



CLICKCONSULT®

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...



FASHION



ECOMMERCE
& RETAIL



HEALTHCARE,
WELLBEING &
PHARMACEUTICAL



NOT FOR PROFIT



CATERING
& FOOD



ESTATE AGENCY,
PROPERTY
MANAGEMENT &
DEVELOPMENT



TRAVEL,
TOURISM & EVENTS



AUTOMOTIVE



SPORT



DISTRIBUTION



TRAINING &
EDUCATION



PROFESSIONAL
SERVICES



INSURANCE
& LOANS



TECHNOLOGY
& IT



INTERIOR
DESIGN & HOME



TELECOMS



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



CONVERSION RATE OPTIMISATION (CRO)

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



PROGRAMMATIC DISPLAY

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



PAID SOCIAL

Facebook, Twitter, LinkedIn, Instagram and YouTube Advertising



SHOPPING CAMPAIGNS (PLAS) & FEED OPTIMISATION

Shopping Campaigns, Feed Optimisation



AFFILIATE MARKETING

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



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.



INTERNATIONAL & MULTILINGUAL SEARCH MARKETING

Expanding search marketing to reach new countries and audiences



REPUTATION MANAGEMENT

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



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



IN-HOUSE TEAM & CONSULTANCY SUPPORT

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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