Permanent Makeup Website Services

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Keep Your Website Safe & Secure and Get Found In the Top Search Engines

The following services are designed to enhance your website presence & ultimately the chances of clients finding you before your competitors.

Social Share

Permanent Makeup Website Services

Hi,

Thanks for choosing to have your new permanent makeup website built by the Permanent Success team.

What follows is a collection of additional website services which you can elect to purchase.

Please be aware that whilst we can carry out SEO activities which are known to improve your presence in the search engines, due to the nature of how the search engines operate and change their algorithms, we can never fully guarantee the total results.

Getting you listed for a specific selection of keywords is just the start. To really keep things fresh you ideally would be adding content to your website & adding your website address to online directories, on a regular basis to keep your high ranking positions.

We have built hundreds of websites over the years and know what is required to give your site the best possible chance of being found. Therefore it is essential to stick to guidance provided in this document.

If you have any questions or concerns about the information in this document then please let us know by sending an email to info@permanentsuccess.com

Regards,

P.Bate

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Keeps You Site Safe & Secure

Most websites are vulnerable to attack at any time. The nature of the chaos caused can be as little as extra images appearing on your site to a complete site wipe out. Neither are pleasant and can take from an 1 hour to 1 Month to recover from.

It is therefore essential that you do what you can to try and limit the vulnerabilities open to hackers in this ever moving battle to keep them at bay.

We provide the following services to protect your site:

Daily Website Backups/Restore

Backups should be an essential part of any web based application regardless of its complexity. Without a regular backup to restore your site from, in the event of any hacker attack, or accidentally deleting content that you want to keep, you would have no way of recovery.

Most websites are built and simply left. Owners just assume there is support in place, however this is rarely the case. Unless you have asked for and paid for a regular website backup service you are unlikely to have anything protecting your site.

Intruder Attack Prevention

Special software can be installed onto your website to give it added security against hacks. This is like having, or not having, a burglar alarm on a property which is located in a high crime area. A hacker will always select the weakest website to hack rather than a protected one.

Also, hackers use Robots, which are pieces of software that run 24 hours, day and night, trying hundreds of thousands of algorithms to try and crack your website login account access. So if you have no security in place, at some point they will get in.

We install a full security wall which ring fences your site to reduce the visibility of your login page and hides your account names, which can normally be extracted from the site with the right hacker commands.

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Malware Virus Monitor & Protection

Websites are generally made up from a number of modules or snippets of code which are available to the programming community. Like viruses on a pc, hackers will create copies of snippet of code and add their worms and trojans which can sleep happily on your site for months until woken and unbeknown to the web developer that installed them.

We can install software which reads the signatures of all the code snippets used and compares them against clean known originals. This way we can monitor the site to ensure it has no nasty worms lurking around.

The Safe & Secure package is based on a **monthly fee of £37 per month**. Daily back-ups accumulate space and the site has to be regularly monitored to ensure the protection modules are kept up to date.

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Get Full Stats On Your Site Visitors

Knowing how many people are visiting your website, and more specifically, which pages of your site they are landing on, can help to improve your site both in the rankings and for user experience.

You can also use the stats to see if any marketing activity you are carrying out makes a difference to the number of visitors. Measuring how well campaigns perform is very valuable indeed.

One of the best website monitoring packages is provided by Google and its free software called Google Analytics.

After creating a specific analytics account for your website a special piece of code has to be added to your websites pages. Each time a new visitor lands on a page the code sends information to your analytics account. There is a full online analytics dashboard that you can log into in order to see the results.

As google collects everything it can about visitors there is a wealth of information to see in the dash board. Some of it makes sense, some is a little more confusing. However with the included charts and graphs most people can make some sense of the accumulating data, even if it's just to see if visitor numbers are rising from month to month.

We can create an analytics account for your website and install the code across all the pages of your site. There is a **single one time fee of £197 to set this up** for you. You will then be sent details of how you can log in and see the stats on a regular basis.

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Social Media Startup Package

Social Share

Social media is something that has grown over the years and there are now many thousands of sites where people gather, share information, likes and dislikes etc with their family, friends & colleagues.

Some of the most popular of these sites are Facebook, Twitter, Google+, Linked-in & Youtube.

Any one of these community based sharing sites can be used as a marketing tool, and as such, it is a good idea to use a good handful of them as part of your on-going marketing. All are free to use but can take a little time to setup and optimise.

Information from these sites does appear in search engine listings which is another good reason for using them. The wider you can spread your web presence the better your chances of being found by new clients.

Whilst you may have a personal Facebook page, you may not have a Business Facebook page. It's important to separate the two as you don't really want your customers seeing pictures that your friends may have posted of you out on a drunken binge or in a compromising position!

When creating social media sites for your business you need to ensure you brand is carried across all platforms so you have a consistent look regardless of where a client discovers you. It is therefore practical to ensure you have header graphics on each account which reflect the look and feel of your main website, for consistency.

We can provide a one time setup service to ensure you have a branded presence on five social media sites. There is nothing to stop you creating more. **The one time fee for the social media channel branding service is £497.**

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Search Engine Optimisation Services

There are as many myths about SEO as there are websites on the internet. But one thing that is certain is that being found near the top of the first page of any search engine can be the difference between a bucket full of customers calling you to no one calling you.

Keeping up with the latest google algorithm changes and trying to figure out why one website comes at the top of a page can be mind bending.

However, there are a number of practices that can be put in place to give you a better chance than most to reach the top rankings.

SEO is not just one thing, its a whole collection of on-going events. There are also two types of SEO, on-page SEO and off-page SEO.

On-page SEO is all about the content of a page, getting the page heading correct and the page description, which are read by the search engine robots along with other elements on the page.

Many people talk about getting their website ranked, however this is often a very mis understood phrase, as a website itself is never ranked but each individual page on the website is indexed and ranked.

Therefore you have to first understand that it is individual pages that get indexed and then you have to decide what you want an individual page to be ranked for. This is normally a phrase (known as a keyword phrase) that you optimise the page to be found for.

Therefore every page in your website is a potential door way for new visitors.

Left alone and your pages by default will not be optimised, unless you have specifically requested and paid for that service from your web developer.

Most websites have poorly optimised pages which is why they are rarely seen near the top of the search engine listings.

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Off-page optimisation is all about your presence away from the website. So whilst you website is the focal point and where you want to drive customers to, your presence on social media sites and in local directories also carries a factor to being found.

Local Towns Optimisation is one method used to try and take over your local area so you are always found by people in your local area towns. There are basically two methods of doing this the first is more straight forward than the second.

The first way is to create doorway pages on your site which are simply a duplication of your home page but optimised to each town in the area you want to cover. So say you have 15 towns around you then you would have 15 separate home pages, on the same domain but with an additional extension to the url.

The second way, which takes longer to setup, is to have a duplicate home page on a separate domain name which includes the name of the town. These are basically mini sites which replicate you home page, and link through to you main site. So in the example above you would have your main website and then 15 further mini sites.

The SEO service optimisation packages are as follows:

Optimise your home page for a key phrase	1 Page	£97
Optimise more pages for individual key phrases	up to 5 Pages	£297
Create Doorway Landing pages	1 Page	£147
	5 Pages	£497
	10 Pages	£797
	20 Pages	£1197
Create Mini Site Landing pages on separate domain names:	1 Site	£497
	3 Sites	£1197
	5 Sites	£1697
	10 Sites	£2497

For each page/site a keyword phrase needs to be provided. We can help you choose what we think are good phrases as part of this service.

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Website Service Bundle

You can purchase any of the services in this booklet separately or… **we have put together a *Special Offer* Bundled Package which includes the following:**

12 Months Website Safe & Secure package	worth £444
Google Analytics Installation & Activation across all pages	worth £197
3 Social Media Accounts Setup and Branded	worth £397
7 Town specific landing pages on same domain	worth £697
normally	£1735.00

Special Bundle Cost Only £1297
(Saving £437.00)