keywords or phrases.

Does it work?



We have achieved top 3 positions with 45,500,000 competing sites!

Results taken 1st June 2005

What are the benefits?

Dramatically increase visitor numbers to your website attract prospects who are interested in your business get ahead of your competition measurable results no other area of marketing offers this level of Return on Investment.

Why is SEM a good thing for my company?

It's a proven fact that search engines achieve more awareness for websites than direct mail, banners, TV and radio advertising - combined.

Get a head start now before your competition catches on!

What does it cost?

Campaign 1 - annual service, managed

Setup fee - £500/€750 (HTML) £750/€1125 (Dynamic)

Flat monthly fee of £250/€375 per month

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What is included?

- Initial optimization of your important web pages
- Keyword analysis
- Competitor analysis
- Search engine submissions
- Directory submissions
- Active management
- On-going, monthly link building campaign to increase sites importance
- Full reporting on search engine ranking
- Constant monitoring – to keep up with the constantly changing search engine algorithms and positioning

Campaign 2 - annual service, managed lite

Setup fee - £500/€750 (HTML) £750/€1125 (Dynamic)
Flat monthly fee of £200/€300 per month

What is included?

- Initial optimization of your important web pages
- Keyword analysis
- Competitor analysis
- Search engine submission
- Directory submission
- On-going, monthly link building campaign to increase sites importance
- Full reporting on search engine ranking

Campaign 3 – one-off, “Top 10” optimiser service

Fee - £250 per page

What is included?

- Keyword analysis
- Optimization of your web page to achieve “Top 10” status

Add-ons

- Search engine submission £50 per month
- Directory submissions (buying) £200
- Directory submissions (planning) £80
- Link Popularity campaign £100 per month

The Proof

Search Phrase	Customer	Google Rank
Properties in spain	www.zest-properties.com	Page 1
Holidays in america	www.unitedvacations.co.uk	Page 1
Letting agent	www.leaders.co.uk	Page 1
Development process consulting	Consulting.dthomas.co.uk	Page 1
Property to let	www.leaders.co.uk	Page 1
Commercial microwave oven	www.regale.co.uk	Page 1
City breaks	www.citiesdirect.co.uk	Page 1
Digger hire	www.hirecentres.com	Page 1
DJ agent	www.utopiadjs.com	Page 1
thinhost	www.networklondon.co.uk	Page 1

How long before I start seeing results?

From agreeing a campaign to seeing tangible movement in your search engine results, you should expect to wait between six to eight weeks, but in some cases we have seen results **within 2 days** of submission on Google!

The next step

Simply call us and ask to speak to a Campaign Manager or email seo@uwdl.com

The sooner we get started, the sooner those improved results will start arriving.

Utopia Solutions www.uwdl.com.