

## Top Position Search Engine Optimisation Small Business Package Proves Bigger Is Not Always Better

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Nottinghamshire-based search engine optimisation agency Top Position is proving that bigger is not always better with the success of its recently launched small business SEO service. Designed to give small businesses access to professional online marketing solutions, the firm's low-cost package has gone from strength to strength in the first quarter of this year. A record number of new businesses have appointed the Mansfield i-Centre based company to take control of their fledging web presence and strategise a route to improved search engine visibility.

Rebecca Appleton, operations director at Top Position said, "We launched our dedicated small business search engine optimisation package at the end of last year and have been amazed at the take up rate. It has proven extremely popular with businesses around the country who are all keen to see better search engine rankings as a means of improving the sales figures. Our small business service is based on a pared down version of our successful standard SEO solutions. On a lower level the cost is cheaper so is an ideal first step for companies new to search engine marketing or with restricted budgets."

Rather than cutting corners on essential web site work, the small business package contains all of the key ingredients for winning search engine placement including an on page optimisation analysis of existing content, digital marketing, online pr services, off page optimisation analysis, link building and social media marketing. These elements are simply tailored to budgetary requirements so small businesses can set off on the right path.

A plethora of small businesses are already enjoying the new SEO service created specifically for firms small in stature, with a range of products and geographical locations being thrown into the mix.

While organic search optimisation traditionally takes longer than pay per click marketing to show results, Top Position has also tailored its contract terms to allow small businesses the flexibility they need to operate successfully. As a result, a choice of short pre-pay and medium term pay monthly agreements have been developed. These give a framework for a strategy to be developed and first steps implemented in some cases and in others, allow a sufficient period of time for select keywords to achieve solid positions on search engines like Google, Yahoo! and Bing.

Top Position is a Nottingham based search engine optimisation and pay per click agency with departments dedicated to digital marketing and online PR. Founded in 2001, the company has worked with clients including Majestic Wine and Ocean Finance and spearheaded campaigns in multiple languages across a number of destinations worldwide. Find out more at [www.topposition.co.uk](http://www.topposition.co.uk)

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