

SEO HANDBOOK



how to sit on page 1 on google

Our formula for Search Engine Optimisation
success.

OUR SEO PROCESS

1. Implement baseline technical SEO Configuration
2. Optimise a selection of pages for search terms
3. Review traffic changes & successes via SEMRush and Google Search Console
4. Make a plan for alterations
5. Go to step 2 and repeat

Expected Outcomes

- Month 1 to 3: Mediocre to minimal improvements
- Ongoing: Fluctuating growth in search rankings for beneficial keywords
- Progressive & continual improvement of rankings for keywords that actually matter to the business

OUR SEO PROCESS

STEP-BY-STEP

All of our SEO packages include a baseline SEO strategy including:

1. Monthly optimisation routine
2. Monthly Blogs or Landing Pages
3. Assessment of Performance
4. Monthly report & strategy meeting with the client

1. MONTHLY OPTIMISATION ROUTINE

This involves a review and optimisation of:

- Page Titles
- Page Meta Descriptions
- Image titles & alt tags
- Header Texts (H1/ H2/ H3/ H4)
- Page Text content
- Internal Links
- Link titles
- Bullet Points
- Table of Contents lists (for blog articles mainly)
- Social Media Previews (Opengraph)
- Reviews
- Google My Business profile(s)
- Page Schema Contents

OUR SEO PROCESS

STEP-BY-STEP

2. MONTHLY BLOGS AND/OR LANDING PAGES

1. At the beginning of each month, our team will research relevant topics for website content.
2. Our copywriters will research and construct the content with supporting images and other media.
3. The content then gets uploaded with further optimisation activities, eg. alt image text, etc.

3. ASSESSMENT OF PERFORMANCE

1. Our team reviews website rankings and traffic volumes over the course of the preceding month from multiple sources including SEMRush, Google Analytics, Google Search Console and the Google search results themselves.
2. We assess these numbers to see which key phrases are working and which aren't. This also reflects which pages are working and which aren't.
3. The results of this assessment then form two key outputs:
 - a. The results that inform our work strategy for the month going forward.
 - b. The report recommendations that we make in our monthly strategy meeting.

4. MONTHLY REPORT AND STRATEGY MEETING WITH CLIENT

1. At the beginning of each month our team prepares a detailed SEO report covering the preceding month's results.
2. The Account Manager shares this report during a scheduled meeting to discuss progress and strategy direction.

Ready to
grow your
online
presence?

Let's talk.



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