

*With a good SLA,
everyone wins*



Service Level Agreement *Information Pack*

This document outlines the many predefined SLA plans available to you, explaining what services we can offer and at what cost.

If a predefined package does not fully meet your needs, please let us know along with your requirements and we will be very happy to provide a bespoke quotation and answer any queries.

If you are unsure of anything within this document, please don't hesitate to get in touch using the contact details listed below.

LW Design - Nettl of Dorking
6 South Street, Dorking, Surrey, RH4 2EL

T: 01306 876 203 | E: enquiries@lwdesign.co.uk

LW design SLA Packages

What is SEO?

SEO stands for "Search Engine Optimisation". It is the act of optimising your website for search engines, such as Google; using specific search phrases you think your visitors may use to find your business.

Basic SEO involves on-page optimisations, which helps individual pages get found on search engines.

Advanced SEO is about optimising everything, including your homepage, individual pages, images, news/blogs and products.

Additional Info

All prices are on a monthly basis, and are subject to VAT. Bespoke Packages are custom built to your specification and will be priced fairly and in accordance with your requirements.

If you are interested in a new website by LW Design, we can package the website's build costs as part of a Bespoke Package SLA. If you have any questions or require a service not listed here as part of an SLA please get in touch. Our contact details are on the last page or reverse side of this document.

SLA Packages

	Bronze Package	Silver Package	Gold Package	Basic SEO	Advanced SEO	Professional
Duration of Monthly Services	30 min	2 hr	4 hr	1 hr	2 hr	8 hr
Increased Security	✓	✓	✓	✓	✓	✓
CMS Updates	✓	✓	✓	✓	✓	✓
Plugin Updates	✓	✓	✓	✓	✓	✓
Content Updates	✓	✓	✓	✓	✓	✓
New Blog / News Posts	✗	✓	✓	✗	✓	✓
New Pages	✗	✓	✓	✗	✓	✓
Photo Manipulation & Cropping	✗	✗	✓	✗	✗	✓
Add / Modify Store Products	✗	✗	✓	✗	✗	✓
Google Analytics Installation	✗	✗	✗	✓	✓	✓
Basic On-Page SEO	✗	✗	✗	✓	✓	✓
In-Depth SEO	✗	✗	✗	✗	✓	✓
Social Media Management	✗	✗	✗	✗	✓	✓
New Site Build Included in SLA	✗	✗	✗	✗	✗	✗
Priority Response Times	✗	✗	✓	✗	✗	✓
Wordpress Training	✗	✗	✗	✗	✗	✓
LEGENDARY Customer Services	✓	✓	✓	✓	✓	✓
	£49	£150	£249	£99	£175	£500



What is Google My Business?

Google My Business is one of the easiest ways to improve the appearance of your site in search results, yet many businesses fail to use it to its full potential.

Google My Business (GMB) is essentially a local business listings service, and it's widely used. For example, you'll sometimes find listings for multinationals like Starbucks alongside local cafes and restaurants.

The big guys may already have Google My Business listings, but every business has a chance of achieving a prominent listing if they get the basics right and deliver value to customers.

You'll see these listings on many Google searches, and your business can appear in different ways. Most obvious is a search for your business name.

The first thing you need to do to get noticed on Google is to make sure you're on Google!

We all know the best way to find information these days is to Google it, so your Google listing really should be the centrepiece of any local online campaign.

This is where customers go to discover your business, find out what you do, when you're open, and how to get in touch. If you don't have a Google listing, it's like you simply don't exist!

Our Google Listing Optimiser service will get you setup and on your way to not just being online, but really jumping off the page.

Why use us to do 'Google My Business'?

We implement the key ingredients for a perfect Google listing:

Step 1 – Set up and verify your Google listing

Google accounts for more than 90% of all online searches. The first thing you need to do to get noticed on Google is to make sure your business is actually on Google!

Customers simply won't be able to find you if you don't have a Google listing for your local business.

We can get you all setup by claiming and verifying your business and is one of the first steps in our Google Listing Optimiser service.

If you're already on Google, high five! You've made a big step in the right direction.

Step 2 – Optimise your listing with all the correct and relevant information

It won't surprise you to hear that relevant and correct information is critical for an optimised Google listing – both for being found as well as enhancing your local ranking on Google. But because the information doesn't always come from you, it's amazing how many mistakes there can be. Mistakes can be detrimental to your local search ranking. We have a Google validation checklist to make sure everything is spot-on accurate on an ongoing basis.

Interesting fact: Picking the right business category is a top-ranking factor within Google search. When it comes to choosing your categories, we'll be specific. You have a much better chance to rank for "Fresh grocery store" or "Organic butchers" than for generic terms like "Shop" or "Groceries".

If this sounds daunting, don't worry as it's all part of our service!

Step 3 – Jump off the page with great photos so you look fabulous all the time

One of the best ways to enhance your listing is to add photos. Great imagery not only boosts your profile, but also gives potential customers the chance to really see what your business is about.

In particular, a virtual tour, one of our premium add on services, inspires even greater confidence among prospective customers and patrons, and makes your listing twice as likely to be clicked on.

Our Google Street View Trusted photographers will come and capture every angle of your business to show off its best features and help get you noticed online. This service is not included in any of our packages.

Step 4 – Shout out loud with eye-catching banners on your Google listing!

Did you know that you can now create engaging banners that sit on your Google listing? Google posts are a great way to tell customers about promotions, special events or just a bit about your business.

Our content writers work with you to create eye-catching banners for your listing. The posts tell your prospective customers what makes you different and why they should choose your business. It's just another way our Google Listing Optimiser service will help your business jump off the page!

Whether you're a gift shop or a garage, a showroom or a salon or ANY business trying to attract customers, the Google Listing Optimiser will elevate you on the internet and help get more people through your doors.



Google My Business Packages

The contract is rolling so no commitment. If you like the way we work keep going! If not feel free to cancel.

Here's what you get every month:

- A monthly call to review performance and discuss what we want to shout about.
- A Google listing banner to tell the world why they need to shop with you.
- Photo management so you look fabulous all the time and exclusive discounts on Google Trusted Photography.
- Listing optimisation to ensure you're as prominent as possible when it comes to local search rankings.

Package 1: Google listing optimiser - **£99 +VAT**

- 1 Promotional update
- 5 Geo-tagged images published
- Ongoing Ranking optimisation
- Report

Package 2: Google listing optimizer Plus - **£149 +VAT**

- 2 Promotional update
- 5 Geo-tagged images published
- 3x Product Posts
- Ongoing Ranking optimisation
- Report

Package 3: Google listing optimizer Pro - **£199 +VAT**

- 4 Promotional update
- 10 Geo-tagged images published
- 5x Product Posts
- Ongoing Ranking optimisation
- Report



What next?

Contact LW design on

01306 876203 or **enquiries@lwdesign.co.uk**

to get your account set up and optimised.

If you have a google account, we will need access to it to complete the process.

How do I pay?

We charge monthly, upfront via Direct Debit.

A Go-Cardless link to set up your DD will be sent via email for you to complete online.

Please see Terms and Conditions overleaf.

This is a fantastic service that will really help your business get more customers through the door.

Payment Information

- Your first payment will be processed on the day of signing up, this normally takes 4-5 days to be taken from your account. Subsequent payments will be taken on the same day of each month.

Terms & Conditions

- You are an authorised representative of the Company.
- You agree to LW design managing the Company's Google Listing (the "Services") as outlined in the Order Form.
- Services are paid for one (1) month in advance and you will pay the Total Services Cost outlined above on a monthly basis. Payment will be withdrawn from your selected payment method on the date outlined in the Order Form.
- You understand the Service is for the management of your Google Listing only and doesn't relate to your website or its rankings on Google or any other search engine.
- If you need to cancel you must notify us in writing at least five (5) days before your monthly payment date, otherwise you will be charged for a full month's service.
- Full Terms and Conditions are available and will be emailed to you.
- You can contact LW design at any time on enquiries@lwdesign.co.uk or on 01306 876203.

We work with 100s of local businesses in the UK
and have a 5 star average review rating.
You're in safe hands!

www.lwdesign.co.uk



WEB



PRINT



DESIGN

enquiries@lwdesign.co.uk
01306 876203