

## TrafficDriver package comparison table

	Basic	High	Super	Extreme
Monthly submissions	✓	✓	✓	✓
Monthly reporting via email	✓	✓	✓	✓
Personal control panel	✓	✓	✓	✓
Meta tags generator	✓	✓	✓	✓
Free customer support	✓	✓	✓	✓
Guaranteed listing in Google	-	✓	✓	✓
12 months guaranteed inclusion	-	✓	✓	✓
Submission to over 400 search engines	-	✓	✓	✓
Personal account manager	-	-	✓	✓
Free consulting	-	-	✓	✓
Ranking performance in top 40 search engines	-	-	✓	✓
Customised keyword research	-	-	✓	✓
Link popularity ranking	-	-	✓	✓
Meta tag optimisation	-	-	-	✓
Step by step optimisation instructions	-	-	-	✓
Internal and external link analysis	-	-	-	✓
Page content and layout evaluations	-	-	-	✓
Annual charge	<b>£130</b>	<b>£160</b>	<b>£220</b>	<b>£260</b>

## TrafficDriver search engines

TrafficDriver submits to the world's best known search engines and directories, including:

- Google
- Yahoo
- MSN
- Ask Jeeves
- Excite
- Lycos
- HotBot
- DogPile
- AOL
- AllTheWeb
- and hundreds more, including regional versions of the world's most popular search destinations.

## TrafficDriver Basic - £130 per year

The power to drive **additional traffic to your website**:

- automatic monthly submission - submits your site to over 100 top search engines every month
- monthly email reports - after every monthly submission, we'll send you a full report of the engines and directories to which your site was submitted
- web control panel - you can monitor and control the submission process online
- meta tags generator - automatic generation of optimised meta tags which describe your website to search engines
- 24x7 technical support - by email, telephone and on the web.

## TrafficDriver High - £160 per year

Guaranteed **Google listing** for your site, **meta tag generator** and submission to over **400 search engines**, with TrafficDriver High:

- guaranteed Google listing - TrafficDriver employs unique technology to guarantee your site will be listed in Google within eight weeks\*
- guaranteed inclusion for 12 months - your site listed for a year, guaranteed
- automatic monthly submission - submits your site to over 400 top worldwide search engines every month
- monthly email reports - after every monthly submission, we'll send you a full report of the engines and directories to which your site was submitted
- web control panel - you can monitor and control the submission process online
- meta tags generator - automatic generation of optimised meta tags which describe your website to search engines
- 24x7 technical support - by email, telephone and on the web.

\* Site must follow our technical and editorial guidelines, for guaranteed inclusion.

## TrafficDriver Super - £220 per year

**Search engine optimisation** advice, **monthly reports** direct to you and **your site listed in Google** - guaranteed:

- rank performance report - detailed monthly report on the ranking of your site in over 100 engines, detailing:
  - **highest rank** - the highest ranking your site achieves in each search engine
  - **first page** - the highest page your site appears
  - **URL count** - how often your site is listed in each search engine
- link popularity - how often your site is linked to, by other sites
- keyword research - you choose keywords and our report advises on how often people search for those terms

- guaranteed Google listing - TrafficDriver employs unique technology to guarantee your site will be listed in Google within eight weeks\*
- guaranteed inclusion for 12 months - your site listed for a year, guaranteed
- automatic monthly submission - submits your site to over 400 top worldwide search engines every month
- monthly email reports - after every monthly submission, we'll send you a full report of the engines and directories to which your site was submitted
- web control panel - you can monitor and control the submission process online
- meta tags generator - automatic generation of optimised meta tags which describe your website to search engines
- 24x7 technical support - by email, telephone and on the web.

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## **TrafficDriver Extreme - £260 per year**

Thorough **search engine optimisation** analysis, **detailed customised advice** and comparative **competitor analysis**.

- comparative competitor analysis - side by side comparison between your site's search engine suitability, and that of any other site
- detailed optimisation recommendations - following thorough analysis of your site, we report on the specific areas that you could change to improve your website's search engine ranking, including:
  - General properties
    - text and background colour
    - meta "refresh" tag
    - frames
    - hidden input tags
    - use of JavaScript
    - number of links on the page
    - number of links with keyword
    - number of times keyword found within hyperlinks
  - Page elements
    - Page title
    - meta keywords
    - meta description
    - Page heading
    - URL hyperlinks
    - URL hyperlink text
    - Image ALT tags
    - Comments
    - Page body
    - Links
    - Link text
    - General content
  - Page statistics
    - Number of keyword appearances
    - Number of keyword variants
    - Total word count
    - Keyword weight

- Keyword prominence
  - Number of immediate keyword repeats
- step by step optimisation instructions
- rank performance report - detailed monthly report on the ranking of your site in over 100 engines, detailing:
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