

Registration number 06264879

SEOptimise Limited

Unaudited Abbreviated Accounts
for the Year Ended 31 May 2010

Lucas Accountancy Ltd
The Dell
4 Ingleby Paddocks
Enslow
Kidlington
Oxfordshire
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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

**Accountants' Report to the Directors on the Unaudited Financial
Statements of
SEOptimise Limited**

In accordance with the engagement letter dated 11 June 2007, and in order to assist you to fulfil your duties under the Companies Act 2006, we have compiled the financial statements of the company which comprise the Profit and Loss Account, the Balance Sheet, and the related notes from the accounting records and information and explanations you have given to us

This report is made to the Company's Board of Directors, as a body, in accordance with the terms of our engagement. Our work has been undertaken so that we might compile the financial statements that we have been engaged to compile, report to the Company's Board of Directors that we have done so, and state those matters that we have agreed to state to them in this report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Company and the Company's Board of Directors, as a body, for our work or for this report.

We have carried out this engagement in accordance with technical guidance issued by the Institute of Chartered Accountants in England and Wales and have complied with the ethical guidance laid down by the Institute relating to members undertaking the compilation of financial statements

You have acknowledged on the balance sheet as at 31 May 2010 your duty to ensure that the company has kept proper accounting records and to prepare financial statements that give a true and fair view under the Companies Act 2006. You consider that the company is exempt from the statutory requirement for an audit for the year

We have not been instructed to carry out an audit of the financial statements. 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 financial statements


Lucas Accountancy Ltd

28 June 2010

The Dell
4 Ingleby Paddocks
Enslow
Kidlington
Oxfordshire
OX5 3ET

SEOptimise Limited
Abbreviated Balance Sheet as at 31 May 2010

| | | 2010 | | 2009 | |
|---|---|-----------|--------|----------|--------|
| Note | £ | £ | £ | £ | £ |
| Fixed assets | | | | | |
| Tangible assets | 2 | | 11,274 | | 4,514 |
| Current assets | | | | | |
| Debtors | | 157,563 | | 48,785 | |
| Cash at bank and in hand | | 70,641 | | 33,597 | |
| | | 228,204 | | 82,382 | |
| Creditors: Amounts falling due within one year | | | | | |
| | | (165,084) | | (71,741) | |
| Net current assets | | | 63,120 | | 10,641 |
| Net assets | | | 74,394 | | 15,155 |
| Capital and reserves | | | | | |
| Called up share capital | 3 | | 100 | | 100 |
| Profit and loss reserve | | | 74,294 | | 15,055 |
| Shareholders' funds | | | 74,394 | | 15,155 |

For the financial year ended 31 May 2010, the company was entitled to exemption from audit under section 477(1) of the Companies Act 2006, and no notice has been deposited under section 476(1) requesting an audit. The directors acknowledge their responsibilities for ensuring that the company keeps accounting records which comply with section 386 of the Act and preparing accounts which give a true and fair view of the state of affairs of the company as at the end of the year and of its profit or loss for the financial year in accordance with the requirements of section 394 and which otherwise comply with the Companies Act 2006, so far as applicable to the company.

The abbreviated accounts have been prepared in accordance with the special provisions of the Companies Act 2006 relating to companies subject to the small companies regime.

Approved by the Board on 25 June 2010 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.

SEOptimise Limited

Notes to the abbreviated accounts for the Year Ended 31 May 2010

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)

Turnover

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

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

| | |
|-------------------------------|----------------------------|
| Computer and office equipment | 25% reducing balance basis |
| Fixtures and fittings | 25% reducing balance basis |

Foreign currencies

Profit and loss account transactions in foreign currencies are translated into sterling at the exchange rate ruling at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are translated into sterling at the closing rates at the balance sheet date and the exchange differences are included in the profit and loss account

Operating leases

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

SEOptimise Limited

Notes to the abbreviated accounts for the Year Ended 31 May 2010

... continued

2 Fixed assets

| | Tangible assets £ |
|-------------------------|----------------------------------|
| Cost | |
| As at 1 June 2009 | 5,600 |
| Additions | 8,465 |
| Disposals | (114) |
| As at 31 May 2010 | <u>13,951</u> |
| Depreciation | |
| As at 1 June 2009 | 1,086 |
| Eliminated on disposals | (5) |
| Charge for the year | 1,596 |
| As at 31 May 2010 | <u>2,677</u> |
| Net book value | |
| As at 31 May 2010 | <u>11,274</u> |
| As at 31 May 2009 | <u>4,514</u> |

3 Share capital

| | 2010 £ | 2009 £ |
|---|-------------------|-------------------|
| Authorised | | |
| Equity | | |
| 50,000 Ordinary A Voting Shares shares of £1 each | 50,000 | 50,000 |
| 50,000 Ordinary B Non Voting Shares shares of £1 each | <u>50,000</u> | <u>50,000</u> |
| | <u>100,000</u> | <u>100,000</u> |
| Allotted, called up and fully paid | | |
| Equity | | |
| 100 Ordinary A Voting Shares shares of £1 each | <u>100</u> | <u>100</u> |