



SEO (search engine optimisation)

The practice of increasing the quantity and quality of traffic to your website through organic search engine results.

Our SEO service is specifically for WordPress websites and is keyword based. Basically we analyse and track keywords, which are search terms used in Google to search for your services, and then optimise your website to improve your its position in the search results for those terms. We aim to provide a transparent service, not only do we provide reports for how the keywords are ranking and the traffic on your site, we also, detail the actual work done that month to help future results in the campaign.

SEO Campaign

There are 2 stages to the service, the first being initial research and keyword discovery. The second being the ongoing monthly site optimisation and result tracking.

Stage 1 - Initial Research and campaign set up

The first part of the service is research. Research into your market and competitors is key to a successful campaign. In order to out-rank your competitors we need to work out their strengths, weaknesses and where and how we can outrank them. We also need to work out where your own customers and potential customers are coming from so we can target the right places. The process we would follow is:

- Search Google for your product or service (be it nationally or locally) and see what comes up
- We would then take note of who was ranking where and look into what was giving them those positions
- We would then vary the search terms and again make note of the results.

After getting this initial snapshot we would then look at the keywords and plan a strategy. We would follow these steps:

- Discuss with you, the client, what keywords you would like to be or the ones you think you should be found for
- Using a keyword planner, we would check to see what people are actually using to find your product or services
- Compare these with your main competitors
- From this research we would come up with a list of targeted Keywords for the campaign.

The site is then set up with software to aid the optimisation of the website content. Keyword tracking is also set up so results can be monitored along with Google Analytic results so monthly reports can be produced.

Stage 2 - Site optimisation and ongoing monthly activity

The site optimisation, on the current content may take a couple of months to fully complete, it would all depend on the size of the site and the amount of keywords being tracked for the campaign. We would make the most important phrase that you want to rank for and focus on this one for the home page and this would be the initial priority. Whilst the home page updates are being indexed we would then work through all of the top level pages, optimising them for the next most important keyword terms.

The processes we use for the optimising are all 'white hat' processes, this means that they are all what Google would deem to be legal processes. All major updates and activity are on-site, the only off site activity will be gaining back links to your site, and again, legitimate processes will be used here as well, we do not buy back links to gain quick results, which you could get penalised for later.

Each month the keyword results are analysed. The aim is to get them to improve monthly and get them to rank on page one of Google, however this can take time for some keywords and is based on how popular they are, and how other websites rank.

At the end of each month a plan is put forward for the next month, this will depend on the size of the campaign, it may be that it is a case of changing some of the content of the site, or for larger campaigns it might be adding in new targeted content, writing of specific blogs.

With campaigns of any size we would always make sure that social media is also being used to the greatest effect possible, whether it is advising the client of things they should be doing, or we would include it in our activities.