

# SEO: Optima Global Launches Innovative New Search Engine Optimisation (SEO) Services

Submitted by: Optima Global Ltd

Monday, 12 January 2009

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12th January 2009: Manchester, UK. Optima Global Ltd has today announced a new set of innovative SEO services to accompany its existing fully managed SEO service. The offers include a Consultancy led SEO approach, and a 'Do It Yourself' SEO kit.

Nick Taylor, MD of the SEO specialists (<http://www.seosearchengines.co.uk>) explains "It's really a response to what the SEO marketplace is telling us. Our customers are very happy with our service, but some of them feel that a more flexible approach is required for the long term. We've developed the new SEO services as a direct result. We'll carry out a free assessment of their needs before we recommend any approach, and they're under no obligation."

The new services include two new offerings not usually seen in the SEO market. Firstly there's a Consultancy based approach. The SEO Consultant (<http://www.seosearchengines.co.uk>) works with the customer's IT and Marketing staff, in a hands-on environment. The initial SEO engagement is carried out together, and then Optima hand over the maintenance to the new in-house capability that they have effectively trained to do their job.

Even more radical is the 'Do It Yourself' SEO (<http://www.seosearchengines.co.uk>) kit. This is aimed at smaller companies with simple websites and possibly less competitive markets. Optima provide a set of self-help materials and videos, which guide the customer through the SEO process. They're on hand through an SEO Help Desk, if support is required.

It's certainly a response to the market, but what does Taylor think about the risk to his SEO business? "I can understand why you'd ask, but I don't see it as a significant risk. There is still a market for fully managed Search Engine Optimisation (<http://www.seosearchengines.co.uk>) services" he says "This is making SEO more accessible to companies who need to raise their profile, but need something more affordable. We're expecting it to be a huge success for us"

Optima Global is the leading supplier of SEO and Web Marketing services in the UK. Contact Brian Harvey, Marketing Director, for further information. [seosearchengines.co.uk](http://www.seosearchengines.co.uk) (<http://www.seosearchengines.co.uk>)  
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