

It starts with...

Keyword Research



Website



SEO Auditing

SEO is all about making Google's job as easy as possible. Auditing and optimising your website helps do this and give your website the best chance to rank. Redirects, 404s and meta are just some of the factors we analyse in our auditing.



Content



Audience Personas

It's essential for every business to understand their customers, but do you know what matters to them? Or which search terms they are using? We profile your various customers to build a deep-dive picture of how to reach them online.

Fix any technical problems

Our audits include a list of recommended technical SEO improvements, prioritised by expected impact. We can execute these improvements in-house or via your chosen developers.

Content Strategy



Tone of voice

Depending on our product or service, you may need to use specific language to appeal to your customers. It's essential to understand how to engage with each customer profile.

Optimisation opportunities

In addition to ensuring your website is technically sound, we also ensure it is optimised for the right keywords. Our keyword research allows us to optimise your website via meta, content and pages, based on actual search term opportunities.



Content Type

There are multiple content types out there and we ensure we choose the right content styles for your customers and your budget - visual, interactive, video, written - the list goes on!



Frequency of posts

Google wants to see fresh, regular content on your website and we ensure we publish at the right time to suit what Google, your customers and your budget need.

Roadmap with defined priorities

All of our technical and optimisation opportunities are planned into a roadmap to ensure proper deployment and full visibility for you.

Plan your content...



Creation of content

We have a network of skilled writers who are dedicated to producing high quality, targeted content for you. We can also source specialist writers for your industry. Our creation process involves you directly, giving you full control.

Blog Posts

Regular, targeted and engaging blog posts are a cornerstone of modern SEO

Static Pages

Categories and products are key pages that need great content in order to rank well.

Implement technical and optimisation recommendations

Use of specialist writers

If in-depth knowledge is required in order to write about your industry or sector, we can find the right writer for you, to ensure your content is always up to scratch.



Reporting

On website and content



You need to see the impact of our SEO and content work, so we provide monthly reports, direct to you, at the start of each following month. We use industry-leading tools to ensure accuracy and consistency.



We report on your overall SEO performance, such as rankings and search visibility, in addition to specific metrics that show the impact of the work we're doing in terms of SEO improvements, optimisation and content.



We compare your performance against prior periods to ensure we are seeing growth. How are you doing versus last year or last quarter? We back this up with commentary to explain how performance may have changed.