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Search Engine Optimisation (SEO) Process:

The SEO service we provide is able to identify the most efficient key phrases that your clients and customers are using to search for businesses like yours. This will ensure that your website over time becomes more visible by rising up the search engine results pages, thus increasing potential leads and sales.

Typical SEO steps:

1) Keyword research

We start with a seed list of keywords / phrases and using professional SEO software identify opportunities by using several data sources including Google Keyword Planner tool and also by looking at what your competitors are using to rank their websites amongst other sources.

2) Map keywords to target pages

Armed with information from step 1, we map the chosen keywords to pages on your website, analyse keyword / phrase densities in relation to competition and apply changes to your website copy ensuring that not only does it appeal to your clients, but to search engines too. In addition we will write title tags, meta descriptions that will encourage visitors to click through from the Search Engine Results Pages (SERPs).

3) Identify and resolve technical issues

We will undertake an audit of your existing website page/s and identify any potential issues (if any) and work with you to apply our recommended fixes.

4) Initiate back link building

Building on the work undertaken during Keyword Research process, link building forms a very important part of your ongoing digital SEO campaign. Inbound links (links from other websites to yours) are essential in helping search engines to find your site and drive traffic to it. The natural portfolio of links we build are tailored to your niche and they will range in tactic based on the results we see for your keywords. Through our back link process our link builders will look at your website, your previous links, and your competitors links and devise a strategy to move your rankings forward.

5) Monitor rankings and review progress

We monitor your project on a daily / weekly basis and provide detailed reports monthly that show the progress with the researched keywords and link building. As part of the ongoing SEO process we review the performance of keywords and links compared with previous months, acting where appropriate.



Please note that depending on the level of package chosen the first one, two or three months of this process will be focused on the keyword research, site audit and content modification before starting the back link process. However, the time taken to complete this process depends on the size of the website.



Link building factors:

Some of the link building factors we use to improve ranking positions in the SERPs include:

- ✓ High Site and Page Rank
- ✓ Domain Authority (DA)
- ✓ Authority Sites
- ✓ Page Authority
- ✓ Dofollow/Nofollow Ratios
- ✓ Link Velocity
- ✓ Domain Age
- ✓ Anchor Link Diversity



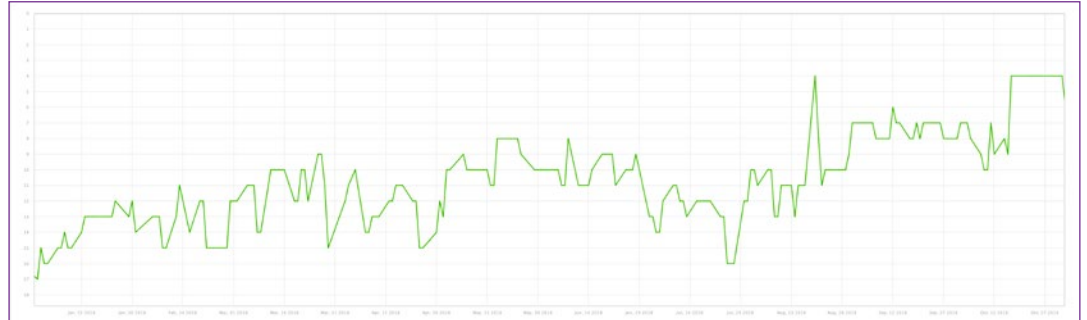
Link building examples:

The examples below show results that can be achieved with the lowest tier of the link building service i.e. £140 per month.



Encolor Fashions: <https://www.encolorfashions.com>

Competitive Keyword: Tights for women of colour



It took approximately 9 months to get the website to appear in the 1st page of Google's organic search engine results pages.



Keywords in the campaign

Keyword	Google SERPs Position
Tights for women of colour	7
Tights For Darker Skin Tones	7
skin colour tights for dark skin	7
tights for dark skin	8
skin tone tights for dark skin	9



Tenola Ltd: <https://www.tenola.com>

Competitive Keyword: Tri Wear



It took approximately 12 months to get the website to appear in the 1st page of Google's organic search engine results pages.



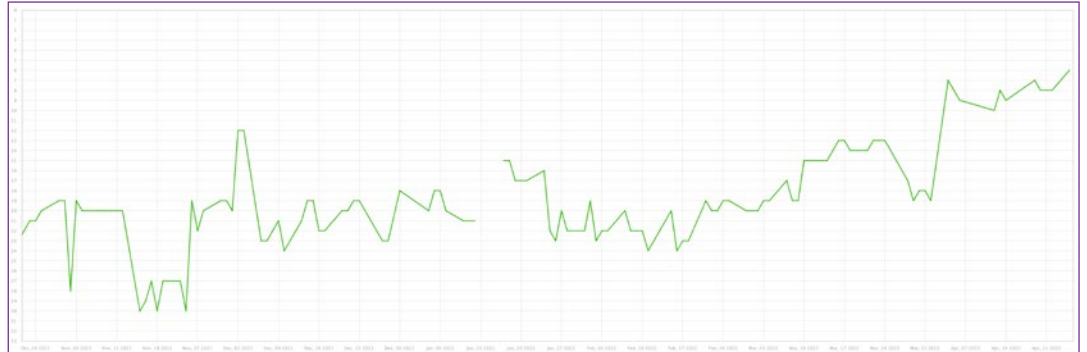
Keywords in the campaign

Keyword	Google SERPs Position
Triathlon Swimsuit	8
itu triathlon suit	2
female itu tri suit	1
performance triathalon wear	5
Tri Wear	8



House Number Plaques: <https://www.housenumberplaques.co.uk>

Competitive Keyword: Glass House Number



It took approximately 6 months to get the website to appear in the 1st page of Google's organic search engine results pages.



Keywords in the campaign

Keyword	Google SERPs Position
Glass House Name Plaques	7
Glass House Number	9
Glass House Number Plaques	8
glass house number sign	9
illuminated glass house signs	3
mains illuminated house number	6
illuminated house signs	10



Local SEO Examples:

The link building examples below are targeting local keywords which require a slightly different approach compared to the previous examples:



Leep Financial: <https://www.leepfinancial.com>

Keywords in the campaign

Keyword	Google SERPs Position
Bookkeeper Peterborough	4
Market Deeping accountants	3
tax services peterborough	6
Accountancy Services Peterborough	8
accountancy peterborough	8
accountant peterborough	9



The Beardwood Practice: <https://www.beardwoodhypnotherapy.co.uk>

Keywords in the campaign

Keyword	Google SERPs Position
Hypnotherapy Stamford	2
Hypnotherapist Bourne	1
Hypnotherapist Spalding	3
Solution Focused Hypnotherapy Lincolnshire	5
zoom hypnotherapy	5



Granite Earth: <https://www.graniteearth.co.uk>

Keywords in the campaign

Keyword	Google SERPs Position
Granite worktops Lincoln	1
Granite worktops Stamford	2
Granite worktops Peterborough	5
Granite Worktops Milton Keynes	1
Quartz Worktops Peterborough	5
Quartz Worktops Northampton	5



Michael Hornsby: <https://www.michaelhornsby.co.uk>

Keywords in the campaign

Keyword	Google SERPs Position
Property Valuation Milton Keynes	1
Property Surveyor Northampton	3
Property Survey Bletchley	2
Property Surveyor Bedford	4
Property Surveyor Aylesbury	3
House Surveyor Milton Keynes	6



SEO is an ongoing process and results are not 100% guaranteed, also rank positions fluctuate constantly and the above rankings were correct as of 14/02/24.



Recommended duration

Depending on the key phrases chosen and the competition to rank highly on the key phrases, it can take on average 3 - 12 months to start seeing positive effects in the SERPs.



Reports & Review Progress

We monitor your project on a daily basis and provide detailed reports monthly that show the progress with the researched keywords and link building. As part of the ongoing SEO process we review the performance of keywords and links compared with previous months, acting where appropriate.



No contracts

We don't tie you into a contract so you can cancel at any time. All we require is a week's notice before your next payment is due.

Talk to us today about your business or project SEO requirements and for a no obligation free quotation.



contact@inceptiondesign.co.uk



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