



egghead®

SEARCH ENGINE OPTIMISATION

SEARCH ENGINE OPTIMISATION (SEO)

Search engines allow you to reach out to consumers at a time when they are actively 'searching' for something. It is a highly-targeted form of advertising that can deliver excellent results. Search engine marketing is hugely important for all businesses, even if you are not selling online. There are no exceptions to the rule – you absolutely must have a strategy for search.

What is it?

Search Engine Optimisation (SEO) is about making your product, services or brand visible on search engines, and using relevant content to lure searchers towards your site. Most sites need some love and attention in order for them to be especially Google-friendly. In a nutshell, your website and web pages need to be optimised so that they are prominent in the „organic“ listings, which are free. For example, if you run a shoe shop you might want to achieve high visibility in Google for terms like 'men's shoes' or 'buy trainers online'.

Why should we do this?

There are four main reasons to make the effort:

- **More sales / leads** – most companies use search engine optimisation to drive highly-targeted traffic to their websites, with a view to converting them to a customer or prospect. For transactional ecommerce firms SEO is one of the very best sources of new business.
- **It's a strategy with long term benefits** – succeeding at SEO is probably the best marketing action you can take, and the effects will last long into the future.
- **Higher visibility** – make it easy for web users to find your shop window, your products and services. More than half of all web traffic originates via the search engines, so making it onto first few pages of Google could not be more crucial.
- **Competitor activity is intensifying** – UK Business is very switched on to search engine marketing. Don't get left behind!


How do we do it?

An SEO campaign is divided into two elements: the setup phase, and ongoing work.

During the setup phase, we carry out the following:

- **Search term analysis** – the process of determining what words and phrases people use when searching Google (with 89% of the market share, we tend to focus on Google) for your service.



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- **Competitive landscape review** – we look at your online competition and winnow out potential keyword phrases where competition from other sites is so great, optimising for them is not worthwhile.
 - **On-page optimisation** – making sure that the pages we want to promote to Google have the correct elements in place and configured correctly i.e. page titles, heading tags, meta data etc.
 - **Google sitemap and submission** – Google will accept a sitemap in XML format that helps it to find pages.
 - **SEO Copywriting** – usually, we recommend that the client writes the copy, and we “tweak it” to provide the best fodder for Google.
 - **Information Architecture Optimisation** – we ensure that the structure of the site supports our SEO objectives. Big gains can be made by getting this bit right.
 - **Setup of reporting infrastructure** – we ensure that we have analytics in place that will enable us to measure performance, analyse trends, and make recommendations during the ongoing phase.

During the ongoing phase, our service is as follows:

- **Reporting** – we provide monthly reports of performance, trends and changes.
- **Recommendations** – using the reports, we provide actionable insights and recommendations for future activities to enhance the site’s rankings.
- **Link Building** – quality inbound links from authoritative sites are the best way of persuading Google to rank your pages well.
- **Ongoing optimisation** – there may be opportunities to achieve well for other terms that could bring relevant traffic to the site.

What we offer?

- **Better brand visibility**
- **Return on investment (ROI)**
- **Customized project coverage** – an SEO strategy based on your individual project aims and requirements.
- **Documentation** – We begin by explaining all aspects of our approach, from design and implementation through to reporting.
- **Reporting** – As standard you will receive a monthly report outlining what your website has achieved against objectives along with recommendations on what and how we can improve them moving forward.

We continually seek new ways to improve our services to offer you the best ROI. We do this through listening to our clients needs as they change whilst keeping on top of this ever shifting market to make sure we implement any strategy in the most effective way.

SEO vs paid search? SEO – clicks are free but it’s harder and takes longer to get the top PPC – each click costs you money but it is easier and faster to get to the top

What next?

If you’d like to know how SEO by Egghead can help you transform your online business, call for a chat on **01455 559 005** or email talktous@eggheaddesign.co.uk