

# Redline

company

issue 6 - june 2015



# MAGAZINE

10

2004-2014

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the agency with the big heart



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# Editor's letter

**S**ince the last issue we have joined forces with clients covering the whole spectrum of industries, from real estate agents, restaurants, security system suppliers, investment companies and health professionals to interior designers, working as their external marketing department. And of course, one of our most glamorous assignments to date has to be handling the PR for the launch party of the Cavalli Club Restaurant & Lounge Puerto Banús...check out the photos.

As a full service marketing agency it's our job to keep on top of new developments such as Google's latest algorithm update (designed to help mobile-friendly websites) and to offer clients sensible cost effective solutions, hence the introduction of our new Online Multi-Step Package.

In this issue we also discuss how to manage your online image on social media, particularly on TripAdvisor. You can also check out our latest bespoke websites for Alarma Universal, Vamoz and FOC Design to get an idea of how you can provide an effective online presence for your business and an exciting user experience by using simple navigation and clear calls to action.

Last but definitely not least, as 'the agency with the big heart' we like to help the local community, so this year we designed a new logo at a special low rate for fitforcare.org which provides cross fit training for the terminally ill.

Enjoy the read!

Best regards

*Line Lyster*

Managing Director

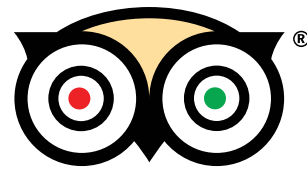
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MOST IMPORTANT  
marketing tool

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# A WEBSITE

is your

# MOST IMPORTANT

marketing tool –

# SO USE IT!

Have you noticed that just about everyone seems to be able to build websites these days?

But it's not that simple, if you want a website that will portray your company in the best possible light you need to choose a supplier that can deliver the goods.

What you should consider when sourcing a new website for your business?

## Marketing and communication

It may seem obvious and it isn't exactly news ... websites are a company's most effective marketing tool and should be treated accordingly – as a virtual shop window. You need to consider what you are selling and how it can be displayed to entice clients to 'come in'. The next step is to identify the products that bring money into your company and to give them centre stage in your window display – on the home page. Once you have a visitor, a successful site will keep them engaged and guide them towards becoming a valuable lead.

If you have a high bounce rate (when visitors leave your site almost immediately), this suggests that you're attracting visits but you're not giving them what they want. You need to make it an enjoyable experience, provide good information that is accurate and concise, using text written to appeal to your particular audience. Not forgetting a clear call to action; if they know how to contact you, when you're available and when you'll get back to them, they'll be more likely to contact you.

## Data capture

Bravo if you have data capture forms and you're already collecting leads, whether this is via a newsletter sign up or any other type of form. But have you thought about what you intend to do with all of your valuable leads? Do you have a customer relationship management (CRM) strategy in place outlining the method and how often you intend to contact potential new customers? Is your marketing consistent with the look, feel and tone of your website? The idea is to strike while the iron is hot... by contacting leads as a matter of urgency, then endeavour to build a relationship by sending regular communications. If you don't react, someone else will.

## ROI-results

The beauty of digital marketing is that everything you do is measurable. We have access to an incredible amount of data, but only if your web developer has installed the right stats programme such as Google Analytics. If installed from the beginning you will be able to compile behaviour flow charts to see how each section of your website is performing and how visitors interact with the site; which pages are clicked, how long they stay, do they respond to calls to actions and which pages have high bounce rates.

## Text

Did you write your own text for your website? Is it in keeping with the rest of your marketing and your company's style? But more importantly does it include the right keywords that will allow people to find your site when searching in Google?

Text is extremely important on a website, even more so than cool graphics and special features. If your text ratio is incorrect, your site will suffer and your business too. The reasons are twofold; firstly Google's robots use the keywords in your text to rank your website and secondly, your text should be interesting, concise and error free in order to keep the attention of your potential clients.

If you offer more than one language it's important to provide a professionally translated version. If you go down the Google translate road you will do more harm than good to your company's standing, due to mistranslations and potential misinterpretations.





## Templates versus bespoke design

Depending on your budget you could choose to buy one of the many templates that are available, and perhaps this could be the solution for you. Of course, this means that your website design will not be unique and you could find many companies are using the same template. On the other hand, a unique and bespoke website design will ensure that you stand out from your competition and that you can make sure your particular USPs (unique selling points) are displayed within the fabric of the design and structure.

## Google Adwords

Targeted online Google Adwords campaigns are an extremely cost effective method of driving visitors to your website, and best of all, the majority of them are actively looking for your product or service. Forget the scare stories about how expensive a Google Adwords campaign can be, this is only the case if it isn't researched, set up, tested or managed correctly. In the right hands a campaign can garner high quality leads – fast.

## User experience

You must remember that visitors have a short attention span; if your site is unappealing, slow to load or the content just plain boring, old or incorrect it's not going to float their boat. Providing a positive user experience is essential if you want visitors to interact, otherwise they'll get fed up and will leave the site. The best websites ensure an enjoyable user experience by using innovative design, functionality and SEO. Then monitor the site to see which pages work, which can be improved and be prepared to redesign aspects of your site in order to give the visitor what they want. A website should be constantly tweaked, worked and updated to remain fresh and relevant for business and the end user.

## Responsive website

Today 60% of all websites are viewed on a mobile or an iPad (and the number is constantly rising) so to have a website that is not optimised for both iPad and smart phones is just not an option any longer. On the 21st April 2015, Google changed its algorithm so that mobile friendly websites will be at an advantage and more easily searchable in their rankings. So, you need to make sure that your site works on smartphones and tablets, as well as PCs.

## Onsite Search Engine Optimisation (SEO)

The idea of search engine optimisation is to allow users to reach their desired destination(s) as quickly and easily as possible by using the type of words, phrases and sentences that they search for. The better the keywords linked to your website, the better your ranking will be. This is an on-going activity which needs to be addressed with regular blog and updates.





## Price

Everyone likes a bargain but you should remember that “if it seems too good to be true it probably is”. As we mentioned earlier, your website is your most important marketing tool and should be treated with respect. That said, a website doesn’t need to cost a fortune, an off-the-shelf website may be sufficient if you have a small company, whereas larger concerns will need an all-singing-all-dancing bespoke site, either way you should choose your website design company based on results and experience, rather than price.

In conclusion, your website must reflect your company’s identity and convey its objectives in the most cost effective way, working hand-in-hand with your business strategy, sales objectives and USPs. The message must be cohesive throughout the site, graphics and text, in order to present your business clearly and concisely to your target market.

## It’s just the beginning

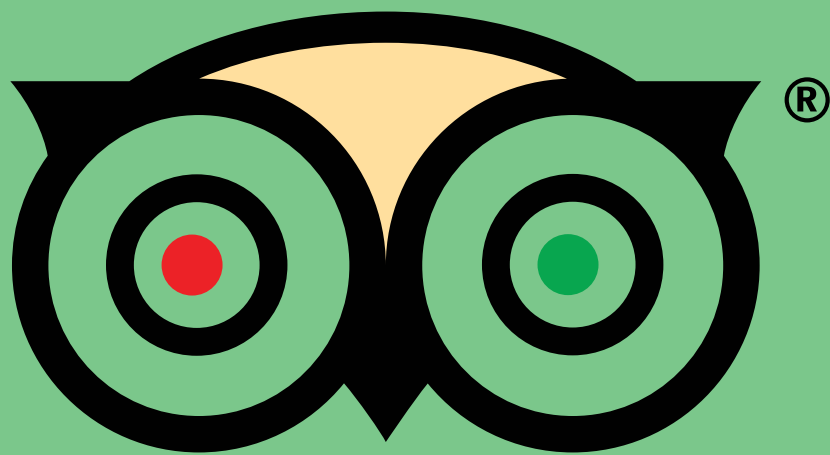
Once your new website is up and running you can sit back and relax – wrong! In reality this is just the beginning and it is now that the real work begins. You wouldn’t open a shop and never update the stock or keep the same dress in the window for 3 months, so why would you neglect your website? Do you have new competitors? Is there a new trend that you need to be aware of? Analytics will show if particular products or pages are receiving fewer visits or if the bounce rate has increased, which can be addressed by ensuring the site is constantly updated. To optimise your website for Google, it is also necessary to ensure constant activity and that your content is regularly updated and graphics are refreshed. This will also keep your site relevant and keep people interested in what you have to say.



It may seem like it’s too much to manage but don’t worry this is Redline’s speciality. Let Redline Company become your external marketing department and we’ll make sure your site is taken care of along with the rest of your marketing.

Benefits of contracting Redline as your external marketing department

- While Redline is taking care of your marketing you’re free to run your business
- Find out how to generate more leads that can be converted into sales
- Long term planning to ensure constant consistent marketing activity
- Your own team on-hand to discuss ideas and offer advice
- New ideas for campaigns and stronger communication with your clients
- All activity will be managed and adjusted accordingly for the best results



tripadvisor®

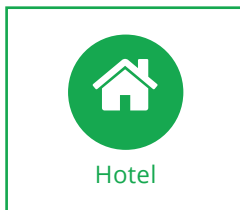




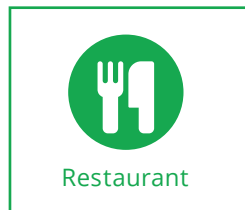
Co-written by Chloé Bénard,  
University of Rouen, France  
Intern at Redline Company

# Is anyone managing your **company's reputation online?**

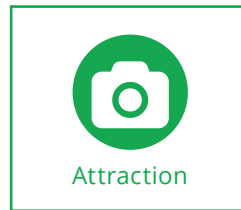
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Hotel



Restaurant



Attraction



Tourism Organization

## **Make sure your business is getting good reviews on Tripadvisor**

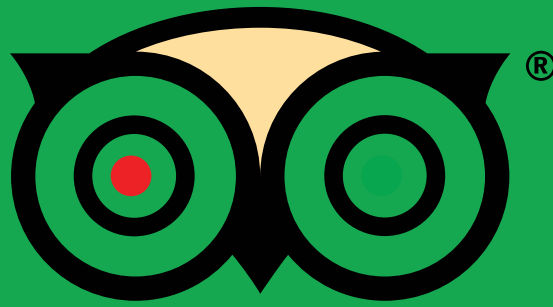
If you run a restaurant or a hotel and you're worried about your online reputation, read on. In this article we tell you how you can neutralise customers' negative online comments on Tripadvisor and provide general tips on social media crisis management.

## **Social media is here to stay - deal with it!**

Like it or not social media is here to stay and is ever more important. Some businesses refuse to accept this and still treat social media channels as an afterthought, when in fact it is an important facet of your brand. It has a global reach and has the power to make or break a business, so you need to hire a professional to take care of your online reputation. The role of a social media community manager provides a voice for your organisation and is on the frontline when it comes to engaging customers and knowing how to deal with disgruntled clients.

**"It takes 20 years to  
build a reputation and  
five minutes to ruin it".**

Warren Buffet  
US businessman



## Why is Tripadvisor so important?

Nowadays, the internet is the fastest way to find a place to eat or to book a hotel for your holidays, which can be both good and bad for your business, depending upon the type of feedback. Online comments can be left on any platform, but we're going to concentrate on TripAdvisor, simply because it has so much clout, as the world's largest travel site.

One of TripAdvisor's main selling points are that businesses can use it for free and travellers get unbiased reviews. This means that as a business owner you have no control over the type of comments that people leave, other than trying to provide the best possible service in the hope that it will be enough to generate good reviews. The fact that the reviews are generally posted by real clients makes them more reliable than advertisements.



### Hungry for restaurant reviews?



Italian travelers - 75%



Spanish travelers - 75%

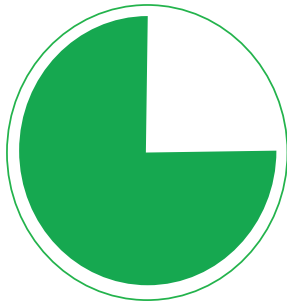


British travelers - 75%



American travelers - 75%





3/4 are  
influenced by  
the comments  
and the photos published on  
the site by other travellers



### **Why should you worry what is said on Tripadvisor?**

Working under the strapline “get the truth, then go”, pretty much tells you why you need to take notice. Tripadvisor is one of the most if not the most influential online travel tools and according to PhoCusWright research; 3 out of 4 are influenced by the comments and the photos published on the site by other travellers. Their views are perceived to be honest and relevant, so much so, that millions of travellers plan their trip using Tripadvisor.

If you are wondering whether you should even be bothered to read what a few people say about you... the answer is a resounding yes and you need to be prepared. Your company's good name is literally at the mercy of your clients and you can't stop them posting a bad review - unless it has illegal or obscene. So what should you do if you wake up one morning and you have 50 bad reviews without warning?

### **How can you manage your online reputation on Tripadvisor?**

First all, you need to accept that bad reviews are a real threat to your business, allocate a budget and appoint someone to monitor comments and to take care of your reputation online. The next step will be to draw up a plan of action outlining your objectives clearly, such as improve your ratings on Tripadvisor or to increase the number of (good) reviews.

As an interim measure, you can work on improving the ratio of good to bad reviews and implement measures that will encourage clients to leave feedback. It will also give you the opportunity to identify any recurring issues and address them. If there is a genuine problem with your company, be it

staff, service, quality of the product, then this should be dealt with quickly and efficiently to reduce the possibility of further bad reviews.

If possible, try and build bridges by responding calmly and apologising. Sometimes you need to let things go as some people can never be placated, so it is better just work on being the best you can.

### **How to use Tripadvisor for your business?**

The first step to creating a link between you and your potential clients is to create a profile. However, it is also possible for customers to create a page for your company without your knowledge, so you should be vigilant. If you find that someone is already commenting about your business, you will need to look at how you can improve it.

You should provide as much detail as possible, including opening times, services, a link to your website (which should be professionally designed to appeal to your target market. The more pictures you have on your profile the better, so it is a good idea to consider using a professional photographer / videographer to make the best possible impression.

“ as a business owner  
you have no control  
over the type of  
comments that people  
leave “

Setting up the profile is just the beginning, as there is nothing worse than seeing a dormant neglected account, as this suggests that you don't care what your customers are saying about you. Then you need to monitor it and respond where necessary – this means if you have a bad comment, you must reply. Always respond calmly, stick to the facts and apologise, remember that the customer is always king.

Here is a TripAdvisor profil

**El Meson de Cervantes**  
★★★★★ 1,526 Reviews #1 of 1,323 Restaurants in Malaga #1 of 1,304 Places to Eat in Malaga Certificate of Excellence  
\$\$ Italian, Spanish, Fusion As featured in Best Food in Malaga

Overview Reviews (1,526) Q&A (4) Location Save Write a Review

**Reserve a Table Online**  
6/10/2015 8:00 PM 2  
6:00 PM 6:30 PM 7:00 PM 7:30 PM  
8:00 PM 8:30 PM 9:00 PM 9:30 PM  
10:00 PM 10:30 PM 11:00 PM 11:30 PM  
< Earlier Later >

**Improve this listing**  
Get directions  
Calle Alamos, 11, 29012 Malaga, Spain  
+34 952 21 62 74 Website E-mail  
Add hours for El Meson de Cervantes and help diners know when to go.  
+ Add hours  
Dining options: Breakfast, Dinner, Late Night, Reservations  
Description: El Meson de Cervantes es una parada obligatoria para aquellos fanaticos... read more

**TripAdvisor Reviewer Highlights** Read all 1,526 reviews


Visitor rating

Excellent	1146
Very good	251
Average	78
Poor	30
Terrible	21

Rating summary

Food Val

*"Food Delight at El Meson de Cervantes"*  
Delicious food, beautifully presented. Great wine selection. We were warmly received by the staff. It was so good we returned twice more. The desserts are a must. John & Pat  
★★★★★ Reviewed June 8, 2015  
John I. Newcastle-upon Tyne, United Kingdom



73%

of travelers use photos from other travelers to help them make decisions

80%

of travelers are most interested in recent reviews that provide the freshest feedback.

66%

of travelers ignore extreme comments when reading reviews



67%

of travelers check TripAdvisor a few times a month or more



## Why?

TripAdvisor users who read reviews because it help them:

**64%**

Find better restaurants

**83%**

Pick the right hotel

You can manage your TripAdvisor on this page:

### Welcome to your Management Centre!

This is where you will find free tools and content resources to manage your business' online reputation, engage the TripAdvisor traveller community, and attract guests. See our [video](#) and [guide](#) on how to market your business on TripAdvisor for free and get started today!



#### Manage your TripAdvisor page

Enhance your listing, upload photos and videos; request updates to your business details, rates and booking info; track performance, and more...



#### Manage your reviews

Know what your customers are saying about you and post your reply.



#### Widgets for your Website

Use our downloadable badges and widgets on your own website to display your TripAdvisor ratings and reviews, encourage customer reviews and create photo slideshows.



#### TripAdvisor Insights

Think of this new section of the site as part daily herald, part content portal, part hospitality marketing university. Basically, it's your essential hospitality marketing resource.



#### Review Express

Encourage more reviews! Review Express makes it easier than ever to remind recent visitors to write reviews.



#### Get your TripAdvisor Facebook App

Engage your fans by adding TripAdvisor traveller reviews and photos to your Facebook page with our newly redesigned app



**New!**

Want an extra 100 customers per month?  
Set up online booking.

**Get the button >**



# 7 things you need to know when managing bad comments on Tripadvisor

1

Always answer  
bad reviews

3

Apologise, be  
honest and stay  
calm

6

Don't mention  
other clients'  
comments

4

Provide a constructive  
answer to their specific  
issue **DON'T** use it as an  
opportunity to promote your  
business

5

Don't offer  
compensation

2

Be respectful, by  
using the right name  
and constructing an  
intelligent error free  
response

7

Show that you are  
serious about making  
improvements where  
required

It's important to your remember that your credibility can be increased by making sure the other elements of your marketing are professional and consistent. Then if potential clients read a bad review they will be less willing to believe it and more likely to give you the benefit of the doubt.



## Redline's guidelines for social media crisis management

### Rumbles from the jungle

You need to listen to what is being said about your business and act promptly to address any issues to prevent escalation.

### Keep it real

Don't remove negative comments as this is dishonest and it can also enrage a disgruntled customer to escalate their negative posts. Instead tackle the post quickly, calmly, politely and above all honestly.

### Don't promise what you can't deliver

If you have a small business with limited manpower and it isn't feasible to respond in 24 hours – don't say that you will. Instead, be honest and say 3 days... and then make sure you do it.

### Be considerate

Address the issues raised in a thoughtful manner. You are only human and mistakes can happen, admitting errors and apologising

is sometimes enough to turn a negative situation around. The Retail Consumer Report, an online study commissioned by RightNow in 2011 established that 33 per cent of customers who received a response to their negative review changed their opinion and 34 per cent removed their original comment.

### It's nothing personal

You should never post personal updates on your business account, be vigilant about switching between accounts. To avoid errors make sure only the community manager has access to your accounts.

### It's your account make your own rules

You can manage negative posts by creating your own social media terms and conditions, for example, you can clearly state that you will remove unreasonable comments. This will allow you some leeway to deal with offensive posts by

pointing out that they don't fulfil your T&Cs, but this shouldn't be used to remove 'negative' comments.

In summary, although negative comments can be damaging, a quick and respectful response can often diffuse the situation and restore the company's image. It shows that you are only human, but you care about your clients.

### You can't please everyone

Never try to justify yourself, instead try to answer each issue the customer has raised and give as much information as you can. It's important to recognise when it's time to give up...some people just like complaining and will never be satisfied. People will see that you tried your best, so just move on.

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# Is your **website** mobile-friendly?



Request a free consultation with Redline Company and find out how we can update your website to make it mobile-friendly and provide an improved user experience.



At the beginning of 2015, Google stated their intention to update an algorithm to make it more mobile-friendly. You have probably heard through the grapevine that you will need to adjust your site to take advantage of the change...but did you know that the update has already happened?


This is how Google announced their intention in the Google Webmaster Central blog, "Starting April 21 2015, we will be expanding our use of mobile-friendliness (responsive) as a ranking signal. This change will affect mobile searches in all languages worldwide and will have a significant impact in our search results."

The update will have the same impact on organic searches as the Penguin and Panda updates introduced over the last few years. It is Google's aim that every website should be designed to work just as well on all platforms; smartphones, tablets, laptops or desktops.

So, if your site isn't yet mobile-friendly you need to do something about it now to make sure that you benefit from the updated algorithm. Although urgent, there is no need to panic, if you missed the deadline Redline can update your site now, then the improvements will be taken into account the next time the site is indexed by Google.

The reason for the update is that most of Google's traffic is via mobiles (60%), so websites need to cater to a massively expanding number of mobile users. Mobile usage increased from 14 per cent to 25 per cent in 2014, and many websites have reported that almost 50 per cent of their visits are now via a smart phone\* (Kliener Perkins Internet Trend Survey 2014)

Updating your site to make it mobile-friendly will not only give you the opportunity to increase organic traffic, it also provides the opportunity for you to improve your website. It's important to make sure your site provides the best possible user experience, as this encourages greater engagement, more time spent on your site and ultimately higher conversion rates.



“ 50 per cent of website visits are via a smart phone ”

Here is a quick guide to the Google's **mobile-friendly** algorithm introduced on the 21st April 2015

- The changes will only affect mobile searches, not tablets.
- Mobile-friendly websites will be more visible than those which aren't mobile friendly.
- This algorithm is designed to improve mobile search results.
- If your site has been or is due to made mobile friendly after the 21st of April 2015, Google will take this into account the next time the website is indexed by Google.
- Mobile-friendly includes mobile-responsive websites.

60%

of all traffic for Google is mobile.

50%

of people source products and service and make purchases via smartphone or tablet

78%

of local business searches on a smartphone make a purchase.

You can test whether your site is mobile-friendly here  
<https://www.google.com/webmasters/tools/mobile-usability>.





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# Perfect Marbella



## Perfect Marbella ...the name says it all

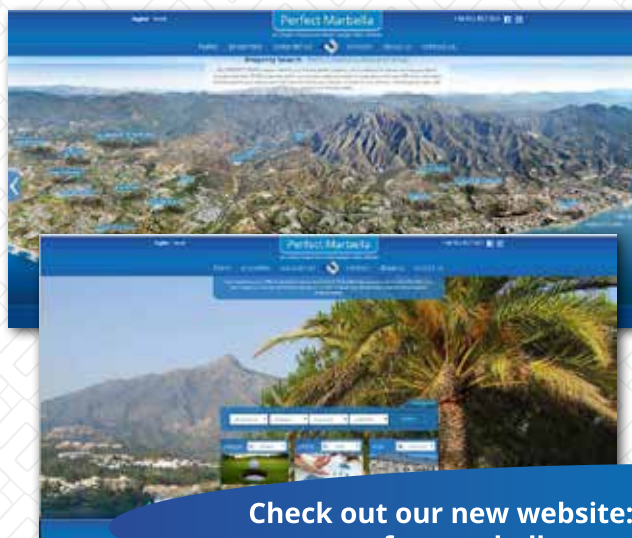
### The Costa del Sol property experts with an international outlook

Perfect Marbella is one of Spain's largest Norwegian real estate agents and a favourite amongst Scandinavian and international buyers since 1999.

Formerly known as 'Spanord', in January 2015 we changed our name to Perfect Marbella to reflect our connection to Marbella, the coast and the property. As part of our rebrand, we also have a smart new look and a state of the art website... but don't worry our excellent standards of service remain the same and we're as committed as ever to helping our clients to find their own perfect piece of Marbella.

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CAVALLI CLUB Restaurant & Lounge  
LAUNCH





Redline Company was delighted to provide the PR for the Cavalli Club Restaurant & Lounge Puerto Banús launch party on the 30th May 2015. With such a high profile project it was vital that we were able to deliver the right mix of guests and that the media was well represented on the night, which was achieved by using our tried and test formula of careful planning and preparation.

Contrary to popular belief generating publicity involves much more than sending out a handful of invitation, the behind the

scenes preparations account for 90% of the work. Confirming details, producing invitations, photo call backgrounds, press releases and media liaison all need to be taken care of in order to make sure the mix of VIPs, press and photographers are present at the event. And of course...the Redline team are always on hand to ensure everything goes according to plan.

When you get the formula right, everyone has a great time and the subsequent media coverage creates the desired buzz... check out the photos and see for yourself.











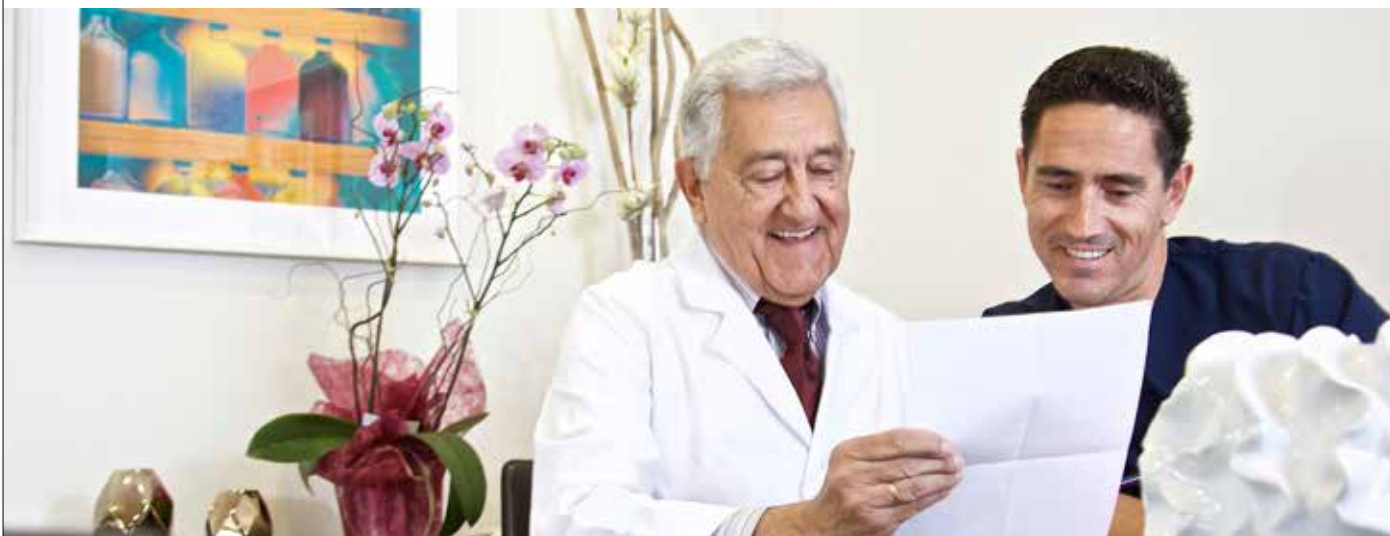
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*Daniel Rodriguez López,*  
- Director of Outdoor Concepts -

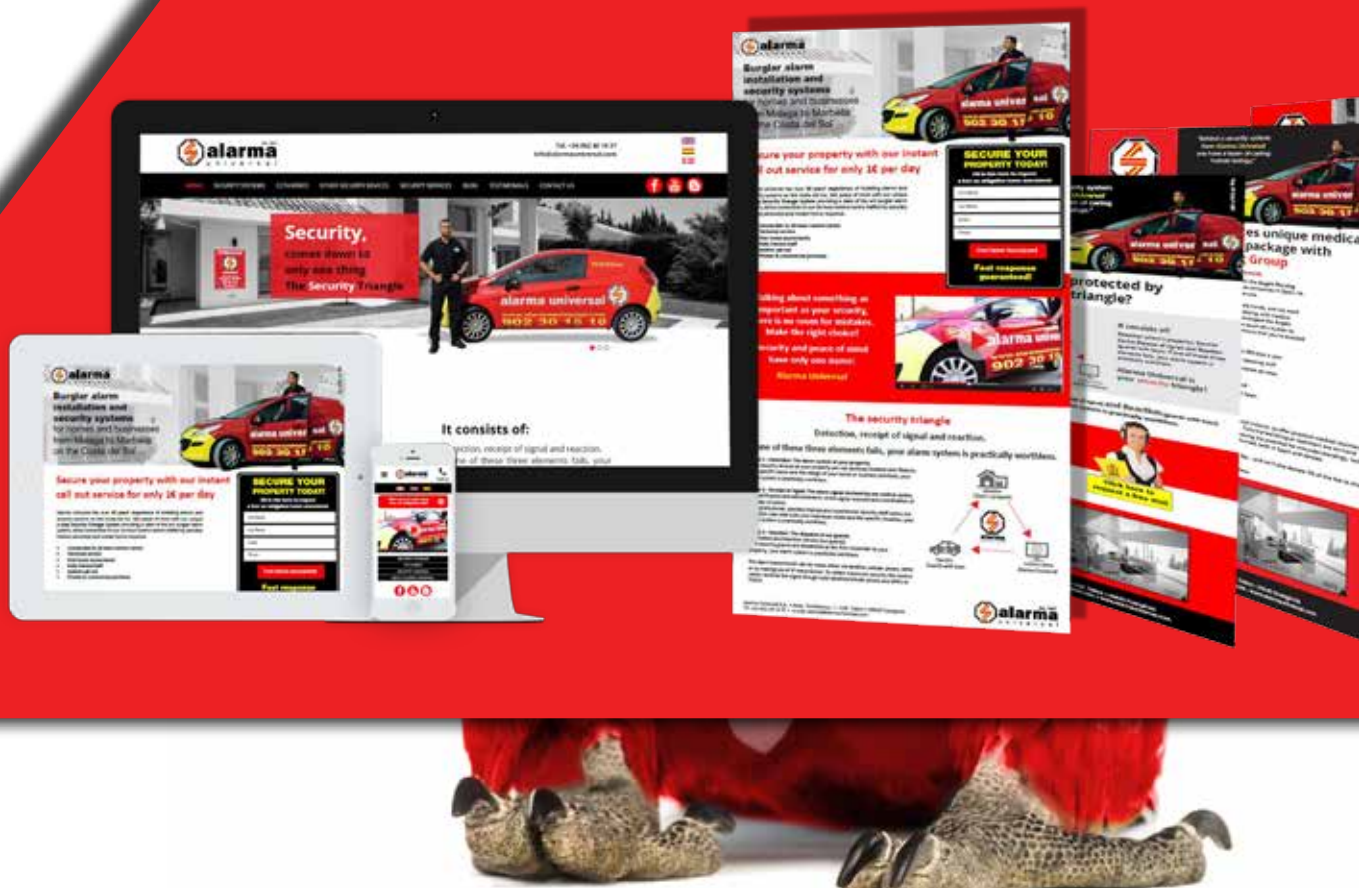
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# NEW LAUNCHES





Est. 1983

# alarma

u n i v e r s a l

[www.alarmauniversal.com](http://www.alarmauniversal.com)

Costa del Sol based Danish owned home security company Alarma Universal contracted Redline Company to provide comprehensive marketing services, including designing and developing a new website, individual landing pages, newsletters, Google Adwords campaigns, social media and videos.

## SPECIAL FEATURES:

- Bespoke website design, development & programming
- Keyword research in English & Danish
- SEO Copywriting services, meta descriptions, meta tags & headings in Danish and English
- Responsive website design
- Pay per click campaigns (PPC) (Google Adwords, Social Media Advertising) creation and management
- Digital content marketing



“ We asked Redline to revamp our website to reflect our high tech security service and products and to help expand our online reach. We now have an attractive website with easily accessible clearly presented up to date information and calls to contact us. The site is supported by Google and Facebook campaigns that are successfully generating leads for the business.

*Christina from Alarma Universal*





[wearefoc.com](http://wearefoc.com)

Marbella based interior designers FOC asked us to become their external marketing department to handle designing and developing a new website that would provide a showcase for their portfolio of worldwide projects and to manage their social media; writing, posting and interacting regularly on several platforms. In line with the brief, we provided custom website design, development and programming to accomodate their portfolio, and online shop with a payment facility) which is also mobile friendly (responsive).

## SPECIAL FEATURES:

- Bespoke website design
- Website development & programming
- Keyword research in English
- SEO copywriting including meta descriptions, meta tags & headings
- Responsive website design
- Online commerce shop and payment facility
- Digital content marketing

“

Redline Company has a reputation for producing original creative campaigns which is a perfect fit for our interior design company. We are very impressed with the design and functionality of our new website and the on-going social media activity.

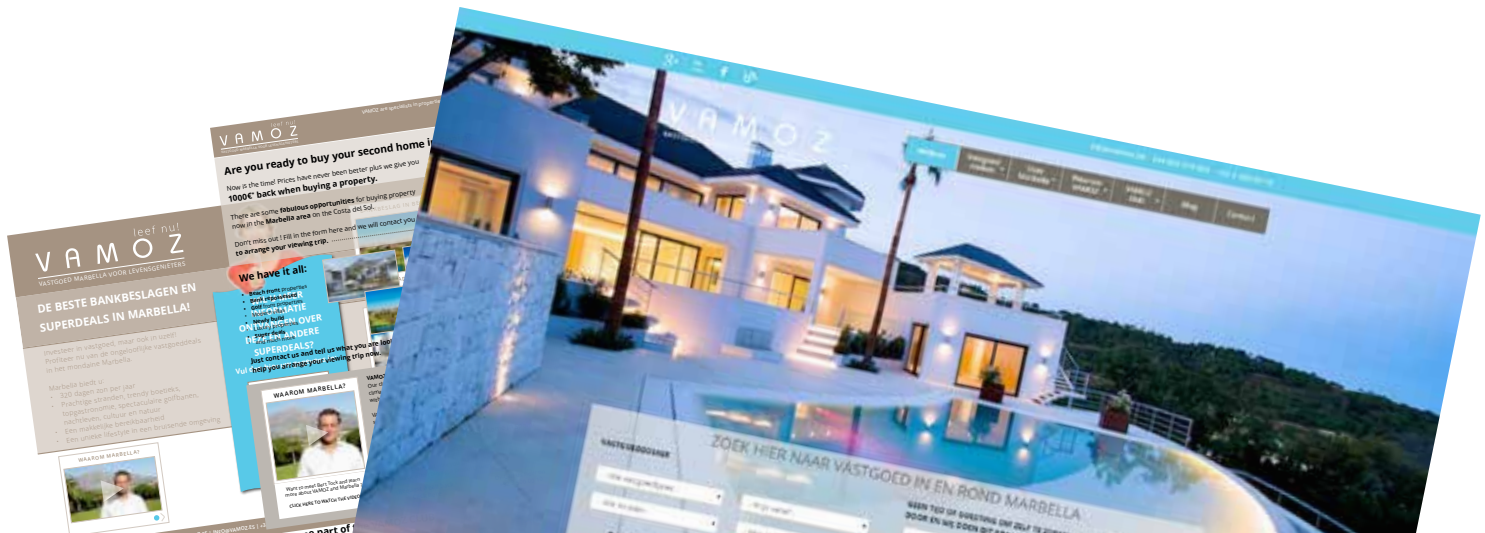
Hayley from FOC design

”



“ Our website didn’t seem to be working for us, so we asked Redline to breathe new life into our online presence by giving our site a complete Facelift. Redline created a modern, user friendly site with the emphasis on clear calls to action. Even though we focus on the Flemish market, we are now receiving leads from organic searches and online advertising campaigns such as Facebook and Google. Keep up the good work! ”

*Bert from Vamoz*



leef nu!  
V A M O Z  
VASTGOED MARBELLA VOOR LEVENSGENIETERS

Vamoz, a real estate agent that focuses on the Flemish market, asked Redline to create a marketing strategy (online and offline), starting with a landing page and PPC campaign to generate leads. The next task was to rebuild the website

to provide a user friendly, informative and modern site, providing SEO content, design and programming. On-going marketing includes social media, email campaigns, graphic design, print management, media buying and videography.

## SPECIAL FEATURES:

- SEO copywriting services
- Pay per click campaigns (PPC - Google Adwords, Social Media Advertising) creation and management
- Custom website design, development and programming
- Responsive website design
- Digital content marketing

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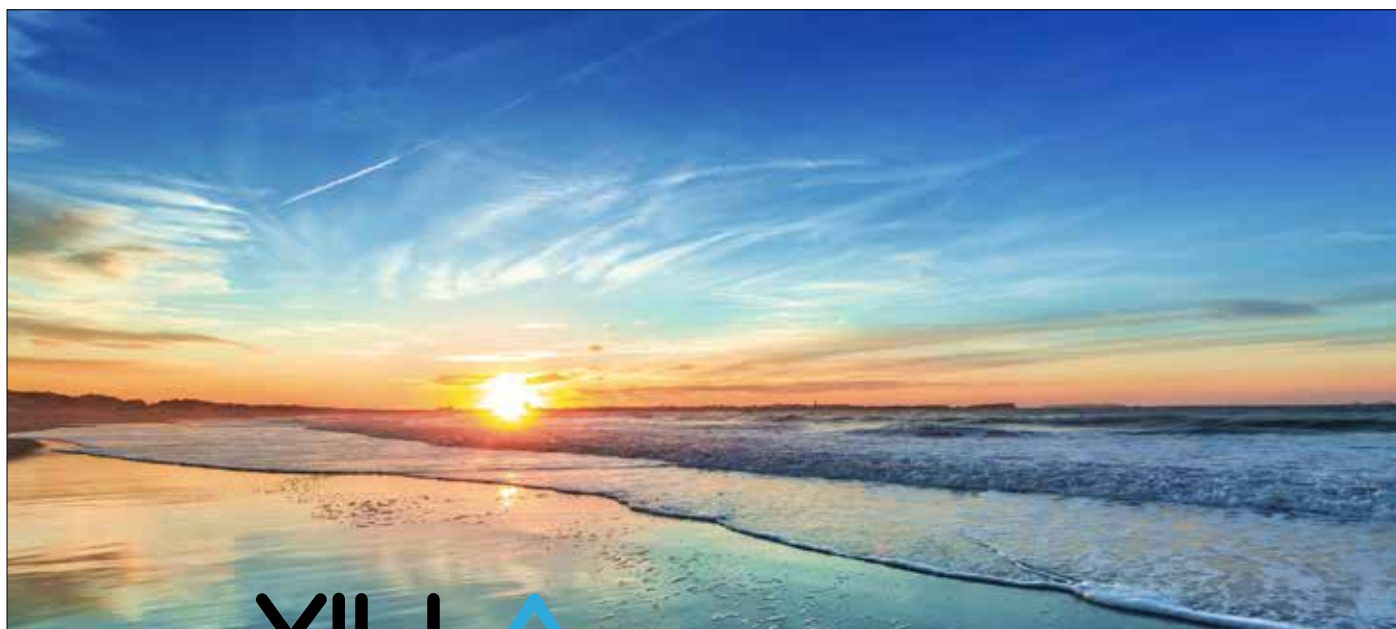
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\* this price includes 50€ for your online advertising.



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With this **ONLINE STRATEGIC ACTION PACKAGE** we provide regular online activity that will gradually help improve your ranking and create online adverts that generate leads.

If you don't have the budget to spend on an intensive SEO campaign, **this is a cost-effective alternative which will allow you to keep your site relevant and up to date.** The type of activity will be fluid from month to month depending upon your requirements; for example one month we could **write a blog** or **schedule Facebook posts**, and another month maybe **update your web content** or **set up online adverts\*** and manage the campaign.

### THE IMPORTANT THING IS TO GET NEW CLIENTS ONLINE

\*Online advertising (for example on Facebook or Google) is a vital component of the plan, as this will help visibility and generate leads. A minimum budget of 50€ per month is required. This cost is included in the 300€ per month.

## THE ONLINE STRATEGIC ACTIONS COULD BE:

### ONSITE OPTIMISATION



Write blogs, update web content so that it is keyword rich & write meta descriptions.

### ONLINE ADVERTS



Generate new leads to increase your sales.

### LANDING PAGE:



Create landing pages to increase lead generation.

### SOCIAL MEDIA



Create adverts on social media and write posts etc.

### RESEARCH AND ASSISTANCE:



Study the latest marketing trends & advise you how to adapt your campaigns.

### REPORT RESULTS:



Compile stats and figures to show you how you are performing online.

\*T&Cs apply. Up to 8 hours of activity per month. This package requires a minimum budget of 50€ per month. Ranking in search engines depends on many factors such as competition, product type and changes in Google algorithms. We cannot guarantee specific ranking positions. The price is per month and will be charged at the beginning of each month. 3 month minimum sign up period.

ABOUT REDLINE COMPANY: Established in 2004, Redline Company is an award winning marketing agency located in Puerto Banús, Marbella, staffed by a talented creative team of international professionals with expertise in marketing, graphic design, website design and development, copywriting, PR, social media, Google Adwords certified and much more.