

GUIDANCE

[SEO, ANALYTICS & POLICIES]



SEO

OUR SEO OFFERING & WHAT'S INCLUDED

We can't guarantee that your website will rank on the front page of Google, as that is dependent on a host of factors outside of our control including the competitiveness of the keywords you wish the rank for.

What we can assure you is that the pages that we develop are accessible to search engines, and coded with best practices in mind, including setting up fields for metadata (title, descriptions, etc), using semantic structure in HTML5, and ensuring your site is well-built and responsive – these factors are essential for strong search engine rankings.

Your website can take some time to be indexed on Google which is something out of our control, and unless you work with an SEO specialist, it'll be tricky to get on the first page of Google particularly for competitive keyword phrases.

Here are some ways that we recommend you can boost your SEO presence for your website:

[SEARCH ENGINE LISTINGS]

Google and Bing listings (free to set up)

Set up profiles for your business on both Google Business and Bing Places. This will start building trust and authority with these search engines to help with your SEO, and will aim to put you at the top of search results when someone is looking specifically for your business name:

https://www.google.com/intl/en_uk/business/
<https://www.bingplaces.com/>

Perhaps also setting up an account on something like Trust Pilot could be a good idea too, and asking customers to share their feedback on there if you are confident they'll leave good reviews.

[BACKLINKS]

This involves having other websites link to your website. This builds trust and authority with Google to show that other businesses/websites are referencing you (they should be in a similar or relevant industry as Google will know otherwise!). Some options for this could be building some connections with some relevant suppliers/brands that could link your website in their recommendations list, trying to get articles about your business published, sharing things on social media. Take a look at this article for more info: <https://mailchimp.com/marketing-glossary/backlinks/>

[KEYWORDS & METADESCRIPTIONS]

On each page, you have the option to write a meta description. This is the short description you will see underneath the website URL on Google (take Instagram's for example below):

Have a look at this article for writing these descriptions for each page to give your website a bit of a boost: <https://themeisle.com/blog/meta-description-examples/#gref>

Adding Keywords

Choosing specific search terms that users enter into Google that you'd like your website to appear for, and adding these throughout your site. You can create accounts and use the following website's Keyword Research tools for free. If you haven't already done this, I'd recommend coming up with five of your own keywords to start (eg, for KlioH it might be 'website design', 'branding design' etc) and then using their tools to refine:

- Google Ad's Keyword Planner: <https://ads.google.com/home/tools/keyword-planner>
- UberSuggest - <https://neilpatel.com/ubersuggest/>
- SEMRush - <https://www.semrush.com/>

I'd say choose no more than 10 keywords to spread throughout your website copy (and when you're using them, think quality, not quantity! Google is a very clever machine and will know if you are trying to 'keyword stuff').

GOOGLE ANALYTICS

OUR ANALYTICS PACKAGES

Our Packages

Installing analytics on your site is crucial to improve conversion rates and increase sales. A range of benefits include:

- Understanding your user's behaviours
- Analysing what content resonates best with your audience
- Improving your Online Advertising With Marketing Analytics
- Seeing which marketing channels get the most conversions

PACKAGE ONE - BASIC

£200*

- Collect website data to better understand your customer journeys
- Standardised tracking for measuring website and page performance
- Geographical insights (find your target audience)
- conversion tracking to understand where your users come from and who completes important actions
- 1 x custom report built, based on what actions on-site are most valuable to you
- 30-minute video call overview of Google Analytics
- ad-hoc support when required

PACKAGE TWO - ADVANCED

£400*

- All package one - basic deliverables
- (if applicable) for e-commerce clients, revenue tracking, linking to your online store and analysing which channels drive the most profit
- Google search console included (see what users are searching on Google to find your website and improve content on-site)

*ALL PRICES ARE SUBJECT TO +20% VAT IF YOUR BUSINESS IS REGISTERED IN THE UK

PRIVACY & COOKIES

[OUR ANALYTICS PACKAGES](#)

PRIVACY POLICY

Your website needs a Privacy Policy if you use it to collect personal information such as names and email (eg via your contact or newsletter sign-up forms). Currently, there are multiple privacy laws in the UK and across the world that require most websites that collect personal information to have a Privacy Policy. The main EU & UK law which outlines this is the General Data Protection Regulation (GDPR).

Having a Privacy Policy in place can help your business to avoid fines and lawsuits, so we would highly recommend taking the time to get one in place.

COOKIE OPT IN BANNER

£100*

If you decide to add any tracking scripts to your website (such as Google Analytics, Facebook Pixel), you are also legally required to have a compliant Cookie Policy. This policy outlines which cookies you use and explains what the cookies are doing.

You are also legally required to have an option for people to opt-out of having cookies placed on their device (and therefore opting out of being tracked). We would design a branded pop-up banner to sit at the bottom of your website to allow this functionality with an 'accept/reject' button.

POLICY GENERATOR

\$99/yr*

To get these policies in place, you can write these yourself or use an online generator - Termageddon is our recommended policies generator that will automatically update your website's policies whenever the laws change. For \$10/month or \$99/year (approx. £85), you will receive the following policies to protect your website:

- Privacy Policy (legal requirement)
- Cookie Policy (legal requirement)
- Terms of Service (optional, not legally required)
- Disclaimer (optional, not legally required)

We also have a discount code which will save you 10% on your first year!

GET

We'd love to hear from you, so feel free to get in touch if you have any questions or comments. Our team is dedicated to providing you with the highest level of service possible, and we are always available to help. We look forward to hearing from you soon! Thank you for your interest in our services.

IN

TOUCH.

