

Learn how to Increase Your Website Visits Through SEO

“Read the 7 Step Formula to Take Business From Your Competitors”



Why SEO?

- There are 105 Billion searches per month on Google, wouldn't you like some of that market share for your business? (Figures Jan 2015)
- White paper studies reports that users trust organic search results more than paid search. (Paid search does have its place in business)
- Free traffic once the initial work is completed, depending on the industry.
- Business Credibility - Users trust businesses who appear consistent online.
- Great ROI when compared to Radio, TV, Direct Mail, Directories etc
- Ultimately it generates leads, enquiries, phone calls, emails, orders & sales.

**“SEO is like fine wine...it
gets better with age”**

SEO Success Factors

Knowledge

Basic understanding & implementation of SEO can help you get more leads, enquiries & sales.

My 7 Step Formula will give you the foundations to improve your SEO on your website.

Budget

While some businesses require budget to be invested for SEO eg Insurance, Gambling & Loans, other businesses eg your local bakery, only require time and a few website tweaks.

Time Frame

Some campaigns can last 6-12 months while others can show results in as little as 3 months.

With experience, it can help you manage your time frame to see results and not fail it too early.

7 Step Formula to Take Business From Your Competitors

Will This Work?

Giving it a try

While there are no guarantees with SEO, (don't let anyone tell you otherwise) it's worth giving a shot if the resources are available. SEO doesn't always work but if you want business online it must be given a fair chance to work. There are 10 positions in Google, take your spot.

Luck

With great On site SEO, fingers crossed that Google is working with us.

- **Luck and time go hand in hand with SEO. The more time spent on SEO, the more age it gets, the better the Google positions.**

1

Title Tags

- Ensure you insert your keywords into the title tag element of the page
- If you're an Accountant in London, it would look like this:

Accountants in London, Barnet | The Best Account in the UK
www.accountant.co.uk

Here is an example of what a snippet looks like in Google's SERPs. The content that appears here is usually taken from the Meta Description tag if relevant.

- If you sell clam sea shells, it would look like this:

Quality Clam Sea Shells For Sale | The Best Sea Shell Shop
www.seashellshop.co.uk

Here is an example of what a snippet looks like in Google's SERPs. The content that appears here is usually taken from the Meta Description tag if relevant.

2

Meta Tags

- Fill in your meta description with text containing what you do with a call to action
- It's not entirely clear how much influence this has on the search engines but it can increase click through rates

```
<meta name="description" content="We are a firm of accountants in Barnet, London. With our experience, we have helped hundreds of business save more money and lower their taxes. Click here.">
```

Accountants in Barnet, London | The Best Accountants

www.accountants.co.uk

We are a firm of accountants in Barnet, London. With our experience, we have helped hundreds of business save more money and lower their taxes. Click here.

3

Keyword URLs

- Keyword friendly URLs will help Google reinforce and understand what the page is about
- Create URL's which contain your keywords for your page

How to Lower Business Taxes| The Best **Accountants**

www.accountants.co.uk/how-to-lower-business-taxes

We are a firm of accountants in **Barnet, London**. We are skilled in lowering taxes for your business in **Barnet**. Call now to put money back into your pocket.

4

H1 Tags

- Also known as the heading tag. Think of it as the title of the document for the user to know what they're about to read. This is a strong factor



```
position: relative; opacity: 1; display: block; z-index: 2;"/>  
▼ <div class="slide-content">  
  ▼ <header>  
    <h1>Welcome to Simply Air Conditioning London</h1>  
  </header>  
▶ <div class="entry">...</div>
```

- Include main keywords

5

Body Text

- The body of content is the perfect place to “slip” in keywords to optimise it for the page
- You can add many keywords but don't keyword spam the page. Make it natural.

Welcome to Wolfson Associates

Thank you for taking the time to visit our Website and we hope your visit is a productive one. If you can't find what you are looking for, then please do not hesitate to [contact us](#) and we will be delighted to answer any of your questions..

Based in **Finchley, North London**, we are an experienced firm of **Chartered Accountants**, providing a wide range of services to our clients. We have a large and varied client-base and our portfolio includes various clients from within the catering industry, as well as many owner-managed businesses and private individuals. As a small firm, we aim to offer our clients a first-class service.

6

Image ALT Tags

- This is another SEO factor that can help give the search engine signals. Originally built for accessibility reasons but can help with SEO
- Tag your images correctly with descriptive keywords

```

```

7

Link Building

- Probably the mother of all SEO tactics for better website positions
- Link Building is SO powerful you can gain Google positions without tweaking the website
- Gain links from relevant and strong website

```
<a href="http://www.TaxAccountants.com/">Accountants in Barnet</a>
```

text text text text text text text text text
text text Accountants in Barnet text text
text text text text text text text text

We have only scratched the surface of SEO but the 7 Steps will give you a good headstart

Measuring Progress

Ranking Tools

Use SEO Ranking tools like www.sheerseo.com to monitor the keyword positions

Increased Organic Visits

Google Analytics can help you view your increase organic search visits:

www.google.com/analytics/

Other ways to monitor progress

Increased enquiries, website sales, email

- Tracking business enquiries to the source eg Google Search

The Importance of Positioning in Google

- Study shows if your search term in Google gets 100 searches per month, at position 1, your site would gain ~31% of the clicks or 31 visits.
- The % of clicks then starts decreasing at position 2, 3, 4....
- Your website needs a minimum of top 5 position to really benefit from SEO

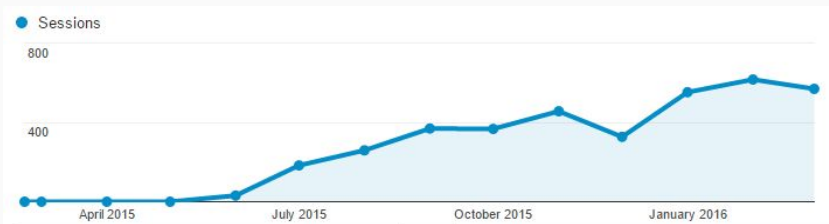


What's Your Next Step?

Implement Yourself vs Hiring an SEO Expert

- I have experience since 2009 in SEO
- Your website results will work faster with me
- Honest and ethical method of investing your budget
- Great track record
- You gain a professional for a fraction of the cost of hiring a full time employee
- My intentions are to make sure you win in business and achieve similar results on the right

Organic visits - Motorcycle Website



Testimonials



Jeffrey Lermer

at Jeff Lermer & Associates

“ Michael is the real deal with it comes to SEO. His service has generated many new leads to our accounting firm over the last 12 months and we're enjoying top Google rankings for our terms. We saw a massive improvement within the first week.

We have never carried out an SEO campaign in the past so we took a punt based on Michael's proposal. Unlike many other service providers who are trying to sell you something, Michael is fully transparent and you know exactly what you're getting.

If you're just getting into SEO and you don't know who to trust, I highly recommend Michael. Have a chat with him first before you make a decision, you'll be glad you did.

Our website rankings speak for itself. **less** ”



Natalie Crane

Digital Marketing Manager

“ Michael was recommended to me in July 2012 and ever since then, our web visits and leads have increased month on month. In February 2013, our year on year stats have increased by 129% and we know this has partly been due to Michael's work.

Unlike some SEO providers, he's been fully transparent with the work he's done for us. I'm very happy with Michael's work and would recommend him to anyone. His honesty and transparency is the reason why we've achieved the results we have. **less** ”



Lawrence Rodkin

Partner Simons Rodkin Litigation Solicitors, North Finchley N12 0BT

“ Michael was recommended to my firm about 6 months ago by an accountant whom we know very well. Michael had undertaken an fantastic job in relation to the accountant's website.

We have been using Michael since then in relation to adhoc SEO advice and work in relation to our website and (on a more regular basis) the continued amendment and expansion of our website- including the creation of additional key pages and copy.

We have found Michael to be very knowledgeable, and we are very happy with his work for us.

Michael is also very approachable- I have extremely busy working days, and there is no problem in communicating with Michael outside of normal office hours, which is the only time which I have available to communicate with him.



Gerri Spiers

PA to COO and CFO at Dual International

“ He provided me with information regarding my website and after following his advice my website is now Number 10 on google. I would recommend him as the information he gives is very clear and easy to understand ”



15 Minute Consultation Offer

- Free 15 min no obligation consultation. You can take the information and implement yourself
- We'll learn together to see if you have a chance in Google
- Top 3 action points you can implement today to start the SEO process once we look at your online presence
- and more...



You can contact me through the following

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Book Consultation Time Here

<https://clickmetrics.youcanbook.me/>