

Registered Number 06264879

SEOPTIMISE LIMITED

Abbreviated Accounts

30 November 2012

Abbreviated Balance Sheet as at 30 November 2012

	<i>Notes</i>	<i>2012</i>	<i>2011</i>
		£	£
Fixed assets			
Intangible assets	2	3,734	3,734
Tangible assets	3	16,279	20,254
		<u>20,013</u>	<u>23,988</u>
Current assets			
Debtors		202,359	195,924
Cash at bank and in hand		203,298	240,381
		<u>405,657</u>	<u>436,305</u>
Creditors: amounts falling due within one year		(140,700)	(206,691)
Net current assets (liabilities)		<u>264,957</u>	<u>229,614</u>
Total assets less current liabilities		<u>284,970</u>	<u>253,602</u>
Total net assets (liabilities)		<u>284,970</u>	<u>253,602</u>
Capital and reserves			
Called up share capital	4	50	100
Profit and loss account		284,920	253,502
Shareholders' funds		<u>284,970</u>	<u>253,602</u>

- For the year ending 30 November 2012 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.

Approved by the Board on 29 May 2013

And signed on their behalf by:
Stuart Tofts, Director

Notes to the Abbreviated Accounts for the period ended 30 November 2012**1 Accounting Policies****Basis of measurement and preparation of accounts**

The accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities effective April 2008.

Turnover policy

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

Tangible assets depreciation policy

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:

Fixtures and fittings 25% reducing balance basis

Office equipment 25% reducing balance basis

Intangible assets amortisation policy

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:

Domain names 0%

Valuation information and policy**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.

Other accounting policies**Foreign currency**

Transactions in foreign currencies are recorded at the exchange rate ruling at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are retranslated at the closing rates at the balance sheet date. All exchange differences are included in the profit and loss account.

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.

Pensions

The company operates a defined contribution pension scheme. Contributions are recognised in the profit and loss account in the period in which they become payable in accordance with the rules of the scheme.

2 Intangible fixed assets

£

Cost	
At 1 December 2011	3,734
Additions	-
Disposals	-
Revaluations	-
Transfers	-
At 30 November 2012	<u>3,734</u>
Amortisation	
At 1 December 2011	-
Charge for the year	-
On disposals	-
At 30 November 2012	<u>-</u>
Net book values	
At 30 November 2012	<u>3,734</u>
At 30 November 2011	<u>3,734</u>

3 Tangible fixed assets

	£
Cost	
At 1 December 2011	29,846
Additions	4,470
Disposals	(4,431)
Revaluations	-
Transfers	-
At 30 November 2012	<u>29,885</u>
Depreciation	
At 1 December 2011	9,592
Charge for the year	4,960
On disposals	(946)
At 30 November 2012	<u>13,606</u>
Net book values	
At 30 November 2012	<u>16,279</u>
At 30 November 2011	<u>20,254</u>

4 Called Up Share Capital

Allotted, called up and fully paid:

	2012	2011
	£	£
50 A Ordinary shares of £1 each (100 shares for 2011)	50	100

Purchase of own shares

During the year the company purchased 50 of its own Ordinary A voting shares at a nominal value of £50. The Ordinary A voting shares were purchased for a consideration of £60,000 and represent 50% of the called up share capital of that class of share. The purchase was to enable a shareholder/director to exit the business.

The maximum number of its own shares held by the company during the year was 50 having a maximum aggregate nominal value of £50.

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