

## Monthly On-site SEO Support

As part of any new website project, Big Red Digital conduct detailed keyword research so that every page is set up specifically for maximum impact SEO. We do this prior to launch so that it is quickly and accurately indexed by search engines (with the primary focus on Google).

For clients with existing websites who only want to use our Digital Marketing expertise then the process is the same but with the addition of a one-off research and set up fee.

Our targeted and focused SEO campaigns allows us to monitor progress towards your goals and make continuous improvements, building traffic organically for you over time.

We recommend that you run an initial, intense 12 month campaign as all independent studies point to the fact that it takes a minimum of 6 months to become established and a further 6 months to reap maximum benefit. Our objective is that by the 6 month mid-point the campaign will be zero cost to you and will be paying for itself – the real benefits coming to you as it consolidates in the second stage.

### What We Do For You Each Month

Analyse monthly site performance.

Set up all new pages and articles for SEO.

Make optimisation changes to existing pages or sections as and when required.

Make changes to meta data to maximise 'click-throughs' from search results pages.

Analyse and improve on-page calls to action.

Build keyword density across your whole site in key areas of code, media and content.

Analyse which new keywords you are being listed for and assess potential.

Advise on any improvements that you can make yourself.

Issue you with detailed progress reports.

### What You Get In Return

Your business is highly visible online.

Your site is attracting relevant, targeted traffic.

You comply with Google's strict Webmaster Guidelines.

You know how much traffic you're attracting and how quickly your online presence is growing.

You can see what channels traffic is coming from (eg. organic search, paid ads, referrals, social media). This allows you do more of what is working, or to tweak areas that need to be improved.

You can see how well users are engaging with your website and work to minimising drop-offs.

Monitor how many enquiries/sales are being generated by the website and track conversion rates.

See where the potential lies for further growth.