

# REFORM

DELIVERING DELIGHTFUL RESULTS FOR OVER A DECADE

## **SEO Services Explained**

This document provides the core definitions for each SEO service delivered within your wider SEO campaign, fees involved and the packages you can choose from.

## Accelerate results with proven SEO

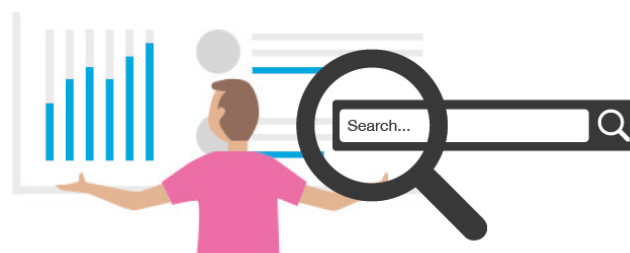
### INCREASING VISIBILITY AND TRAFFIC TO MAXIMISE PRESENCE

For today's businesses, being present online simply isn't enough. As hundreds of competitors vye for thousands of customers every day, being present means being visible and search-friendly – and that requires an experienced hand.

We know how the right mix of search optimisation can impact a business's visibility and search rankings – which is why we've created a set of strategies that focus on building a strong SEO foundation for businesses to grow their presence online.

#### Identify

- Current website performance recommendations
- Keyword research
- Target page recommendations
- Content strategy



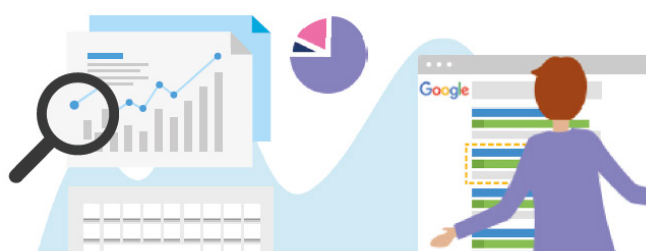
#### Deliver

- On-site optimisation (title, header, alt tags and file names)
- Relevant, engaging and consistent content
- Target Page content updates
- Citations
- Weekly social updates



#### Report

- Website performance report
- Monthly campaign progress report
- Content Strategy report
- Citation report



The following definitions have been provided to offer insight and context around the services being delivered as part of your SEO campaign, and are in alphabetical order for ease of reference.

### **Blog Posts**

A website that does not update its content very often can stagnate and search engines can view it as idle. By adding related blog posts to the website, we can ensure that visitors are provided with useful, related topics, and search engines are indexing fresh content each month.

Blog posts range from 500 words to 1500 words, always align their topic and narrative with the wider target keywords of the campaign – and aim to produce engaging and relevant content that positions the website as authoritative to search engines.

### **Citations**

A citation is an online mention of the name, address (online and offline) and phone number for a business. Delivering a citation means submitting the correct name, address and phone number of your business to a relevant website – usually a directory, industry aggregator or relevant that should house information about your business – with the intention of it signalling to search engines that your business information is accurate.

### **Citation Audit**

A citation is an online mention of the name, address (online and offline) and phone number for a business. The citation audit service runs an holistic report of all online locations that house your business's name, address and phone number (NAP) – and provides a final report of whether that information is correct or needs rectifying. This is important for optimising the accuracy of your business for local search.

### **Citation Cleanup**

Many online listings can contain incorrect business details and therefore reduce the trust that search engines place on your business address, and in turn harm local rankings. By identifying incorrect citations and attempting to correct the business name, address, and phone number, this trust can be restored.

### **Citation Submissions**

Many online listings can contain incorrect business details that reduce the trust search engines place on your business address, and in turn harm local rankings. By identifying incorrect citations and attempting to correct the business name, address, and phone number, this trust can be restored. Submitting citations to enable that information is what this service provides.

## **Content Package Article (CPA)**

This is a long-form editorial article – pre-defined from the Content Strategy Report and acting as part of your campaign’s content strategy – that contains main target keywords in the article’s title, alongside secondary keyword variations in the article’s subheadings and the main body of the content.

It is designed to provide engaging, relevant content that can be leveraged over a period of time to improve a business’s authority and expertise in its marketplace, and thus for those specific search terms online.

## **Content Strategy Report (CSR)**

This report researches, identifies, and plans a content strategy based on the campaign’s target keywords, building out a narrative of engaging blog articles that are delivered at consistent periods across a campaign.

As search engines are looking for continuously new and informative content, the content strategy forms an integral part of your SEO strategy – aligning itself to direct the specific and timely release of content from your website.

## **End Of Month (EOM) Report**

This report is used to provide you with the activities and performance of your SEO campaign over the previous four weeks. It not only details the SEO actions that have been delivered in the current month (and those that will be delivered in the upcoming month), but also supplies you with an easily digestible performance tracker to monitor and discuss the ongoing results of your campaign.

## **Google My Business (GMB) Optimisation**

Essential for local visibility, GMB provides the opportunity to appear on Google’s map and knowledge graph listings, displaying location details and calls to action which include buttons for directions and click to call.

## **Google My Business (GMB) Post**

Google’s business listings now allow for regular posts to be made (that remain published for seven days), which are displayed these next to the business’s details in Google’s knowledge graph, thus having the potential to appear in search results for local search. They’re designed to position local, timely or relevant information about your business – attracting engaged traffic to your website through channel on Google Search Engine Results Page (SERP).

## **Initial Report**

Where your standard End Of Month details actions and performance of your campaign when in motion, the Initial Report we deliver comes at the end of a campaign’s first month – when we’re looking to detail the initial setup actions and reports that have been delivered to set the ongoing building blocks of your campaign. Unlike the EOM report, it will not detail any campaign performance, which will come in your EOM report the following month.

## **Internal Links**

Every website should contain a certain volume of internal links, which helps pass on page authority through the site – and is also good for navigational purposes within the site. However, having too many internal links (typically on the footer of web pages) can be deemed as detrimental. This service will run an audit of all internal links currently on your website, and provide recommendations as to how to improve or maintain standards as a result.

## **Keyword Research**

Every SEO campaign starts its life with keyword research. Indeed, it forms the foundations of the targeting of the campaign. Our keyword research first identifies the target pages that the campaign is going to focus on (if not already defined to us), before exploring the best combination of keywords that should be used in combination with those pages to optimise for search.

From here, we will build final blueprint of the keywords and target pages – and send them across for approval before any further work begins.

## **QC Site Changes**

Standing for Quality Control (QC), we check over previous Target Page and Website Performance Reports to ensure the recommendations given have been implemented and optimised correctly. This is important as these changes are a core part of how the campaign functions. If changes haven't been made, we need to identify that and help ensure other options to successful implementation.

## **Search Console (SC) Optimisation & Checks**

Google use their Search Console platform to report on any major issues that they encounter with a website within its index. As a result, it's important that Google's Search Console is reviewed to monitor for new or continuing issues relating to how your website is indexed, which can be subsequently addressed to help better search visibility. This is continuously monitored by our us, with formal points across the campaign where a granular audit of Search Console is undertaken.

## **Site Content Update**

While your SEO campaign will focus on specific target web pages within your website and the associated keywords we're aligning to each of those pages, it's also important that we can ensure the wider website is shown to be updating its content. Doing so will ensure that search engines view the wider website as being consistently, well managed. As a result, this service provides 150-350 words of content to update non-core elements of your website.

## **Speed & Security**

While every campaign receives an initial Website Performance Report that includes, amongst a host of other components, checking and reporting on your website's speed and security health (which is an element of how search engines penalise or reward your website based on usability) – we need to ensure that your website's speed and security is at the least maintained; at the most, evolving significantly. This service means we can monitor and recommend improvements to your site speed and security at consistent intervals across your campaign.

## **Target Page Content Update (TPOCU)**

Search engines reward fresh content, and websites that are updated remain relevant and continue to be rewarded by search engines (provided that the content is of good quality) – rather than outdated and stagnant.

With this in mind, our Target Page Content Updates provide new content into your target website pages at specific points across your campaign – keeping them fresh, relevant and positive for search engines.

## **Target Page Optimisation (TPO)**

To ensure that search engines understand the subject and relevance of a target page on your website, this service deconstructs your entire target page by its structure and navigational capabilities – and provides recommendations to areas within the key HTML elements and on-page content that should be amended to ensure the highest levels of optimisation.

## **Website Performance Report**

At the start of every campaign, it's important to run an holistic 'health' check of the website we're going to be working on, and identify and existing issues that will need to be addressed as a priority. It considers website speed and security, page and site structure, links, sitemaps and usability. We also use website performance reports at key points mid-campaign to both ensure that any changes haven't negatively impacted the wider website's performance – and that any recommendations have been implemented accordingly.

# Pricing and Packages

We offer three SEO packages:

- Starter
- Advanced
- Premium

## SEO Starter Package £350 Per Month

### Strategy:

	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	
<div style="text-align: right;"> <span>M1</span> <span>Month</span> <span>1</span> <span>1</span> <span>1</span> <span>1</span> <span>Quantity</span> </div>													
<b>Onsite Optimisation</b>													
TPO	2	SC Optimisation	1	QC Site changes	1	SC Checks	1	SC Checks	1	SC Checks	1	SC Checks	1
Keyword Research	1	CMB Optimisation	1										
<b>Content</b>													
Local Blog Post	1	Blog Post	1	LI Post	1	Blog Post	1	LI Post	1	Blog Post	1	LI Post	1
		Weekly CMB Post	1	Weekly CMB Post	1	Weekly CMB Post	1	Weekly CMB Post	1	Weekly CMB Post	1	Weekly CMB Post	1
	TPOCU	2											
			Site Content Update	1	Site Content Update	1							
<b>Offsite Optimisation</b>													
		5x Citations	1	5x Citations	1	5x Citations	1	5x Citations	1	5x Citations	1	5x Citations	1
<b>Reporting</b>													
Initial Report	1	EOM Report	1	EOM Report	1	EOM Report	1	EOM Report	1	EOM Report	1	EOM Report	1



# SEO Advanced Package £500 Per Month

Strategy:

	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12				
<b>Onsite Optimisation</b>																
TPO	2	2	SC Optimisation	1	QC Site changes	1	SC Checks	1	Website performance report	1	SC Checks	1				
Keyword Research	1		CMB Optimisation	1	Speed and Security	1			Internal Links	1						
Website performance report	1															
<b>Content</b>																
	Blog Post	1	Blog Post	1	Blog Post	1	Blog Post	2	Blog Post	1	Blog Post	1	Blog Post	1	Blog Post	2
			Weekly CMB Post	1	Weekly CMB Post	1	Weekly CMB Post	1	Weekly CMB Post	1	Weekly CMB Post	1	Weekly CMB Post	1	Weekly CMB Post	1
	TPOCU	2	TPOCU	2			Site Content Update	1	Site Content Update	1	Site Content Update	1	Site Content Update	1		
			LI Post	1			LI Post	1			LI Post	1			LI Post	2
<b>Offsite Optimisation</b>																
	5x Citations	1			5x Citations	1	5x Citations	1	5x Citations	1	5x Citations	1	5x Citations	1	5x Citations	1
	Citation Audit	1			Citation Cleanup	1			Citation Cleanup	1			Citation Cleanup	1		
<b>Reporting</b>																
Initial Report	1															
	EOM Report	1	EOM Report	1	EOM Report	1	EOM Report	1	EOM Report	1	EOM Report	1	EOM Report	1	EOM Report	1

# SEO Premium Package £750 Per Month

Strategy:

	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12							
<b>Onsite Optimisation</b>																			
TPO	6	SC Optimisation	1		QC Site changes	1		SC Checks	1	Website performance report	1	SC Checks	1						
Keyword Research	1		CMB Optimisation	1	Speed and Security	1				Internal Links	1								
Website performance report	1																		
<b>Content</b>																			
	Blog Post	1	Blog Post	2	Blog Post	1	Blog Post	1		Blog Post	1	Blog Post	1	Blog Post	1	Blog Post	1		
			Weekly CMB Post	1	Weekly CMB Post	1	Weekly CMB Post	1	Weekly CMB Post	1	Weekly CMB Post	1	Weekly CMB Post	1	Weekly CMB Post	1	Weekly CMB Post	1	
	TPOCU	3	TPOCU	3			Site Content Update	2	Site Content Update	2	Site Content Update	2	Site Content Update	2					
			LI Post	1	LI Post	2	LI Post	2	LI Post	2	LI Post	1		LI Post	1	LI Post	2	LI Post	2
	CSR	1	CPA	1			CPA	1			CPA	1		CPA	1		CPA	1	
<b>Offsite Optimisation</b>																			
	5x Citations	1			5x Citations	1	5x Citations	1	5x Citations	1	5x Citations	1	5x Citations	1	5x Citations	1	5x Citations	1	
	Citation Audit	1			Citation Cleanup	1			Citation Cleanup	1			Citation Cleanup	1			Citation Cleanup	1	
<b>Reporting</b>																			
Initial Report	1																		
	EOM Report	1	EOM Report	1	EOM Report	1	EOM Report	1	EOM Report	1	EOM Report	1	EOM Report	1	EOM Report	1	EOM Report	1	







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