

CLICKCONSULT<sup>°</sup>

## POSITIONING STATEMENT

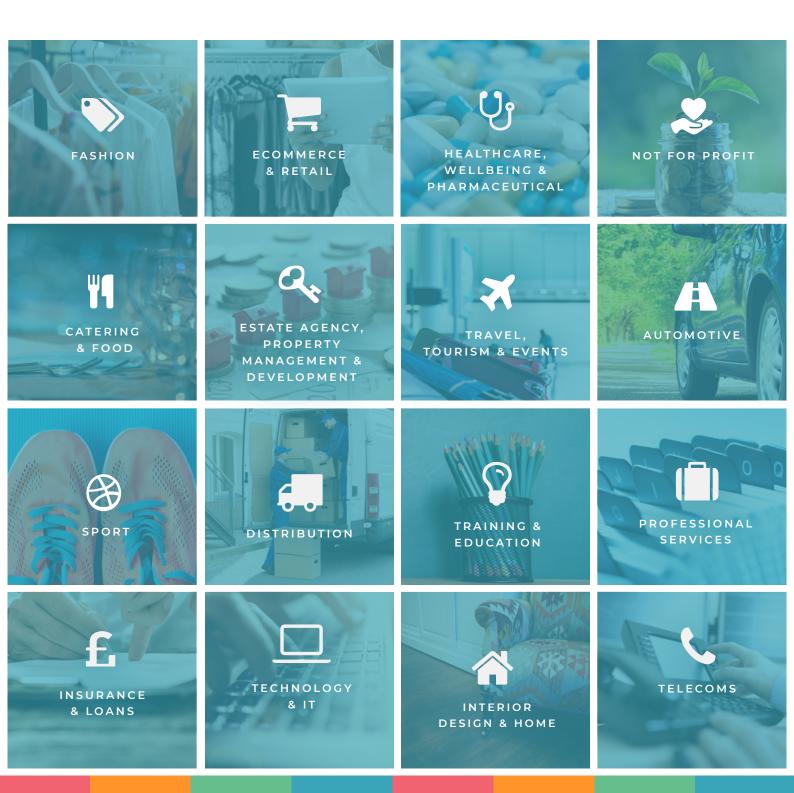
CLICK CONSULT LTD

UNIT B1, WILLOW HOUSE, HOOTON ROAD, HOOTON, CHESHIRE, CH66 7NZ WWW.CLICK.CO.UK 0845 205 0292

@CLICKCONSULTLTD | FACEBOOK.COM/CLICKCONSULT



Click Consult is a **multi award-winning** search marketing agency. We work with brands & SMEs that want a **measurable return** from their search marketing budget. Our team of **talented professionals** hold a **wealth of experience** working across a range of competitive verticals, including...





Our **search marketing excellence** ensures that our data-driven strategies achieve **long term results** and deliver ROI for our clients.



Always growing. Always evolving. We're dynamic. We're driven. We're experts. **Simple.** 



With **bespoke strategies** tailored to your brand's unique objectives, our comprehensive service offering includes...



#### DISCOVERY

Traffic Analysis, Competitor Analysis, Keyword Analysis, Social Analysis, Content Gap Analysis

### ORGANIC SEARCH (SEO)

Technical On-Page Auditing and Implementation, Keyword Strategy Planning, Link Profile Analysis, Mobile Organic Search (SEO), Local Organic Search (SEO)





#### PAID SEARCH (PPC)

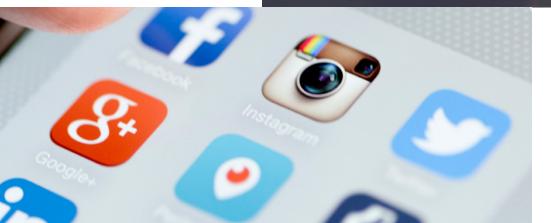
Paid Search Management and Optimisation, Google AdWords, Bing Ads, Keyword Strategy, Mobile Paid Search, Local Paid Search, Marketplaces



#### CONTENT MARKETING

Content Calendar Creation, Content Creation, Digital PR, Content Marketing Campaigns, PR & Editorial Outreach, Social Outreach, Blogger Outreach, Video Production







#### SOCIAL MEDIA

Social Media Audit, Social Media Strategy, Social Listening, Audience Growth Plan, Consultancy, Engagement/Delivery, Visual Assets



Web Analytics Analysis, Conversion Funnel Analysis, A/B Testing, Multivariate Testing, Usability Testing



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#### PROGRAMMATIC DISPLAY

Retargeting, Dynamic Remarketing, Audience/ Contextual Targeting, Agency Trading Desk, Native, Real-time Bidding

■ Twitter, Inc. (US) https://h → ▼

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#### PAID SOCIAL

Facebook, Twitter, LinkedIn, Instagram and YouTube Advertising

AFFILIATE MARKETING

Our affiliate marketing service is a performance-based strategy to help drive highly-targeted users to your website.

Google Play GOOgle play



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SHOPPING CAMPAIGNS (PLAS) & FEED OPTIMISATION

Shopping Campaigns, Feed Optimisation



# google penalty removal & recovery

Link Auditing, Link Removal, Website Recovery



#### IN-HOUSE PAID SEARCH (PPC) SUPPORT

Our paid search (PPC) experts can partner with your established in-house team to help fill the gaps and offer you the best of both worlds.





#### REPUTATION MANAGEMENT

Negative Sentiment Analysis, Competitor Analysis, Positive Content Dissemination, Content Promotion



#### INTERNATIONAL & MULTILINGUAL SEARCH MARKETING

Expanding search marketing to reach new countries and audiences



#### INBOUND MARKETING

Marketing Automation, Email Marketing, Website Visitor Tracking, Lead Scoring, Prospect Segmentation, Nurturing Campaigns, Campaign Targeting, Campaign Mapping



#### INTEGRATED SEARCH MARKETING

Incorporating Organic Search (SEO), Paid Search (PPC), Content Marketing and Social Media into a Holistic Strategy





Training and consultation to support your in-house team or existing strategy, as an alternative way to access our specialised experience and expertise, gain a fresh perspective and help you meet your goals.

### OUR 6 PILLARS OF SEARCH MARKETING SUCCESS

### STRATEGY

Our data-driven strategies are unique to each individual client, with integrated approaches focused on delivering impressive ROI.

### TECHNOLOGY

We have exacting standards about the technology we use – and if nothing exists, we develop our own.

### CREATIVITY

We ensure that creativity is at the heart of every campaign.

### RELATIONSHIPS

We maintain transparency, ethics and honesty in all our partnerships.

### THOUGHT LEADERSHIP

We pride ourselves on staying several steps ahead of the search marketing curve.

### PEOPLE

Our team is comprised of passionate search marketing professionals who have a reputation for delivering results.



### LET'S BEGIN

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