



## No Placement, No Fee Service.

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No placement, no fee means exactly what it says, we don't get paid until we get results!

In 2000 when we started off achieving Top 10 positioning was relatively simple exercise. In those days there were less sites, in fact, many millions less and there was little need to establish so called "Trust Factors". Seven years on, most companies realise the potential of SEM. With it still being the cheapest form of advertising almost every business has a website and they ALL want to be in the Top 10!

The truth of the matter is that NOT every business can achieve Top 10 positioning. Some sectors like loans, mortgages, insurance, jewellery, etc are extremely competitive. Current **pay per click** rates are in excess of £10 per click with big companies spending over £1,000 per day. Some companies now employ full time search engine optimisers (with salaries ranging from £20,000 to £150,000 per annum) to get and keep their sites at the top of the search engines. As such, businesses with modest budgets cannot afford to compete with them.

In order not to get bogged down with requests from website owners who unfortunately **do not really** understand what it takes to achieve Top 10 positioning we have decided to introduce a pre-qualify process. This allows us to concentrate our efforts on website owners who can benefit from the service.

Our no placement, no fee package is offered on a sliding scale. At the top of the scale, we will promote your site free of charge with absolutely no cost or risk to yourself until we achieve decent positioning. At the other end of the scale we may require a significant set up cost. It all depends on our assessment of your business and our chances of adding considerable value to it.

**As a guide we may offer a no placement, no fee with NO SETUP FEE to businesses who fulfil the following criteria:**

- 1) Have a viable business website with a viable business model because once we achieve positioning we would be expect to receive between £1,000 to £5,000 per month (anything less than this is not worth the risk on our part as our costs in the first year will **exceed £10,000**).
- 2) You must have a product or service which can be sold over the internet.
- 3) Have a trading history
- 4) Pass our credit checks
- 5) Be willingly to work on a partnership basis with us.

To apply please click [here](#) to fill in our **pre-qualification form**.