



The netcallidus team have been working with resellers since 2001. During this time we have produced a robust and proven service becoming for many an intrinsic part of their business. In 2003 we created our Platinum Partner status for those companies passing significant levels of business per month and benefiting from increased commissions, free training and marketing support, today we have numerous partners that hold this status..

Our current list of resellers includes:

- Web designers
- Email companies
- Graphic design and marketing companies
- Printing houses
- IT and Business consultants
- Accountants
- Solicitors
- Internet Marketing companies
- PR Agencies

Our philosophy regarding client meeting is that if a client is important enough for you to visit, then we are happy to visit them also.

Every reseller benefits from a dedicated account manager whom you are free to call at any time, as well as having access to our team of SEO experts if you need questions answered.

Why become a netcallidus reseller?

- We offer 10% commission for the life of the client
- 58% clients up sold within 6 months....so we do the selling for you
- More than 90% client retention
- We provide marketing material in both PDF format as well as hard copy
- Long established and well known (quoted in The Times, PC Magazine, numerous articles published nationally, the preferred partner of academia including, Eton, Cranfield Business School, Norwich Biosciences, Open University and many more)
- Worked with clients ranging from small one man bands to FTSE listed companies.

Once £10,000 per month of billed income is realised then you are afforded Platinum status and benefit from.

- 15% commission for the life of the client plus upgrade from previous 10% clients.
- Free in-house training for both sales staff and Technical staff.
- We finance co branded marketing campaigns to increase sales.
- "netcallidus Approved" Platinum Stamp to show your technical solutions or websites are SEO compliant

If you have any questions or would like to arrange for one of our Account Directors to visit and discuss your requirements then please call us on +44 (0) 1604 781044

Business Direct **£500 PM + Set up**

strategic internet marketing

netcallidus.

Search Engine Optimisation

Who is this service for?

Targeted at companies looking to achieve fast results online, SEO Business Direct is the perfect service for businesses operating within moderately competitive markets. Our team of highly skilled analysts will review your website and make recommendations aimed at improving online results. Your campaign will then be handed over to our team of SEO experts who will work on your campaign each week to deliver top 10 Google positions driving new visitors to your site.

Why should you use netcallidus?

All campaigns are bespoke and tailored to your company's requirements and include the following:

- A dedicated Account Manager working on your campaign
- Peace of mind that your campaign is being managed by highly skilled experts with a proven track record of success
- Weekly telephone and email support with your Account Manager
- A thorough analysis of your website
- Basic keyword report
- Knowledge that your website is receiving the latest in Search Engine Marketing techniques including
 - Link building
 - Social Networking
 - Articles and content submission
 - RSS
- Monthly activity reports outlining campaign performance
- A quarterly review with our most senior SEO Experts.

What does it Cost?

SEO Business Direct is a fixed cost monthly service with a 3 month notice period, and costs just £500 per month with a £300 set up fee.

What Next?

To find out more please call netcallidus on +44 (0) 1604 781044 and arrange a telephone consultation with one of our Experienced SEO Advisors.

Please note all SEO solutions are fully designed to work clearly within Google's Guidelines.

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Search Engine Optimisation

Who is this service for?

If you are serious about achieving Top Google positions but are in a reasonably competitive market then this is the service for you. Perhaps you have already tried SEO before with limited success or are focused on a new campaign and want to do things right first time. Bespoke Business has been designed for the forward thinking company looking for an aggressive online strategy, completely tailored to achieve market penetration fast. Offering everything that our Business Direct service offers, you also benefit from more than twice as much time dedicated to your campaign and weekly input by our most senior SEO staff. This service will become a critical part of your company's sales and marketing success.

Why should you use netcallidus?

All campaigns are bespoke and tailored to your company's requirements and include the following:

- A dedicated Account Manager working on your campaign daily
- Telephone and email support with both your Account Manager and the SEO team
- Peace of mind that your campaign is being managed by highly skilled experts with a proven track record of success
- A thorough analysis of your website
- Detailed Keyword Analysis
- Knowledge that your website is receiving the latest in Search Engine Marketing techniques including
 - Link building
 - Social Networking
 - Articles and content submission
 - RSS
- Monthly activity reports outlining campaign performance
- A quarterly onsite review with our most senior SEO Experts

What does it Cost?

Bespoke Business is a fixed cost monthly service with a 3 month notice period, and costs just £1000 per month with a £500 set up fee.

What Next?

To find out more please call netcallidus on +44 (0) 1604 781044 and arrange a telephone consultation with one of our Experienced SEO Advisors.

Please note all SEO solutions are fully designed to work clearly within Google's Guidelines.

Who is this service for?

This service is designed for businesses that want to take their Internet marketing strategy very seriously and are looking for a strategic approach that only the very best SEO's in the country can deliver. Not only will you demand top Google positions for your industries most competitive keywords but you will also desire a long tail strategy which means many hundreds or thousands of less competitive keywords reach top Google positions as well.

In addition to delivering you top Google positions, we will also advise on improving website performance and conversions on an ongoing basis, recommending changes that will make your website your primary selling and lead generation tool. Whether looking for leads, b2b or b2c we have a proven record of success in most sectors and at the highest level.

Why should you use netcallidus?

All campaigns are bespoke and tailored to your company's requirements and include the following:

- A dedicated Account Manager working on your campaign daily
- Peace of mind that your campaign is being managed by highly skilled experts with a proven track record of success
- 5 days per week telephone and email support with both your Account Manager and the SEO team
- A thorough analysis of your website
- 1 Day On site strategy and brainstorm meeting with our senior SEO
- Multi URL Conflict Management
- Future proofing online strategy
- Reverse Engineering key competitors strategies
- In depth Keyword Analysis
- Knowledge that your website is receiving the latest in Search Engine Marketing techniques including
 - Link building
 - Social networking
 - Articles and content submission
 - RSS
 - Copy writing service
 - Blogs / Forums
- Monthly activity reports outlining campaign performance including monthly phone review with account manager
- A quarterly 1 day onsite review with a leading UK internet expert from our team

What does it Cost?

Corporate Pro is a fixed cost monthly service with a 3 month notice period, and costs just £2500 per month with a £1000 set up fee.

What Next?

To find out more please call netcallidus on +44 (0) 1604 781044 and arrange a telephone consultation with one of our Experienced SEO Advisors.

Please note all SEO solutions are fully designed to work clearly within Google's Guidelines.

Who is this service for?

This service is designed for all businesses who want to achieve highly profitable Google and Yahoo sponsored campaigns and fall into the following two categories.

- Are currently managing their own PPC (pay per click) campaign with limited success and are looking to achieve a highly profitable campaign fast
- Are looking to start their first PPC campaign and need a reliable qualified partner who will manage all aspects of campaign set up, daily management and reporting, ensuring rapid online success

netcallidus PPC team are all Google qualified and currently manage campaign budgets ranging from a few hundred pounds per month to many tens of thousands. The key to our success is a mixture of highly experienced staff and Enigma, our in house PPC management system capable of making thousands of decisions a minute allowing campaigns to be continually tweaked to reduce cost per click, increase click through rates and ultimately increase profitability.

Why should you use netcallidus?

All campaigns are bespoke and tailored to your company's requirements and include the following:

- A dedicated Account Manager working on your campaign daily
- Peace of mind that your campaign is being managed by highly skilled experts with a proven track record of success
- 5 days per week telephone and email support with both your Account Manager and the PPC team
- Use of Enigma our in house PC Management system
- Monthly activity reports outlining campaign performance

What does it Cost?

NetCallidus charges include an initial campaign set up fee of £500 with a monthly management fee of 10% of your specified monthly Google budget.

Example - £2000 per month Google budget -

Billing	Month 1	Month 2	Month
PPC Budget	£2000	£2000	£2000
Management Fee	£700	£200	£200
Total Monthly Billing	£2700	£2200	£2200

Please note we will manage campaign budgets as low as £500 per month, however the management fee minimum is £100 per month.

This is a pre paid service and money is required prior to work commencing. All work will commence on the first Monday after receiving payment.

Service subject to 3 month's notice

What Next?

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Who is this service for?

For many there is a step before committing to a fully managed campaign and that is research and planning. The following services have been broken out of our Managed Campaigns and are priced individually.

Services:

Basic Keyword Report £199

This service includes researching which keywords your prospective clients may type in to find you, as well as how many potential customers there are in your sector who are using Google to find services or products like yours. We will generate a comprehensive list of keywords, and outline how difficult they will be to achieve using SEO techniques - approx 10 – 15 Pages of detail.

Detailed Keyword Report £299

As above but also including details such as average cost per click paid by your competitors, levels of competition, suggested quick wins as well as an overview of your online market written by one of our senior SEO specialists. Approx 15 – 25 Pages of bespoke detail.

Site Analysis £499

Our site analysis is a detailed review of your website and includes, whether or not your website confirms to Google guidelines, design reviews, technology and layout. If analytics are provided we will also provide information about conversions, make suggestions to improve performance as well as provide details of what is required to achieve top Google positions. This is written by a senior SEO specialist.

Competitor Analysis £399

Find out what your competitors are doing online. Are they optimising their own sites? How active they are, what levels of traffic are they getting, what is their strategy and how much do we think they are spending on online advertising. We will also advise you if they are undertaking any dubious techniques. *2 competitor websites only.

Copy Writing

Every internet campaign should now include a communication strategy, increasing reach and link popularity by syndicating content to other websites. Our copy writers will produce search engine optimised articles, press releases, and reviews ready for syndication.

1 - 5	Articles	£25 Each
6 - 10	Articles	£22 Each
11 - 20	Articles	£20 Each
21+	Articles	£16 Each

On Site Strategic Planning (Including travel and expenses) £1100

This is a full day undertaken on your site with one of our senior consultants. They will take you and your allocated web team through everything you need to plan a successful website and search engine campaign. Including keywords, site structure, technology and finally promotion and budgeting essential for online success.

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