



SEO Service Offering

How we work and what we offer.

Many people know that they need SEO on their website but not everyone understands what it is and how it can help them. Many believe that there is a magic button that you press and boom you get to number one in Google, others think it is done alphabetically (we wish it was that easy) and then you have those that think it is too complicated to even think about so they ignore it.

The risk of ignoring SEO is that your competitors in the same industry are not ignoring it, and more money is being spent online and more research is being done online now more than ever. So you can ignore it if you want to, but I am guessing that by the fact you are here you are not ignoring it and you are here to find out more.

Getting to the top of the search engines is easy, no really it is! Anyone can do it. Some even do it by mistake. The key is to get listed and ranked high for the right keywords that not only bring you traffic but high converting visitors that become valuable customers.

Companies that call you up out of the blue and offer to get you ranked high in Google will always tell you they can do a better job than your current company or another company. Chances are you are talking to a salesperson who is trying to convince you to part company with their commission payment. A true Search Engine Optimisation company, expert or consultant will not just give you methods of getting to the top of the search engines but also advice on converting your web visitors into paying customers.



Here is what we do!

Pre Project Analysis

- Pre Optimisation SEO Analysis
- We look through your site to check that the basic requirements for SEO are met before work starts.

Keyword Research and Analysis

- We look at the keywords that will bring you targeted traffic to your website for the best results.

Competitive Website Analysis

- We check out your closest web competitors to see what they are doing to get their websites ranked.

On-Page Optimisation

Title Tag Optimisation

- We will either recommend or make changes to your title tags to ensure your content is optimised

Meta Tag Optimisation

- Each page on your website has meta tags when optimised properly will help your optimisation efforts.

Image Alt Tag Optimisation

- Your images also rank alongside your content so we make sure that you are fully optimised.

On-Page Content Optimisation

- We will make recommendations for adjusting your content to fully target the right audience.



Google XML Sitemap Setup

- Google like to have their own sitemap submitted, this one is for the search engines.

Off-Page SEO

- Unique Article Writing
- Unique content distribution is essential for your campaign. We prepare unique articles for you.
- Unique Article Submissions
- Making sure that your website benefits from the unique content we have created.

Classified Submissions

- High traffic directories help your sites authority and powerful links so we submit your site for you.
- Content^[1]_{SEP}Marketing
- Using a method of distributing articles and sharing those articles so they are found.

Blog^[1]_{SEP}Marketing

- We create blog posts and distribute them for you to get the links back to your website.

Unique Business Listings

Citations for your website are extremely important when it comes to authority.

Blog^[1]_{SEP}Creation

Creation of extra websites that you can take your blog posts and act as content containers.

Blog^[1]_{SEP}Posting

Bloggging so it can be seen and making your content visible in as many places as possible.



Reporting

- Monthly ^{SEP} Reports
- We will update you each month on what we have been doing for you and what effect it has had.
- Monthly Ranking Reports
- We will keep you up to date with where your website is ranked in Google every month.