

COMPANIES HOUSE COPY

Registration number 06264879

SEOptimise Limited

Unaudited Abbreviated Accounts

for the Period from 1 June 2010 to 30 November 2011

Lucas Accountancy Ltd
The Dell
4 Ingleby Paddocks
Enslow
Kidlington
Oxfordshire
OX5 3ET

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COMPANIES HOUSE

SEOptimise Limited
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The following reproduces the text of the accountants' report in respect of the company's annual financial statements, from which the abbreviated accounts (set out on pages 2 to 4) have been prepared

**Chartered Accountants' Report to the Board of Directors on the
Preparation of the Unaudited Statutory Accounts of
SEOptimise Limited
for the Period Ended 30 November 2011**

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the accounts of SEOptimise Limited for the period ended 30 November 2011 set out on pages from the company's accounting records and from information and explanations you have given us

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at icaew.com/membershandbook

This report is made solely to the Board of Directors of SEOptimise Limited, as a body, in accordance with the terms of our engagement letter dated 11 June 2007. Our work has been undertaken solely to prepare for your approval the accounts of SEOptimise Limited and state those matters that we have agreed to state to them, as a body, in this report in accordance with AAF 2/10 as detailed at icaew.com/compilation. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than SEOptimise Limited and its Board of Directors as a body for our work or for this report.

It is your duty to ensure that SEOptimise Limited has kept adequate accounting records and to prepare statutory accounts that give a true and fair view of the assets, liabilities, financial position and profit of SEOptimise Limited. You consider that SEOptimise Limited is exempt from the statutory audit requirement for the period.

We have not been instructed to carry out an audit or a review of the accounts of SEOptimise Limited. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory accounts.



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OX5 3ET

23 December 2011

SEOptimise Limited
(Registration number: 06264879)
Abbreviated Balance Sheet at 30 November 2011

| | Note | 30 November 2011 £ | 31 May 2010 £ |
|--|------|-----------------------------|---------------------|
| Fixed assets | | | |
| Intangible fixed assets | | 3,734 | - |
| Tangible fixed assets | | <u>20,254</u> | <u>11,274</u> |
| | | <u>23,988</u> | <u>11,274</u> |
| Current assets | | | |
| Debtors | 3 | 195,924 | 157,563 |
| Cash at bank and in hand | | <u>240,381</u> | <u>70,640</u> |
| | | 436,305 | 228,203 |
| Creditors: Amounts falling due within one year | | <u>(206,691)</u> | <u>(165,083)</u> |
| Net current assets | | <u>229,614</u> | <u>63,120</u> |
| Net assets | | <u>253,602</u> | <u>74,394</u> |
| Capital and reserves | | | |
| Called up share capital | 4 | 100 | 100 |
| Profit and loss account | | <u>253,502</u> | <u>74,294</u> |
| Shareholders' funds | | <u>253,602</u> | <u>74,394</u> |

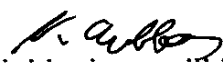
For the year ending 30 November 2011 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the Financial Reporting Standard for Smaller Entities (effective 2008).

Approved by the Board on 19 December 2011 and signed on its behalf by


K J Gibbons
Director

The notes on pages 3 to 4 form an integral part of these financial statements
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SEOptimise Limited
Notes to the Abbreviated Accounts for the Period from 1 June
2010 to 30 November 2011

1 Accounting policies

Basis of preparation

The full financial statements, from which these abbreviated accounts have been extracted, have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

Going concern

The financial statements have been prepared on a going concern basis

Turnover

Turnover represents amounts chargeable, net of value added tax, in respect of the sale of goods and services to customers

Amortisation

Amortisation is provided on intangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows

| Asset class | Amortisation method and rate |
|--------------------|-------------------------------------|
| Domain names | 0% |

Depreciation

Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows

| Asset class | Depreciation method and rate |
|------------------------|---|
| Fixtures and fittings | 25% reducing balance basis |
| Office equipment | 25% reducing balance basis |
| Domain names purchased | 0% as the asset is not expected to depreciate |

Hire purchase and leasing

Rentals payable under operating leases are charged in the profit and loss account on a straight line basis over the lease term

Financial instruments

Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as financial assets, financial liabilities or equity instruments. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities. Where shares are issued, any component that creates a financial liability of the company is presented as a liability in the balance sheet. The corresponding dividends relating to the liability component are charged as interest expense in the profit and loss account.

SEOptimise Limited
Notes to the Abbreviated Accounts for the Period from 1 June
2010 to 30 November 2011

..... continued

2 Fixed assets

| | Intangible assets £ | Tangible assets £ | Total £ |
|-----------------------|---------------------------|-------------------------|------------|
| Cost | | | |
| At 1 June 2010 | - | 13,951 | 13,951 |
| Additions | 3,734 | 15,895 | 19,629 |
| At 30 November 2011 | 3,734 | 29,846 | 33,580 |
| Depreciation | | | |
| At 1 June 2010 | - | 2,677 | 2,677 |
| Charge for the period | - | 6,915 | 6,915 |
| At 30 November 2011 | - | 9,592 | 9,592 |
| Net book value | | | |
| At 30 November 2011 | 3,734 | 20,254 | 23,988 |
| At 31 May 2010 | - | 11,274 | 11,274 |

3 Debtors

Debtors includes £nil (2010 - £nil) receivable after more than one year

4 Share capital

Allotted, called up and fully paid shares

| | 30 November 2011 | | 31 May 2010 | |
|------------------------------|------------------|-----|-------------|-----|
| | No. | £ | No. | £ |
| Ordinary A Voting of £1 each | 100 | 100 | 100 | 100 |