

What is Search Engine Optimisation (SEO) ?

Search Engine Optimisation is what we do to get your website to Page 1 of Google. Many website companies tend to over-complicate things and bombard the customer with lots of techie speak during optimisation , but we just tell you the end result.

Why perform SEO?

There are a number of very important reasons why every company should optimise their website:

1. Return on Investment:

SEO guarantees you a return on investment. If your website is new, you will be getting little or no hits on your website, as nobody will be searching for you, unless they know you are out there. Big companies spend thousands each month on SEO because they realise the importance on getting a return. This comes in the form of website hits, which exponentially increase, causing a knock on effect, as more and more people visit your site you are increasing the likelihood of an online sale.

Even if your website is established, you will not be getting the sales you deserve if you are not optimised, simply because you are not generating the website hits you should be generating.

2. Company Standing:

SEO provides your company with the image that befits your services. It ensures you are competing with the best of the best, thereby increasing competition and giving you competitive advantage. For example, a company selling Office Furniture that is a well known brand will be spending thousands of pounds on SEO, because it knows it has to match the real-world standing with its online presence.

Ultimately, a customer will trust a website in the Top 20 results on Google because you are standing side by side the bigger names.

3. Increase Sales and Enquiries:

SEO will increase your sales and enquiries simply because you are getting more and more hits on your website each month. Imagine your website is like a high street shop, and you want to increase the footfall in that shop. If you are in a bad location, away from customers in some dark corner of town, you will try and do everything possible to increase your customer base. Imagine if you could move closer to a the high street, the chances of your customer base going up increases vastly. This is exactly what SEO does, moving your website from the end corners of Google, right to the top within a set period of time.

The Detail - How we do it

1. Link Building (External Optimisation):

We will work daily on your website to build successful backlinks to your website. In simple terms, using the high street example, imagine if you could get any high street store to recommend you as a preferred customer. Clearly any customer who walks in through their shop will at the very least see your name, giving you credibility. This is what happens in Link Building.

If a higher ranked website in Google lists your website in their website somewhere, your ranking will be boosted. We work hard to get similar websites in your field to link to you and increase your ranking.

2. Website Optimisation (Internal Optimisation):

Up to 60% of your SEO project is made up of your actual website, and optimising the website itself so it "reads" better in Google, and those keywords you have chosen are picked up properly. Google has a number of "crawlers" that constantly trawl through websites, and when things change on your website, Google will know and pick up those changes. We make sure Google picks up these changes efficiently.

This is done through a number of ways such as optimising your images, adding links, metatags and ensuring each line of code conforms to optimising standards.

We will also ensure your website validates properly according to website standards, as this also helps your website to be "read" properly in Google – search engines hate badly designed websites. A poorly designed website will need to be validated according to HTML standards.

3. Fortnightly Reports:

We will report fortnightly to you, so you know how your SEO project is going, each month you will see the increase in hits on your website from last fortnight. You will have full access to your reporting via Google, and we will provide you with a Google Account so you can see the results for yourself.

4. Article Writing and Submission:

This is a form of link building but it is quite specific to your website. We will write (or my ask you to assist in writing) articles related to the keywords you have chosen. For example, if you are releasing a new "Office Table" which is made of antique wood, and you have chosen "antique wood tables" as a keyword, we would create an article which relates to that product and release it on the internet in key locations. Whenever anyone reads these articles they will link back to your website, thereby adding to your hits and increasing your website ranking.

What do I need to do?

If you have chosen your keywords, email us now and we will analyse those keywords and provide you with a cost of optimising.

Our Guarantee

We are so confident in our abilities in SEO that we guarantee to optimise your website within a set period we will discuss with you during analysis. Whilst we have never defaulted on any SEO project we have placed a safeguard for all customers:

If we cannot optimise your site we will refund you half the investment you have given us. With over over 8 years professional experience with qualified developers, we make sure this does not happen!

What next?

If you have chosen your keywords please refer to the formal quotation found with this email and we look forward to working with you to generate more hits on your website, and getting you more sales!

If you have not chosen your keywords, please think carefully about what you want your customers to type into Google and then email or call us to move onto analysis stage.