

Digital Marketing Recipes



A step by step guide to establishing your organic search engine visibility...

Building an online presence and making it visible to potential customers is the first vital step to take in growing digitally. This then drives traffic to your site which can be increased by paid search and strong organic search engine visibility.

Objectives

You can have the perfect website, but it won't mean much if no-one sees it. Search engine visibility ensures people are finding your site in their searches.



Webmaster Tools

Your direct link to Google, it allows us to send and receive key messages about your website.



Website SEO Audit

Analyse your website for quality of metatags, broken links, site speed and performance.



Keyword Research

Research the key terms used in your industry to find opportunities based on the popularity and competition.



Meta Tag Creation

The title and description of each page is a key ranking factor. We optimise them based on keyword research.



Technical Fixes

Apply fixes to issues identified through the website audit, including broken links, image tags and speed issues.



Measurement & Analytics

Keep track of how you're performing in terms of organic traffic behaviour and keyword rankings.

Digital Marketing Ingredients



Webmaster Tools	Website SEO Audit	Keyword Research	Meta Tag Creation	Technical Fixes	Measurement & Analytics
<p>Objective</p> <p>Your direct link to Google, it allows us to send and receive key messages about your website.</p>	<p>Objective</p> <p>Analyse your website for quality of metatags, broken links, site speed and performance.</p>	<p>Objective</p> <p>Research the key terms used in your industry to find opportunities based on the popularity and competition.</p>	<p>Objective</p> <p>The title and description of each page is a key ranking factor. We optimise them based on keyword research.</p>	<p>Objective</p> <p>Apply fixes to issues identified through the website audit, including broken links, image tags and speed issues.</p>	<p>Objective</p> <p>Keep track of how you're performing in terms of organic traffic behaviour and keyword rankings.</p>
<p>Measure of success</p> <ul style="list-style-type: none"> No critical issues or messages from Google 	<p>Measure of success</p> <ul style="list-style-type: none"> Metatags audited Broken links found Site speed and performance analysed 	<p>Measure of success</p> <ul style="list-style-type: none"> Important keywords and variations identified Traffic and competition of keywords analysed 	<p>Measure of success</p> <ul style="list-style-type: none"> All pages have keyword rich meta tags that of the appropriate length 	<p>Measure of success</p> <ul style="list-style-type: none"> Broken links fixed Site speed issues resolved 	<p>Measure of success</p> <ul style="list-style-type: none"> Analytics KPIs identified All major performance indicators tracked
<p>Deliverables</p> <ul style="list-style-type: none"> Verified website listing on Google Webmaster Tools XML site map submitted for indexing 	<p>Deliverables</p> <ul style="list-style-type: none"> Audit document Traffic light status report on major site components 	<p>Deliverables</p> <ul style="list-style-type: none"> Target list of keywords and opportunities Keyword list rankings 	<p>Deliverables</p> <ul style="list-style-type: none"> Optimised meta tags delivered to client for approval 	<p>Deliverables</p> <ul style="list-style-type: none"> Meta tags implemented Increased site speed All links functional 	<p>Deliverables</p> <ul style="list-style-type: none"> Analytics dashboards set up Initial keyword ranking report