



CLICKCONSULT®

OUTREACH PLACEMENT CASE STUDIES

OUR APPROACH IS ETHICAL,
OUR STRATEGIES ARE
BESPOKE, OUR TACTICS
ARE TRANSPARENT & WE
UNDERSTAND THAT SUCCESS
ONLY HAPPENS BY ENGAGING
BOTH MAN & MACHINE



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AN OVERVIEW OF
OUR OUTREACH
PROCESS



WHAT IS OUTREACH?

Outreach is exactly what the name implies: reaching out. It involves reaching out to relevant bloggers and providing them with well-written, high-quality content.

WHAT ARE THE MAIN BENEFITS OF OUTREACH?

There are benefits for both parties; the blogger receives high quality content which can be bespoke to their needs and to their audience's needs. For the client, the exchange of content helps to boost their brand awareness and holds SEO value.

WHAT IS THE BEST WAY TO APPROACH BLOGGERS?

Having a genuine interest in the bloggers we approach is an important part of our outreach process. We strive to build a relationship with our bloggers; we do not view the process as a simple one-time exchange.

HOW DO WE IDENTIFY THE MOST APPROPRIATE CONTENT FOR YOUR CLIENT'S OUTREACH STRATEGY?

This is definitely something that is decided on a per-client basis, rather than a one-size-fits all approach. When formulating the strategy, we liaise with the content team and begin by considering past successful strategies and where improvements can be made. We would also analyse your industry to plan the most effective content strategy for your target audience. From there, we regularly review the strategy and brainstorm new ideas as a team, ensuring we continuously develop the most innovative content strategy possible.

WHAT KIND OF TOOLS DO WE USE TO IDENTIFY RELEVANT BLOGS?

We use linkTRAX® our custom-made platform to monitor, analyse and track our clients' outreach activity. The system offers a range of unique features that allow our organic search experts to identify the most suitable bloggers to connect with during our clients' outreach activity, ensuring that each strategy involves contacting right people, with the right content, at the right time.

A fundamental component of our platform's functionality is to actively monitor links after placement, providing real-time data surrounding the quality and longevity of our campaign activity; ensuring links do not break or disappear. By tracking previous placements, we can also ensure that each blog placement is unique for each of our clients, maximising the SEO benefit of our outreach activity.



WHAT METRICS DO WE USE TO IDENTIFY A GOOD BLOGGER?

There are various metrics that can be used to review the suitability of a blogger. Domain and page authority, trust flow and citation flow are just some of the metrics used to determine the overall authority and credibility of a blog site. Exploring a blogger's social channels and determining their audience, as well as being able to scrutinise and evaluate the level of activity, allows us to measure how influential the blogger is within their community.

HOW DO WE MAINTAIN RELATIONSHIPS WITH THE BLOGGERS?

One important way in which we maintain relationships is to keep in contact with all bloggers that are interested. We are committed to a content partnership on an individual basis, so checking in with each blogger at various stages of the partnership helps us to personalise our approach and reinforces the point that this process is not a sales pitch; it is a mutually beneficial relationship.

WHAT TYPES OF CONTENT DO WE USE AS PART OF YOUR OUTREACH STRATEGY?

We craft bespoke content for each blogger, making each outreach relationship more personable. Our expert copywriters and designers produce a diverse range of content, from engaging infographics to inspiring blog posts.

HOW INFLUENTIAL ARE A BLOGGER'S SOCIAL METRICS WHEN IT COMES TO IDENTIFYING APPROPRIATE BLOG SITES?

It is important when placing the content that the client is at the forefront of our mind. Amongst other metrics, social reach is an important one to consider. We use blogger outreach software which helps us measure popularity, influence and reach. We need to maximise client exposure whilst adhering to the blogger's content needs.



CHILL INSURANCE

INSURANCE

Improving the online performance of
Ireland's largest insurer



CLIENT: CHILL INSURANCE

PLACED LINK: HUFFINGTONPOST.CO.UK

CLIENT LANDING PAGE

113m unique visitors
MONTHLY AUDIENCE

DOMAIN AUTHORITY
87

7.84
MOZ RANK

PAGE AUTHORITY
46



PLACED LINK

f FACEBOOK AUDIENCE
8,628,962

t TWITTER AUDIENCE
8,550,000



CLIENT: CHILL INSURANCE

PLACED LINK: LIFEHACK.ORG

CLIENT LANDING PAGE

Chill INSURANCE
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1890 30 20 20

HOME PRODUCTS INSURERS COMPANY BLOG CUSTOMER CARE

HOME INSURANCE

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Cover Type Cover Details

County / Area Town

Year Built Number of Bedrooms

Building Cover Contents Cover

Email Telephone

Date of Birth: DD MM YYYY

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PHARMACEUTICAL

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CLIENT: **LLOYDSPHARMACY ONLINE DOCTOR**
PLACED LINK: **EXAMINER.COM**

CLIENT LANDING PAGE



10,424,780
BLOG AUDIENCE

DOMAIN
AUTHORITY
92

7.2
MOZ
RANK

PAGE
AUTHORITY
84

PLACED LINK

f **FACEBOOK AUDIENCE**
222,298

Twitter **TWITTER AUDIENCE**
49,500



CLIENT: **LLOYDSPHARMACY ONLINE DOCTOR**
PLACED LINK: **MYFITNESSPAL.COM**

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Search...

Home | Online clinics & services | My Patient Record

Online doctor > Cialis

Call us on 020 7989 9888
Lines open 8.30am to 6pm Monday to Friday
Please note, all calls are recorded.

Cialis
Tadalafil 10mg | From £9.88 per tablet

Cialis is used to treat erectile dysfunction, it works in a similar way to Viagra and Sildenafil. Cialis is the brand name for a medicine known as 'tadalafil' which increase the flow of blood into the tissue of the penis when a man is aroused. Cialis is reported to last slightly longer than Viagra and takes less time to take effect.

Cialis 4 tablets - £46.00 >

Cialis 8 Tablets - £85.00 >

Cialis 16 Tablets - £158.00 >

How our service works

- 1 Fill out a short medical form.
- 2 Our doctors review your form.
- 3 Receive fast treatment & advice.

Key Points | Doctor's



2,904,124
BLOG AUDIENCE

DOMAIN
AUTHORITY
84

6.81
MOZ
RANK

PAGE
AUTHORITY
76

PLACED LINK

Healthposts's Blog

5 Unexpected Benefits of Exercise
Posted on 7/10/2014 by Healthposts

There are obvious benefits to exercise. Like lots of people, you might burn calories in a bid to boost your cardiovascular health and to help you stay in shape. However, there are other, lesser-known advantages to working up a sweat.

Improved sleep

If you struggle to get a good night's sleep, you're not alone. It's thought that up to a third of people in the UK have episodes of insomnia.

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f FACEBOOK AUDIENCE
1,013,183

t TWITTER AUDIENCE
88,500



CLIENT: LLOYDSPHARMACY ONLINE DOCTOR
PLACED LINK: NEUFUTUR.COM

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WHO IS SPEAKING UP? THE REAL MEN DEALING WITH ERECTILE DYSFUNCTION

BY JAMES MCQUISTON JULY 15, 2014 ARTIST NEWS

Suffering from erectile dysfunction (ED) can be a lonely experience. There may be plenty of facts and figures out there to read through, but sometimes it's hard to get an impression of what other men are really going through.

With this in mind, we decided it's time for a change. Here are three examples of real men who've experienced ED firsthand.

Mark, 57, Liverpool

I've always had a healthy sex drive and enjoyed being intimate with my wife. However, about two years ago I started struggling to get erections during sex. At first, this caused big problems in our relationship because my wife assumed I no longer found her attractive. This was really tough to deal with because I knew it wasn't true.

To begin with, I assumed that the issue would just go away, but in fact it got worse. I started to dread sex because I would find it difficult to get an erection. I really didn't want to visit a doctor because I felt like...

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John Antoni on SUPERTRAMP Co-Founder ROGER HODGSON Set for Fall Tour
Nick Everett on SUPERTRAMP Co-Founder ROGER HODGSON Set for Fall Tour





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Key Points | Doctor's



12,134
BLOG AUDIENCE

DOMAIN
AUTHORITY
44

5.19
MOZ
RANK

PAGE
AUTHORITY
50

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Honest Mum
musings of a filmmaker and mum of two

ABOUT LIFE FILM FOOD LINKIES ON CAMERA PRESS WORK WITH ME BLOGS I LOVE

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TABLET

f FACEBOOK AUDIENCE
2,988

t TWITTER AUDIENCE
7,548

A photograph of a bedroom at night. On the left, a white adjustable desk lamp sits on a dark wood bedside table. The lamp is turned on, casting a warm glow. To the right, a bed is visible with a textured, light-colored blanket and a pillow. The background wall is a light, neutral color.

ADJUSTABLE BEDS

BEDS/ FURNITURE

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95



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Lifestyle | Men

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Lifestyle - Men - The Filter

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EDITOR'S CHOICE

- 1 Can a 'global orgasm' really bring about world peace? 21 Dec 2016, 3:08pm
- 2 PREMIUM Father Christmas isn't sexist - so stop playing gender politics with your kid's toys MARTIN DAUBNEY 20 Dec 2016, 11:45am

7.60
MOZ
RANK

PAGE
AUTHORITY
50

f FACEBOOK AUDIENCE
3,834,470

t TWITTER AUDIENCE
1,910,000



CLIENT: **ADJUSTABLE BEDS**

PLACED LINK: **HUFFINGTONPOST.CO.UK**

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ADJUSTAMATIC

Home Adjustable Beds Riser Recliner Chairs Health Condi

adjustablebeds.co.uk » Health Conditions Treatable with Cyclo-Therapy » Snoring Treatments & Relief

Snoring Treatments & Relief

Snoring is an extremely common condition that can occur at any age, although it is most prevalent in people aged between 40 and 60. It is estimated that approximately one in four people in the UK snore on a regular basis and it affects more men than women. Cases can vary from infrequent, quiet snoring to louder, nightly episodes. While not usually considered a serious health risk, severe snoring can lead to disrupted sleep, increase your risk of further health problems and have a detrimental impact on your overall health and quality of life.

Why does snoring happen?

The distinctive sound associated with snoring is caused by the soft tissues vibrating in the nose and throat when people breathe during sleep. When you fall asleep, your airways collapse slightly and become narrower, which changes the airflow and makes the soft tissues vibrate. Snoring can also be triggered if you are suffering from a cold or have swollen tonsils. The roof of the mouth, back of the tongue, nasal passages and tonsils can all be affected.

People tend to snore when they are in a deep sleep and symptoms can be made worse by lying on your back. If you are overweight, drink alcohol regularly or smoke, you are at a greater risk of developing the condition.

The type of sound that is made will depend on the source of the vibration. For example, if it is coming from the nose, it is usually a lot quieter than when it originates from the mouth. However, in most instances, snoring is caused by a combination of areas in the throat, mouth and nose that are vibrating.

What are the symptoms?

When should you see a

While not usually a cau Not only can it cause th can also result in long-t example, feelings of tin more prone to accident themselves, it can also

If your snoring is making tension in your relation consult a healthcare pr headaches, mood swing struggling to breathe or

What can be done to a

If lifestyle factors are b recommend that suffer weight, cutting down y alleviate symptoms. If r range of devices that c dilators or vestibular st recommended by a mec

How can adjustable be

An [adjustable bed](#) can f

113m unique visitors
MONTHLY AUDIENCE

DOMAIN AUTHORITY
98

7.84
MOZ RANK

PAGE AUTHORITY
52

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www.huffingtonpost.com/toby-nwazor/too-much-work-and-not-eno_b...

HUFF POST | SLEEP+WELLNESS | In partnership with sl

Too Much Work And Not Enough Sleep? Im Sleep With These 4 Tips

08/19/2016 11:28 am ET | Updated Aug 22, 2016

Toby Nwazor

Success Coach, Business Development Consultant, Motivational Speaker, and Writer

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f **FACEBOOK AUDIENCE**
8,628,962

Twitter **TWITTER AUDIENCE**
8,550,000



CLIENT: **ADJUSTABLE BEDS**

PLACED LINK: **METRO.CO.UK**

CLIENT LANDING PAGE

1,895,000
BLOG AUDIENCE

DOMAIN
AUTHORITY
85

PLACED LINK

7.07
MOZ
RANK

PAGE
AUTHORITY
39

f **FACEBOOK AUDIENCE**
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Twitter **TWITTER AUDIENCE**
741



HILL'S PET

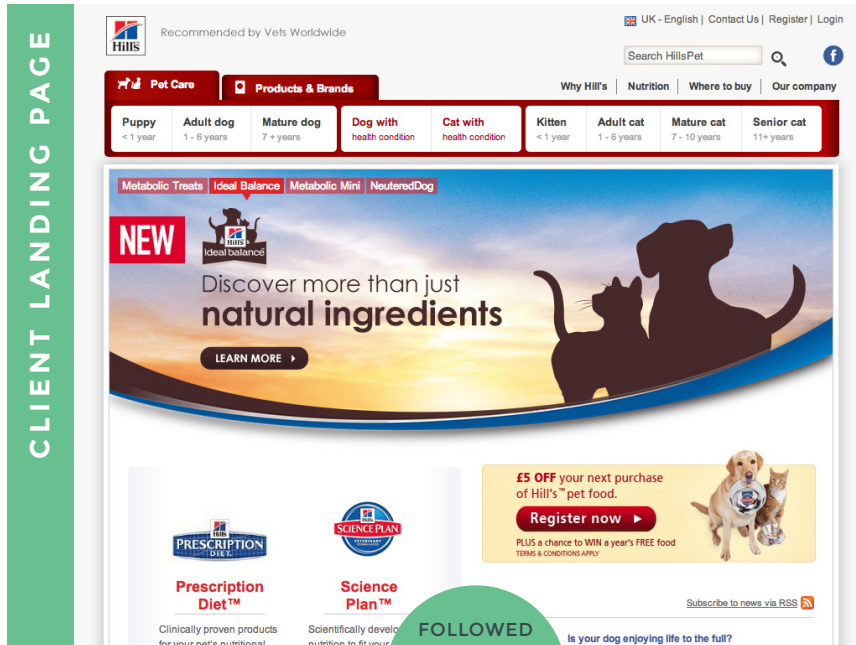
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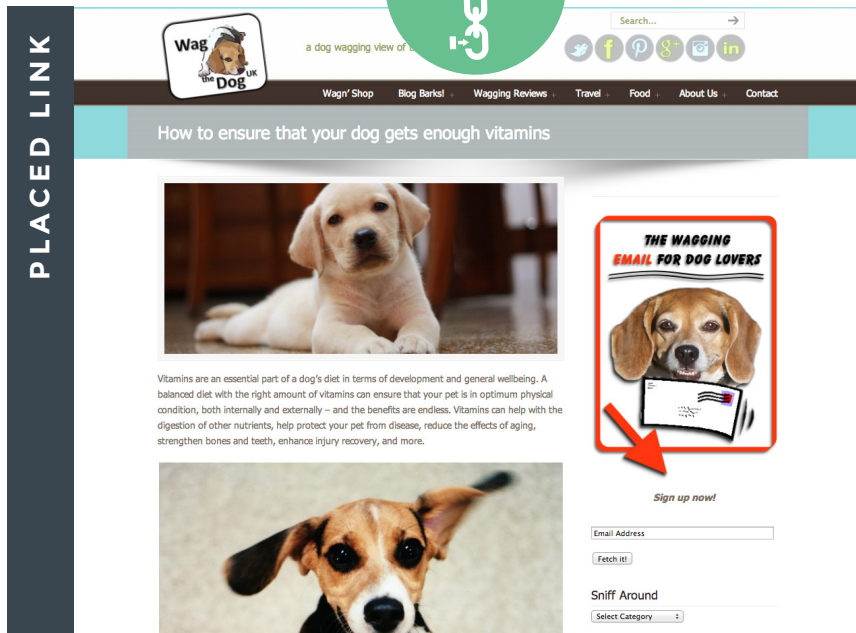
CLIENT: **HILLS PET**

PLACED LINK: **WAGTHEDOGUK.COM**



4,610
BLOG AUDIENCE

DOMAIN
AUTHORITY
33



4.69
MOZ
RANK

PAGE
AUTHORITY
44

f FACEBOOK AUDIENCE
2,522

t TWITTER AUDIENCE
4,078



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FILTER BY

COLOUR

- Blue (2)
- Purple (2)
- Brown (2)
- White (1)
- Grey (2)

SIZE

- W 112cm (44") x L 137cm (54") (8)
- W 172cm (68") x L 229cm (90") (7)
- W 117cm (46") x L 183cm (72") (1)
- W 172cm (68") x L 137cm (54") (1)
- W 112cm (44") x L 183cm (72") (7)
- W 112cm (44") x L 229cm (90") (7)
- W 168cm (66") x L 137cm (54") (6)
- W 168cm (66") x L 183cm (72") (7)
- W 168cm (66") x L 229cm

Click here to learn more about our Blackout Curtains...

9 ITEM(S) SORT BY: Most Viewed SHOW: 45

BLACKOUT

SAVE UP TO 31%

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SAVE UP TO 31%

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SAVE UP TO 31%

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9,077,940
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MOZ RANK

PAGE AUTHORITY
49

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The Telegraph

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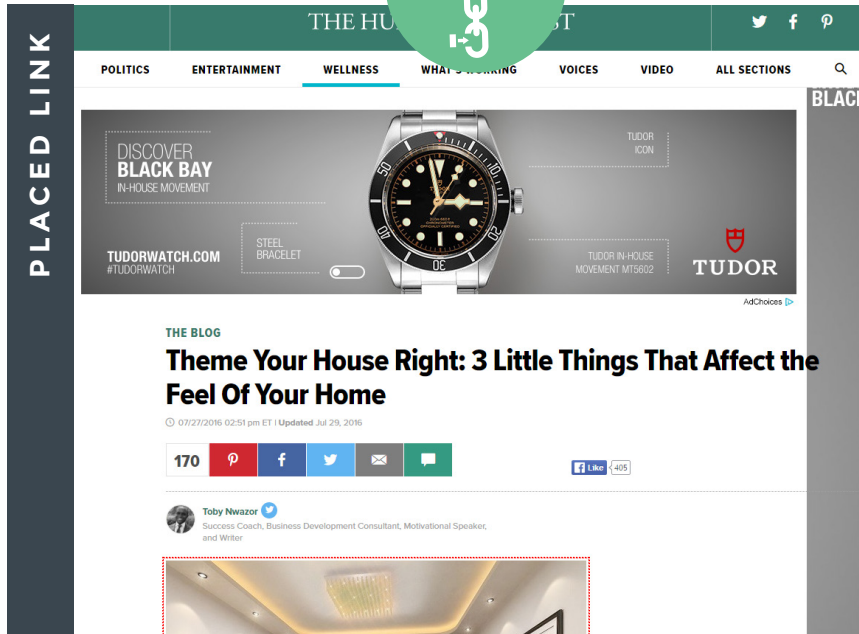
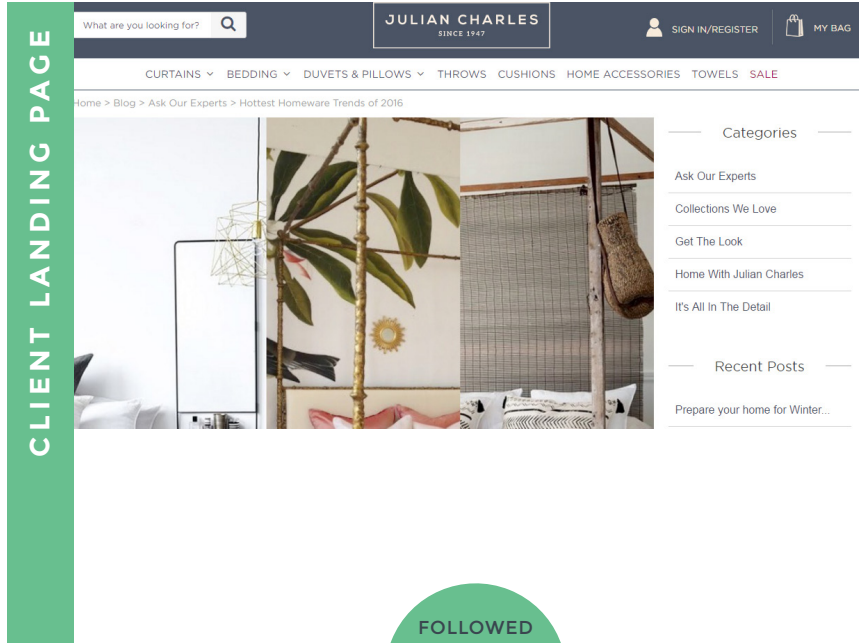
f FACEBOOK AUDIENCE
3,834,470

t TWITTER AUDIENCE
1,910,000



CLIENT: **JULIAN CHARLES**

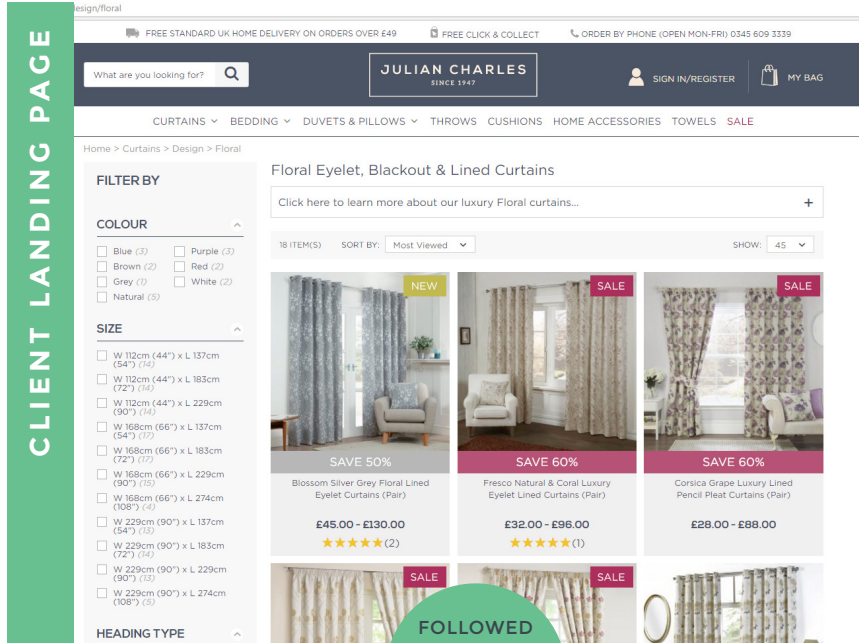
PLACED LINK: **HUFFINGTONPOST.CO.UK**





CLIENT: JULIAN CHARLES

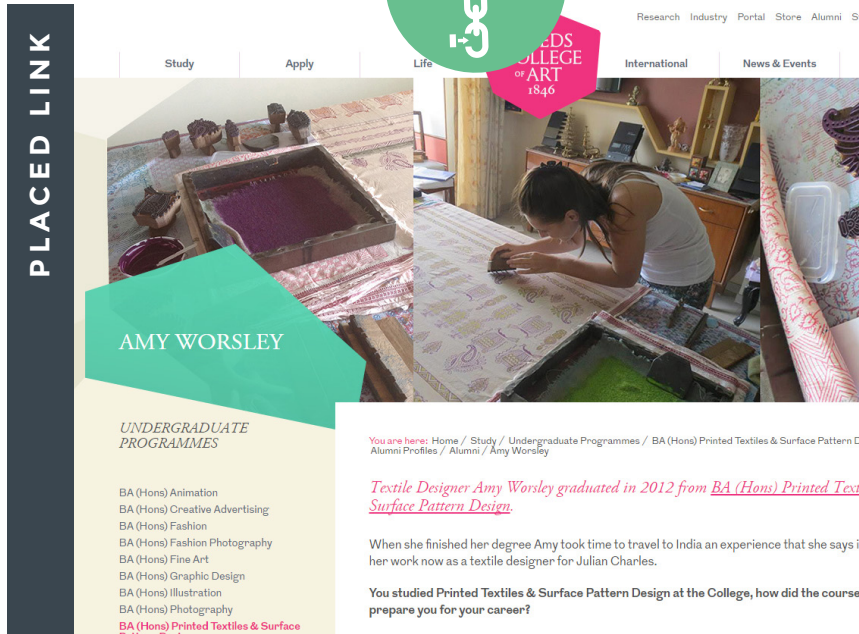
PLACED LINK: LEEDSART.AC.UK



DOMAIN
AUTHORITY
48

5.34
MOZ
RANK

FOLLOWED
LINK
8



f FACEBOOK AUDIENCE
12,560

t TWITTER AUDIENCE
10,200

CALIBRE

OFFICE FURNITURE & INTERIORS

Raising the online presence of a market leading
office furniture provider





CLIENT: CALIBRE

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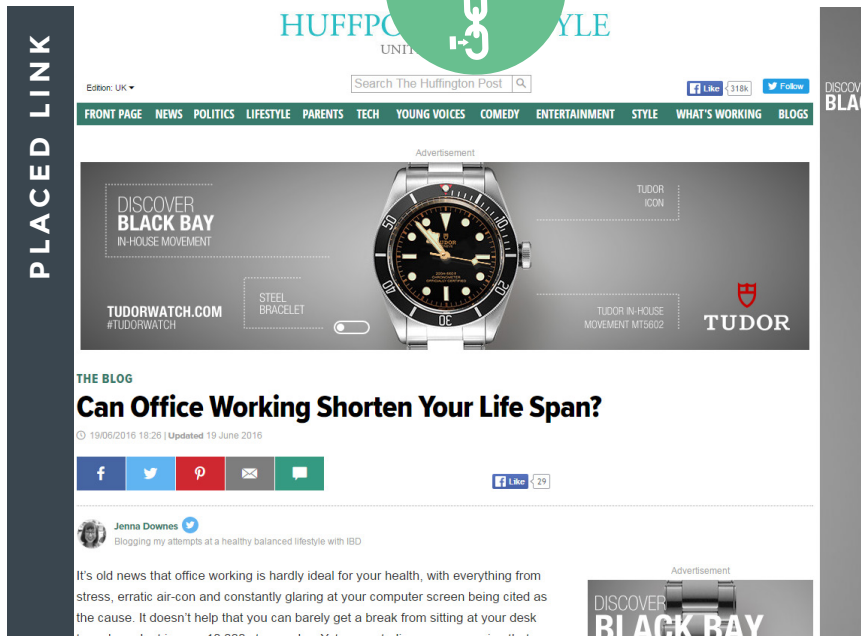


113m unique
visitors
BLOG AUDIENCE

DOMAIN
AUTHORITY
87

7.06
MOZ
RANK

PAGE
AUTHORITY
44



FACEBOOK AUDIENCE
8,628,962

TWITTER AUDIENCE
8,550,000



CLIENT: CALIBRE

PLACED LINK: METRO.CO.UK

CLIENT LANDING PAGE

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Office Desks | Boardroom Tables | Reception Desks | Reception Seating | Executive Desks | Social Furniture | Office Chairs | Breakout Furniture | Glass Tables | Office Storage | Express Furniture | Power Data | Office Screens

Office Desks | Boardroom Tables | Reception Desks | Reception Seating | Breakout Furniture

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85

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MOZ RANK

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40

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Andrew Shanahan Sunday 26 Jul 2015 4:42 pm

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PLACED LINK

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Case study

Account manager – Hugh Bunce

Hugh studied for a degree in international relations and now works in business to business sales. He helps organisations find the right furniture for their workplaces

How did you get your current job?
I went to a specialist recruitment agency that put me forward for several different roles and I had lots of interviews.
I particularly liked the role with Calibre Furniture and I had experience in the industry, so I was really interested when they offered me a job.

How relevant is your degree to your job?
A lot of international relations is about solution-focused problem solving. Whether that's in international negotiations or discussing various options with clients, it has a similar skillset.





CV LIBRARY

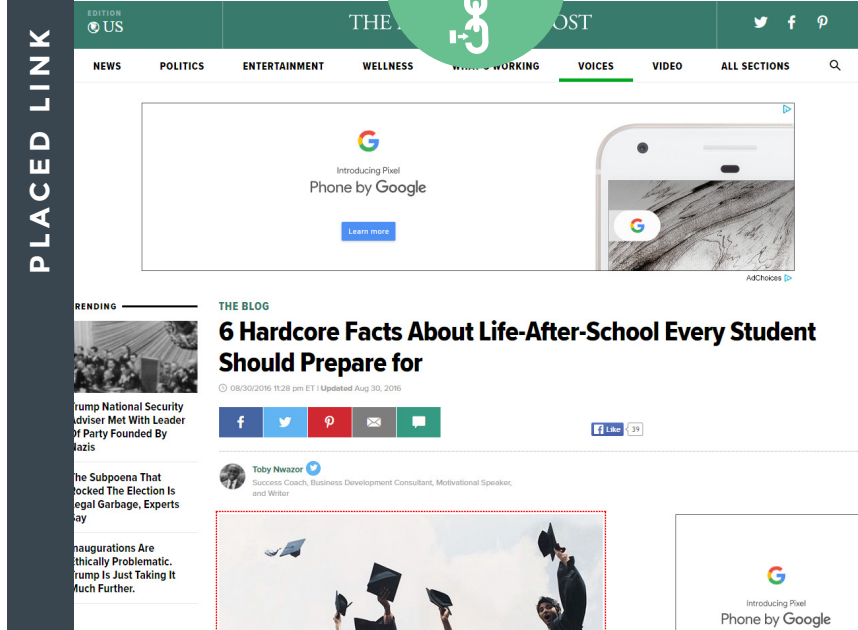
RECRUITMENT

Raising the online visibility of the UK's fastest
growing job site



CLIENT: CV LIBRARY

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LAW HOUSE

PROFESSIONAL SERVICES

We created a unique strategy to help raise the online visibility
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The Law House solicitors

SEARCH [] Q 020 3150 2525

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Welcome to the Law House

We Step Into Your Shoes

We Aim to Please

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PAGE
AUTHORITY

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LEAVE IT TO ME - PLEASE!

People are really weird sometimes. I'm sure we all know that, just read the news any day of the week, but it does come as a bit of a shock when somebody you thought you knew really well does something a bit peculiar. Let me tell you what happened.

My good friend, Steven, is normally a reasonably hard working, average kind of a bloke. Still single, sells bank mortgages, loves a pint of beer with his mates and gets out occasionally to a football game. He has a small flat just behind the Rosemary Gardens in Canonbury. He's had a few girlfriends, nothing permanent, and even though he gets a reasonable wage, he never seems to have any spare money for a holiday, or to buy a car.

SITE CATEGORIES

- Banking
- Business
- Children
- Featured
- Financial Advice
- Home
- Insurance
- Making Money
- Money saving tips



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Divorce, Family Law & Property Solicitors

Welcome to the Law House

We Step Into Your Shoes
There is an old saying, "before you criticise a man, walk a mile in his shoes". Our philosophy is – to understand our clients, we step into their shoes and try and see things from their perspective. This gives us an insight to their way of thinking and helps us achieve the outcome they want.

We Aim to Please
In our 24/7 world, time off from work is valuable and must be used wisely. We understand this. So, if you prefer, we come and meet you at a time and place convenient to you, and we can discuss matters with you in the comfort of your home during a weekend if you prefer. Let's work together as a team.

DOMAIN
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41

PAGE
AUTHORITY

47

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3

#WILLSINNUMBERS – THE MOST RANDOM BENEFICIARIES

SPONSORED POSTS ON 11/10/16

Collaborative Post

When it comes to our wills, we often leave our money and worldly belongings to the most obvious of people – our spouses, our children, perhaps our parents. The odd bequest may go to a friend or a carer or another relative but that's usually the way wills go, right? For instance I know that if anything was to happen to my mum, everything in her will goes to me and my Dad would



K2 SPACE

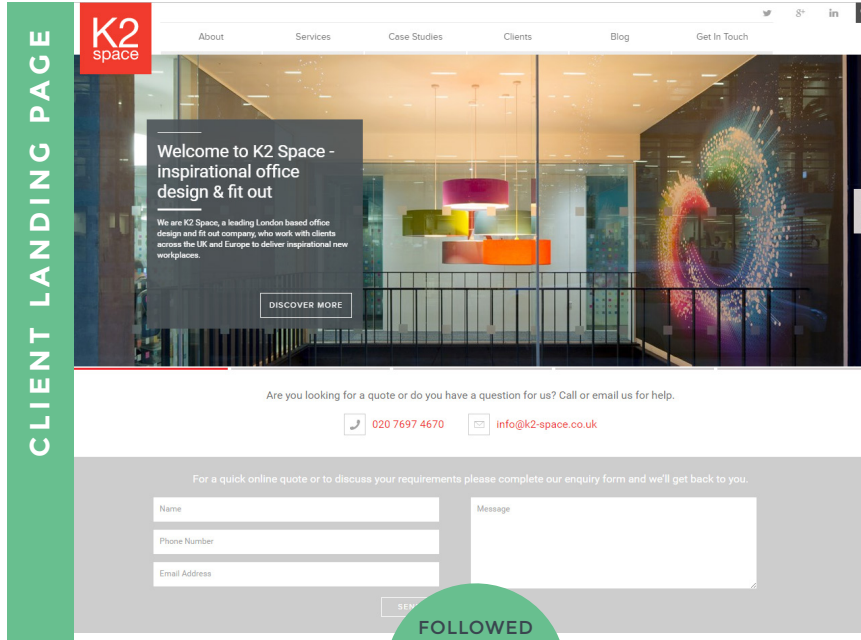
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OXFORD OPEN LEARNING

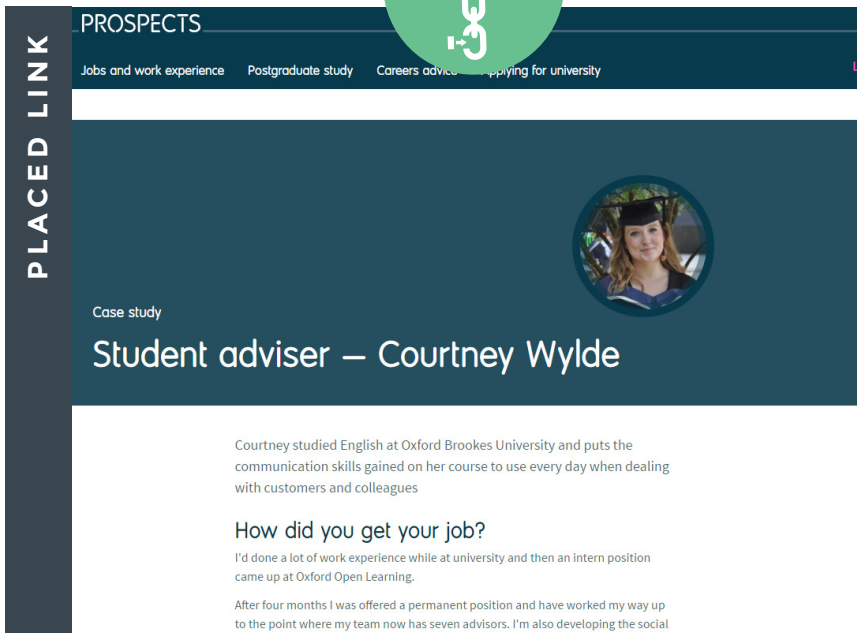
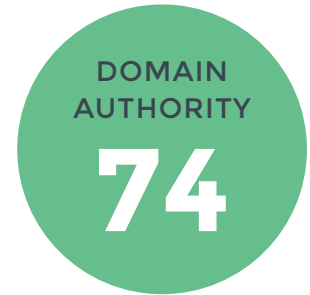
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Expanding opportunities through search for a leading distance
learning business



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GP STRATEGIES

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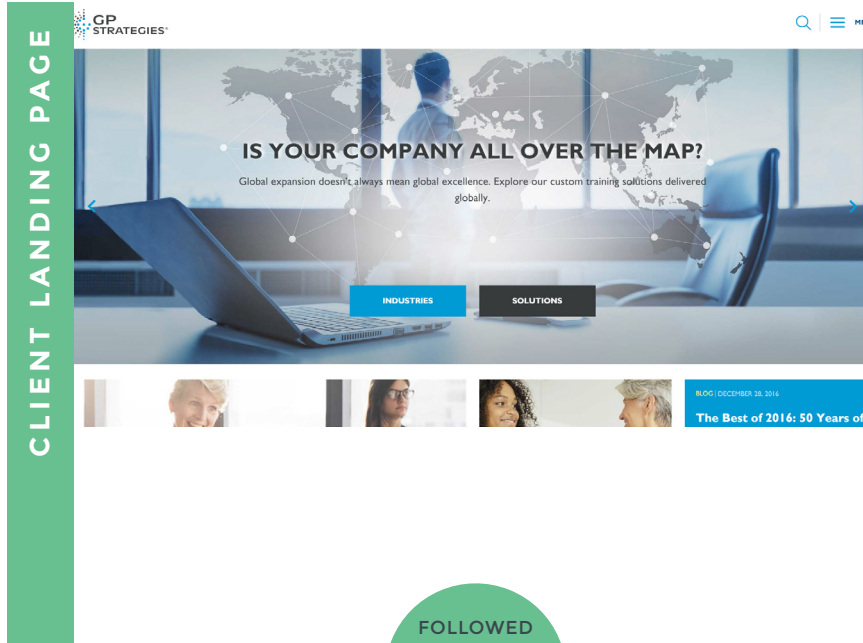
AAB659

ABGG77



CLIENT: GP STRATEGIES

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WORKTOP EXPRESS

INTERIORS & HOME

Creating the perfect strategy for one of the leading kitchen designers and
worktop providers



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Worktop Express Blog > Perfect Picks for Your Kitchen Worktop Surface: Seven Smart Gadgets

Perfect Picks for Your Kitchen Worktop Surface: Seven Smart Gadgets **May 13**

When furnishing a kitchen, there is a range of components and appliances that need to be considered. We find that a wooden kitchen worktop surface makes cooking an absolute pleasure – the material embodies durability and possesses plenty of natural character – and as such it's our first port of call when kitting out new kitchens. Once all the essentials of kitchen refurbishment are taken care of, however, your mind is free to wander to the fun finishing touches!

Our list of seven smart kitchen gadgets features enviable items for the budding chefs among our readers, and may even tempt the most kitchen-shy of customers into a little culinary experimentation:

Wall-Mounted Mini Stoves

An amazing kitchen installation for those who live alone or cook infrequently, Pasceo's brilliant wall-mounted induction hobs are perfect for maximising the available kitchen worktop space. Complete with a ring-shaped hood to diffuse steam and smoke, these handy gadgets are an absolute must for modern compact living.

With a rapid-response heating element, you can serve up a tasty meal for one in no time at all!

Stainless Steel Finger Guard

These sleek, stainless steel finger guards are the perfect kitchen companion when chopping fresh produce at speed. Simply attach to your middle finger at the back, and the broad plate will protect fingers while you work.

Perfect for your next family gathering, particularly if you have plenty to chop, this is an excellent solution for keeping fingers safe.



113m unique visitors
MONTHLY AUDIENCE

DOMAIN AUTHORITY
96

7.84
MOZ RANK

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THE HUFFINGTON POST

POLITICS ENTERTAINMENT WELLNESS WHAT'S WORKING VOICES VIDEO ALL SECTIONS

Renault ZOE
100% Electric

DISCOVER ZOE

THE BLOG

6 Innovative Gadgets Your Modern Kitchen Absolutely Needs

07/11/2016 05:02 pm ET | Updated Aug 01, 2016

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Toby Nwazor
Success Coach, Business Development Consultant, Motivational Speaker, and Writer

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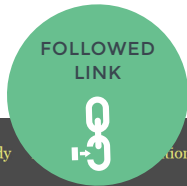
t TWITTER AUDIENCE
8,550,000



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86,308
BLOG AUDIENCE

DOMAIN
AUTHORITY
38

5.56
MOZ
RANK

PAGE
AUTHORITY
48

PLACED LINK

FACEBOOK AUDIENCE
100,192

TWITTER AUDIENCE
16,800

A woman with curly brown hair, wearing a light-colored blazer, is smiling while talking on a black telephone. She is holding a pen in her left hand. The background is a blurred office setting with a window.

CHESSE TELECOMS

TELECOMMUNICATIONS

Formulating a search strategy for an award-winning
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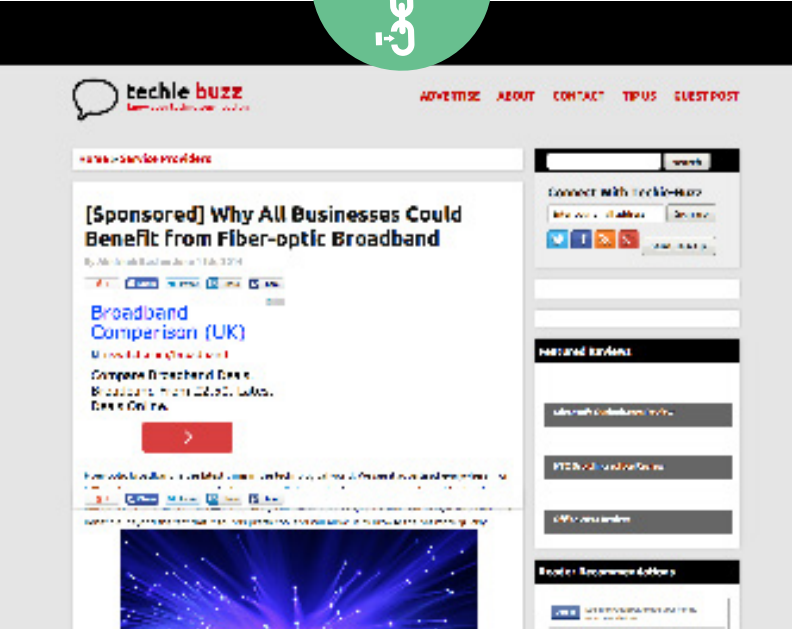
37,408
BLOG AUDIENCE

DOMAIN
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5.46
MOZ
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PAGE
AUTHORITY
68

PLACED LINK



FACEBOOK AUDIENCE
19,033



TWITTER AUDIENCE
5,133



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Call: 0808 271 3706

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Business Lines & Calls Business Broadband Business Bundles Business Mobile

Welcome to Chess Telecom

Since 1993 we have been dedicated to serving the needs of UK businesses of all types and sizes.

Today we're one of the UK's largest suppliers of business voice and data solutions helping over 90,000 businesses save money on their telecom bills.

We deliver a full range of services including business broadband, phone lines & calls, mobiles, data and

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THE SUNDAY TIMES 100 BEST SMALL COMPANIES TO WORK FOR 2014

putting the Customer First

38,683
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36



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iPhoneGlance.com

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Home > Reviews > Applications > Five Great Apps For Your Business

Five Great Apps For Your Business

Posted on April 30, 2014 by Wendy Douglas

Having the right apps to help make your business life easier is essential. We have below 5 great apps to make things just a little easier for you. Whether you're a sole trader, administrator, owner a restaurateur or even a marketing manager, once you own an iPhone you need some good apps.

To start the list we have **ClearCard**. Who needs to walk around with a bunch of different business cards when you have an iPhone?

ClearCard reads business cards and saves instantly to phone Contacts. It syncs all your cards across smartphones, tablets, computers and the web app.

Brand new **All Card** feature allows you to better demonstrate yourself, your products and company by adding various contents in text, graphic, video, audio or file formats. I keep you posted with the latest updates of your partners and help you attract more business opportunities.

Next on the list is **PayPal Here**, even though you have to purchase a Chip and PIN reader, this app is a great way to accept payments. From coffee shops to florists you can take payments easily Accept Visa, MasterCard and Maestro debit and credit cards, get paid with PayPal, bank cards and cheque payments and issue invoices simply and securely on your mobile. With no contract, no monthly fees or hidden costs, you can get paid anywhere you do business.

Tapacall app is a great way to record incoming and outgoing calls with a standard feature on the iPhone. This is where 'Tapacall' comes in. Everyone knows having a phone is probably one of the most essential for a businesses, but that phone needs to be setup, that it's separate from you personal line. There are companies such as **chess telecoms** which offers business lines, broadband and business mobiles. They don't however offer the ability to tape a call. Tapacall app is quite privacy PR 99, but does have a number of options such as uploading the recordings to Dropbox, Evernote or Google Drive. There is also no limits on your recording.

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5.13
MOZ RANK

46
PAGE AUTHORITY

f FACEBOOK AUDIENCE
449

t TWITTER AUDIENCE
37,500



CLIENT: **CHES TELECOMS**

PLACED LINK: **FANAPPIC.COM**

CLIENT LANDING PAGE

The screenshot shows the Chess Telecoms website. At the top, there's a navigation bar with links for 'Why Chess?', 'Products & Services', 'Packages', 'Partners', 'Help & Support', and 'Contact Us'. Below this is a hero section with the headline 'Award Winning Business Telecoms' and a call to action 'Call: 0808 271 3706'. There are buttons for 'Send me information', 'Call me back', 'Contact us', and 'Chat Online'. A secondary navigation bar lists 'Business Lines & Calls', 'Business Broadband', 'Business Bundles', and 'Business Mobile'. The main content area includes a 'Welcome to Chess Telecom' section with text about their history since 1993 and a 'NEVER BEATEN ON PRICE GUARANTEED' badge.

9,891
BLOG AUDIENCE

DOMAIN AUTHORITY
38

PLACED LINK

The screenshot shows a blog post on FanAppic.com. The title is '10 must have apps for entrepreneurs' by Kelsey DeSouza, dated July 10, 2014. The post content starts with 'Coming up with an idea, turning it into a product and starting a business is hard enough without technology getting in the way...' and lists '1. Evernote - FREE' as the first app. A sidebar on the right features a Fiverr advertisement for 'I'll design a logo for \$5' and a Facebook social plugin for iPhoneAppCafe.com.

3.72
MOZ RANK

PAGE AUTHORITY
38

FACEBOOK AUDIENCE
3,065

TWITTER AUDIENCE
5,457



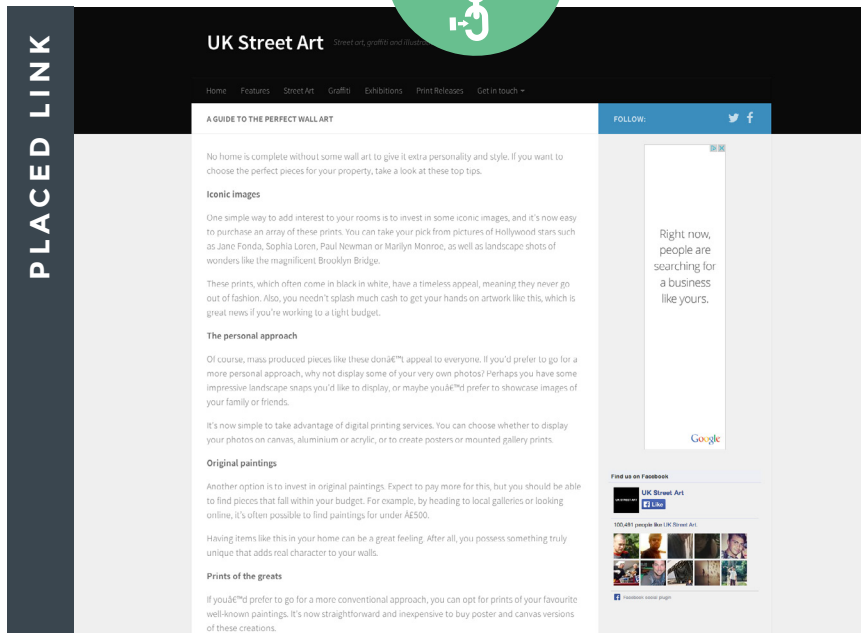
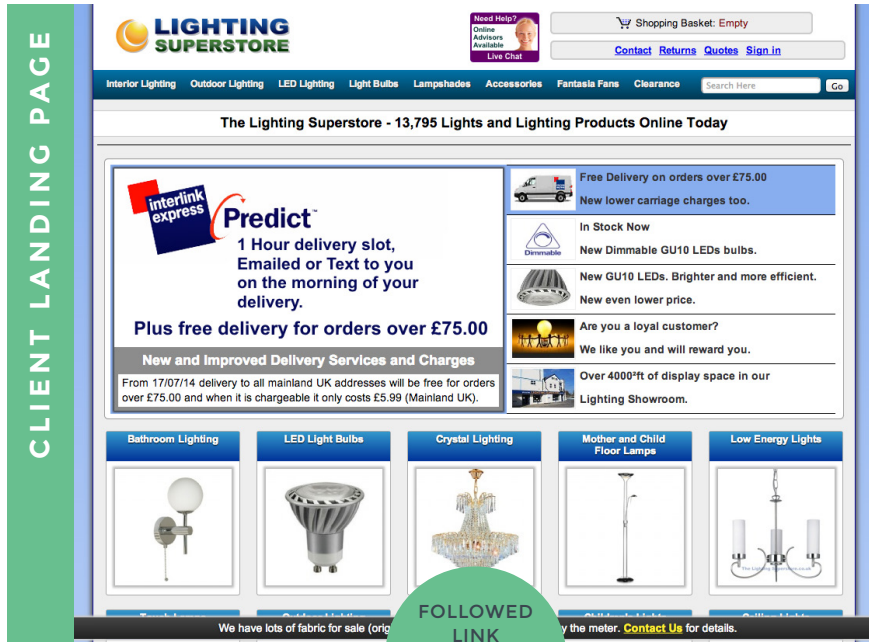
THE LIGHTING SUPERSTORE

RETAIL

Improving the organic search performance
of a leading online lighting retailer

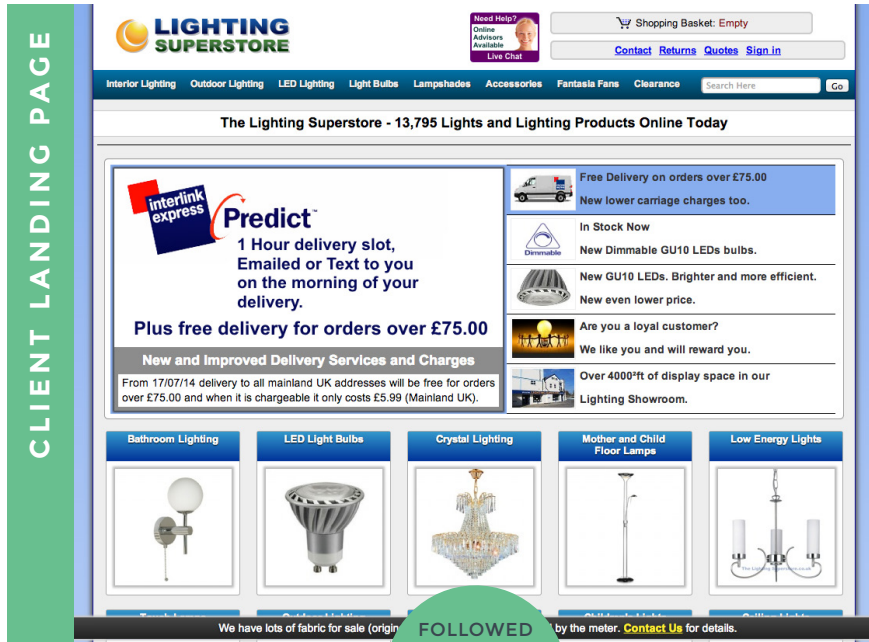


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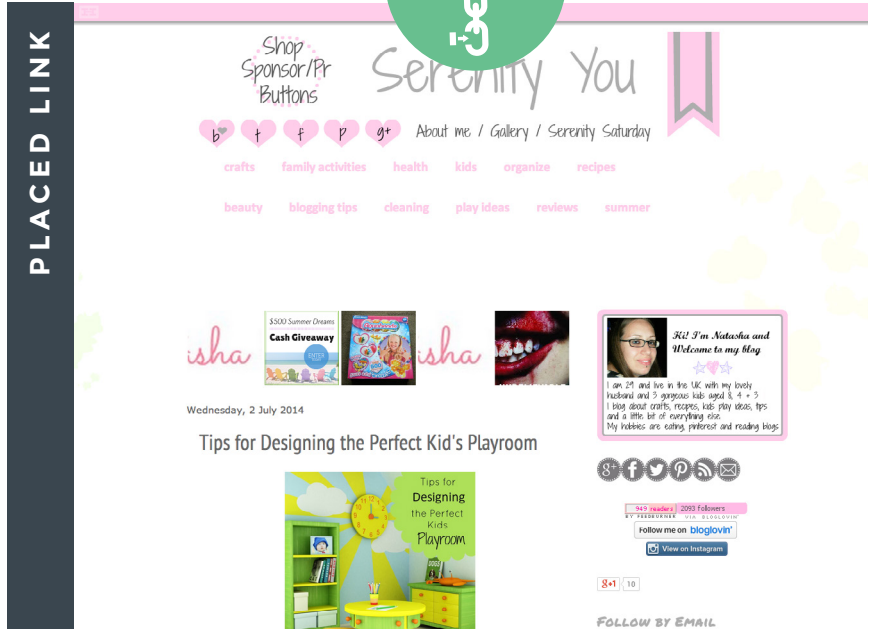
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8

10,438
BLOG AUDIENCE

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AUTHORITY
43

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5,035

TWITTER AUDIENCE
5,253



ADVANCED DIESEL ENGINEERING

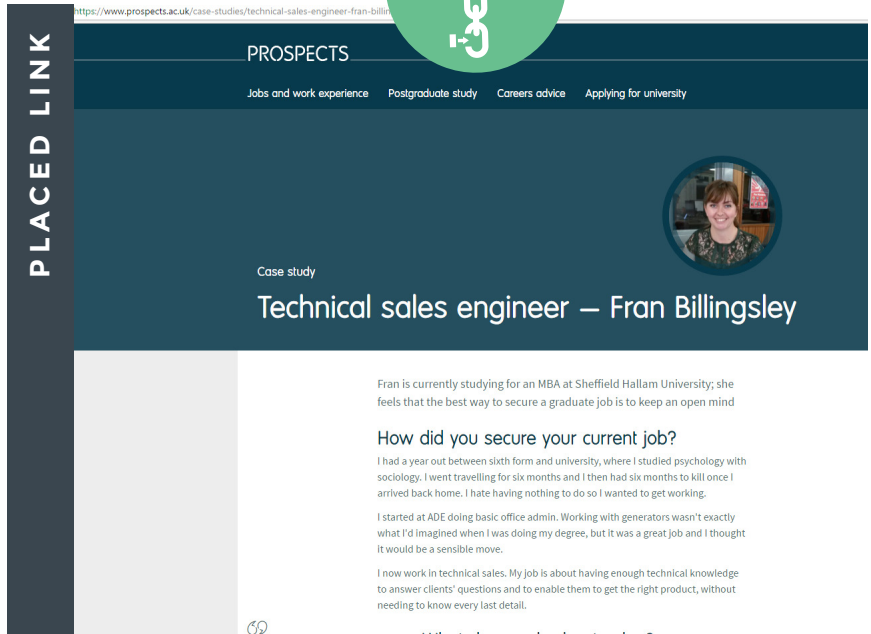
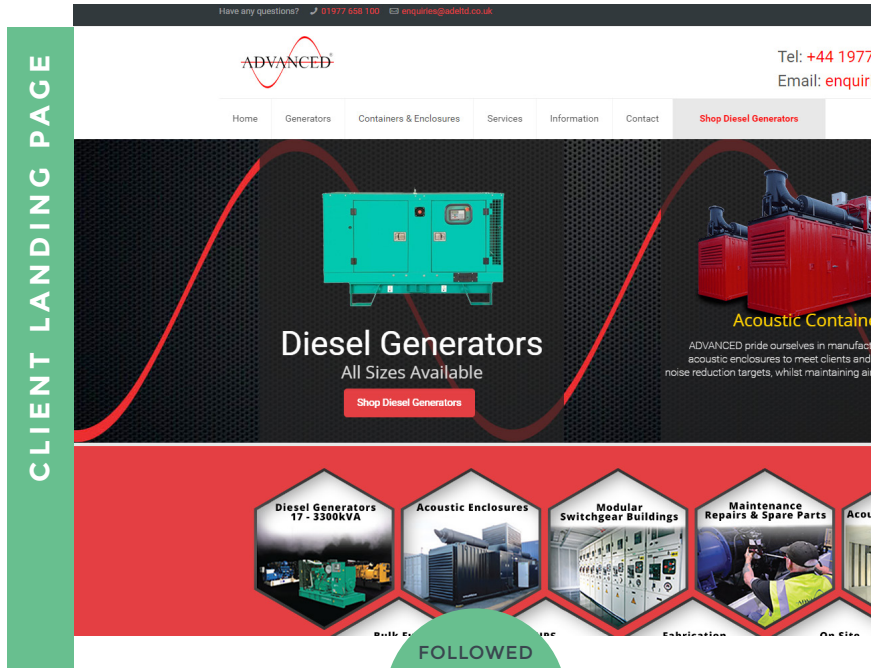
ENGINES

Delivering a bespoke search marketing strategy for engineering
giants - ADE



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A set of keys with a house-shaped keychain is shown on a wooden surface. The keys are dark-colored, and the house-shaped keychain is also dark with white window and door cutouts. The background is a dark, textured wooden surface with a vertical grain. The text is overlaid on the image.

H O M E L E T

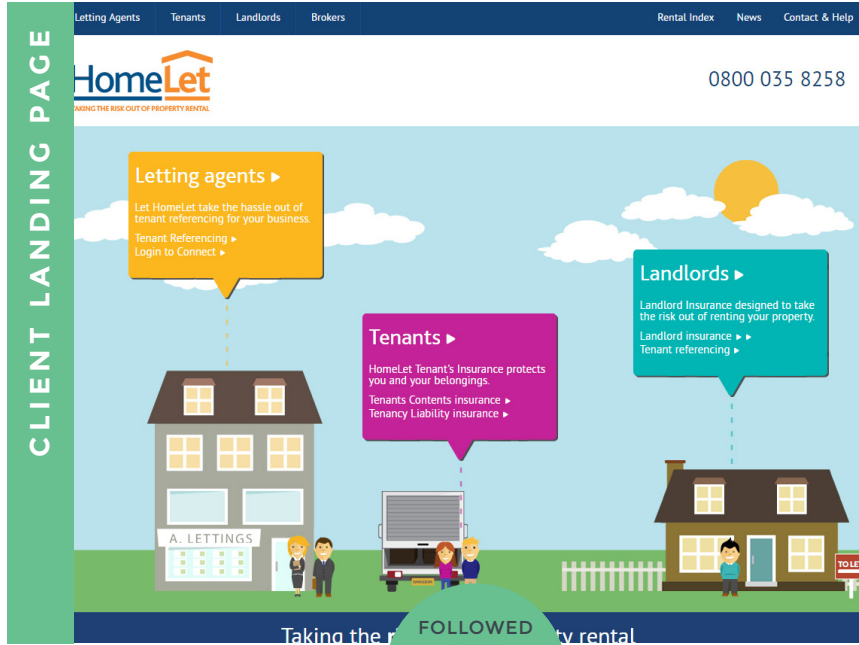
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Opening doors for one of the UK's leading
property insurance brokers



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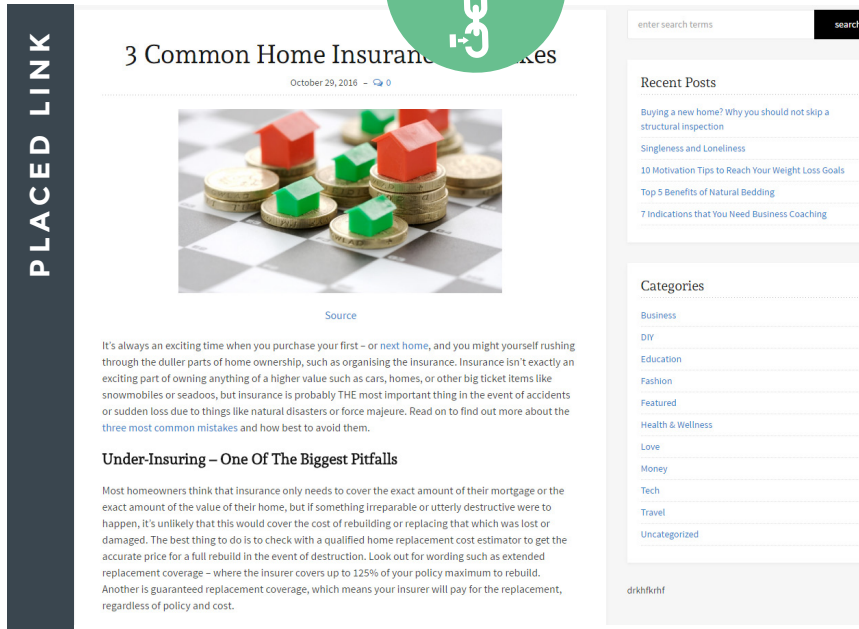
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49

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AUTHORITY
58

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1



enter search terms

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- Top 5 Benefits of Natural Bedding
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Categories

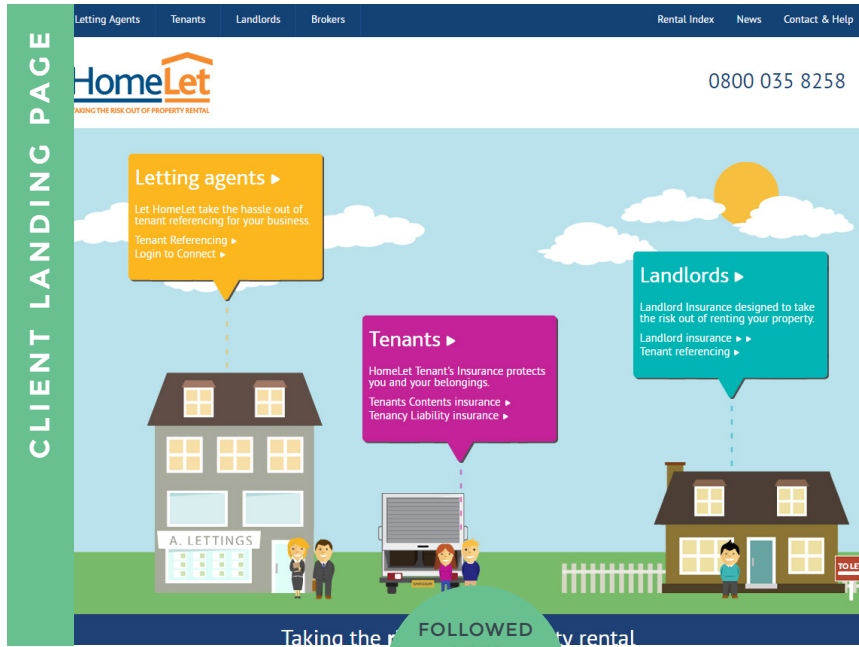
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- Featured
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- Love
- Money
- Tech
- Travel
- Uncategorized

dikhkhf



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DOMAIN
AUTHORITY
32

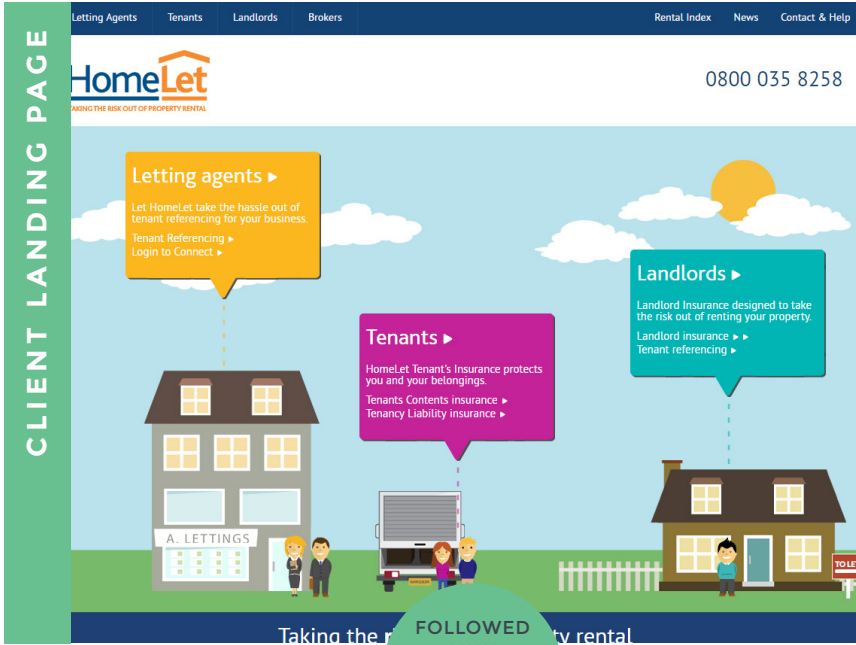
PAGE
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CLIENT: HOMELET

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DOMAIN
AUTHORITY
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PAGE
AUTHORITY
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LINK
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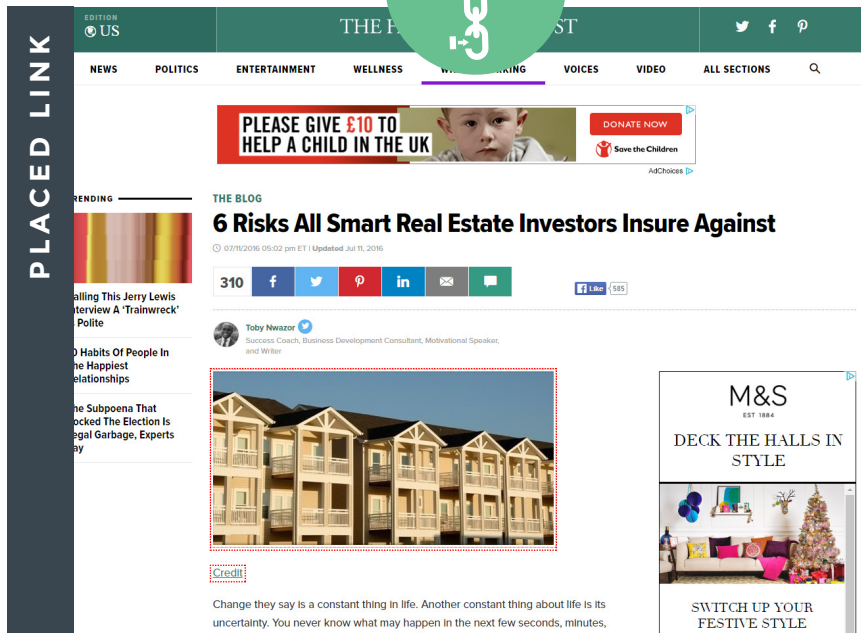


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CHUMS

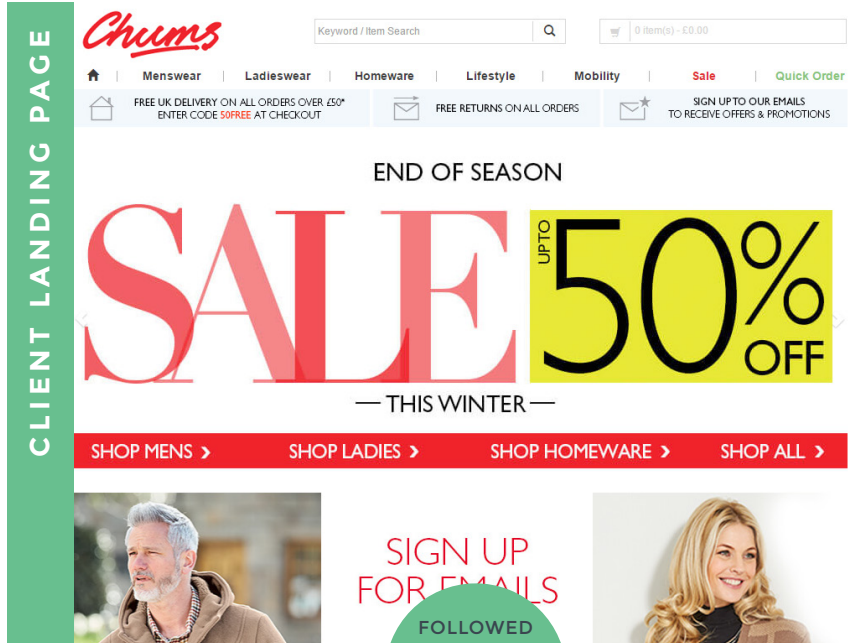
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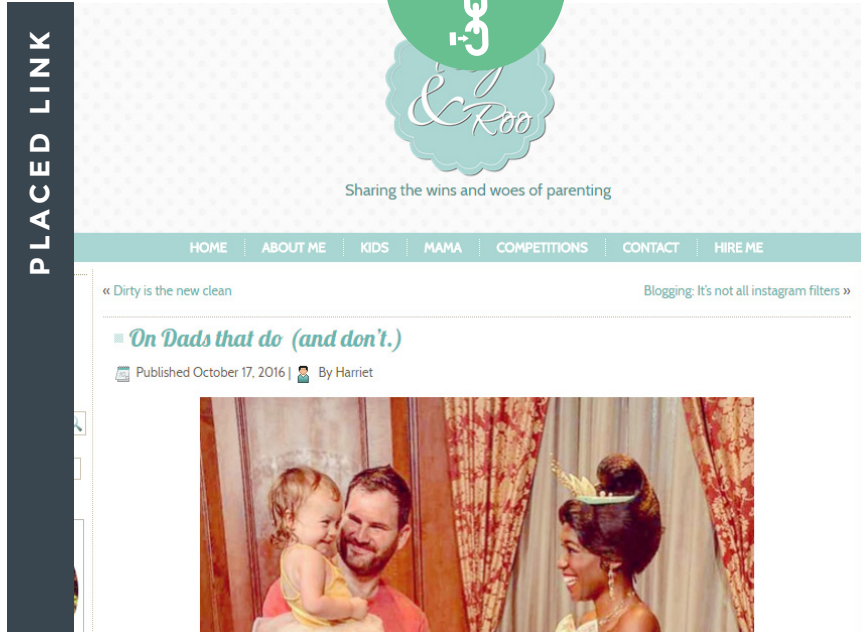


CLIENT: **CHUMS**

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A close-up, macro photograph of a microscope lens. The lens is metallic and features a series of fine, parallel ridges. On the right side of the lens, there are technical markings: '10 / 0' and '160 / 0'. The background is blurred, showing other parts of the microscope.

EUROPA PHARMACY

PHARMACEUTICAL

Raising awareness of one of the fastest
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DOMAIN
AUTHORITY
74

6.18
MOZ
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PLACED LINK

f FACEBOOK AUDIENCE
29,105

t TWITTER AUDIENCE
35,500



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TRANSLATION SERVICES

Improving the digital performance of a
global language solutions provider



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CLIENT LANDING PAGE



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TRUCKS DIRECT

RETAIL

Enhancing the organic search strategy and performance
of the UK's largest forklift stockist



CLIENT: TRUCKS DIRECT PLACED LINK: FARMINGFUTURES.ORG.UK

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TRUCKS DIRECT UK Search entire store here... f t in + You Tube

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UK'S LARGEST FORKLIFT STOCK

- FINANCE AVAILABLE
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FIND OUT MORE

VIEW ALL LIVE STOCK FULL SPEC & PHOTOS

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- BENDI/FLEXI FORKLIFTS 18 IN STOCK
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- DISCOUNTED STOCK 29 IN STOCK
- ALL STOCK 169 IN STOCK

USED FORKLIFTS FROM TRUCKS DIRECT UK LIMITED About Us

COMING SOON

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8,406
BLOG AUDIENCE

DOMAIN AUTHORITY

42

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51

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- May 2014 (64)
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- March 2014 (71)
- February 2014 (58)
- January 2014 (60)
- December 2013 (62)
- November 2013 (72)

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POPULAR TOPICS

Biomass CROPS Pig Solar

Safety on the farm - Forklifts - The most common accidents

Forklift Trucks are among some of the most dangerous vehicles in the workplace. 23 Jul 2014

The Occupational Safety and Health Administration estimates that they are involved in just under 100 fatal accidents per year in the UK with 34,000 accidents resulting in a serious injury and 64,800 non-serious accidents.

The most common accidents are:

Struck by a moving truck

The most common cause of all accidents that relate to forklift trucks are down to being hit by a moving truck. The sensitive steering motion and the surprising speed at which the trucks can rotate and move has caught many an operator out when they stand too close to an operation.

There can also be dangerous blind spots round the vehicle.

The most frequent accident is probably having the feet or legs run over.

Struck by a falling load

If pallets are not loaded safely items could fall, causing injury.

Tipping or overturning of a truck

Most trucks are weighted so that they are very difficult to overturn but it can happen especially if they are lifting a heavy weight causing the operator to be thrown out of the front or sides. This leaves the real possibility that the driver can be crushed under a falling truck.

TWITTER AUDIENCE

8,406

FESTIVE LIGHTS

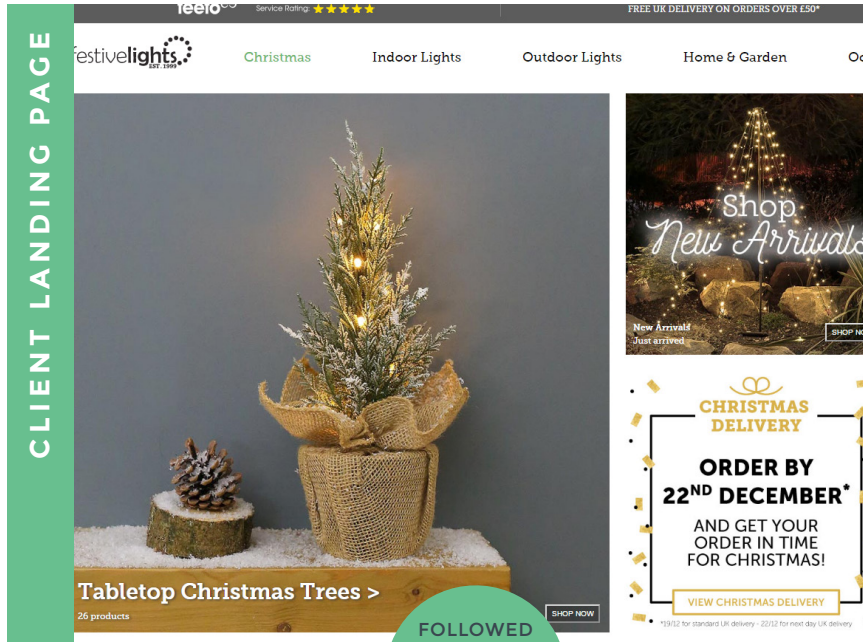
LIGHTING

Formulating a search strategy for lighting
specialist, Festive Lights



CLIENT: **FESTIVE LIGHTS**

PLACED LINK: **PROSPECTS.AC.UK**

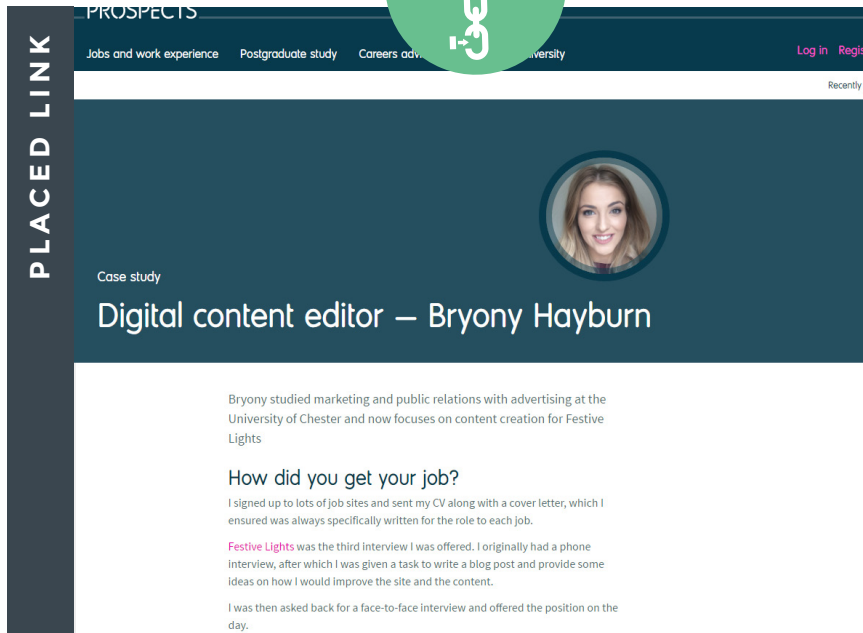


CLIENT LANDING PAGE

FOLLOWED LINK
3

DOMAIN AUTHORITY
74

6.18
MOZ RANK



PLACED LINK

f FACEBOOK AUDIENCE
29,105

t TWITTER AUDIENCE
35,500

A pair of glasses with thin, metallic frames is positioned in the foreground, resting on a document. The document is out of focus, showing various letters and numbers. A green horizontal line is visible on the document. The background is a soft, light blue gradient.

FEEL GOOD CONTACTS

CONTACT LENSES

Helping a leading contact lens provider see the benefits of a tailored search strategy



CLIENT: FGC

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CLIENT LANDING PAGE



113m unique visitors
MONTHLY AUDIENCE

DOMAIN AUTHORITY
87

7.84
MOZ RANK

PLACED LINK

THE BLOG
5 Important Eye Care Tips for Aging Professionals
06/22/2016 03:40 pm ET | Updated Jun 22, 2016

Toby Nwazor
Success Coach, Business Development Consultant, Motivational Speaker, and Writer

Credit:

It is true that as we increase in age, certain vital organs in the body begin to lose their major functions. This includes the bones, liver, kidney, eyes etc. This is why a proper general routine medical examination is advised as one advances in age.

It is said that 'the eye is the window of the soul' so for some clear reasons our eyes

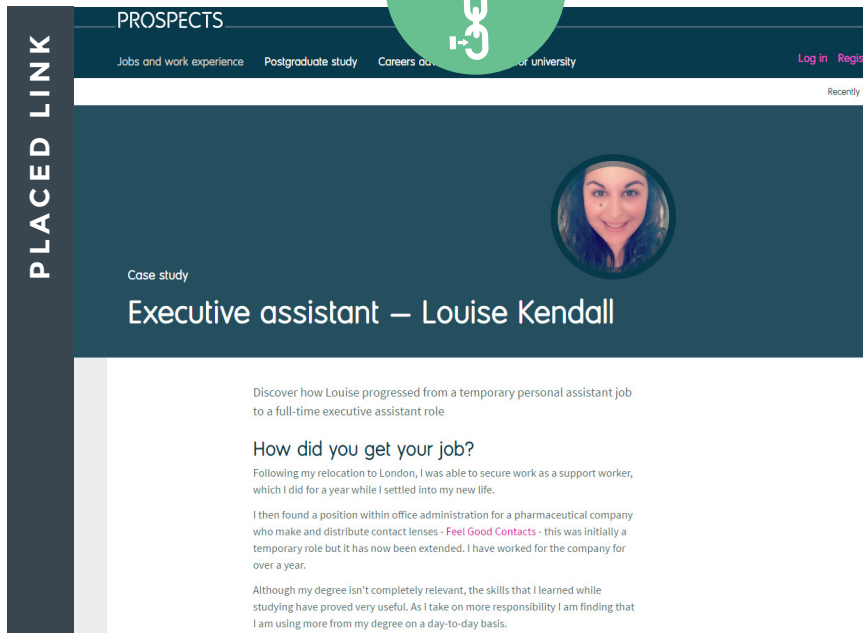
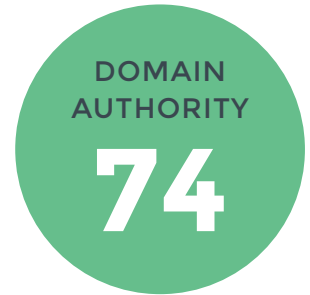
f FACEBOOK AUDIENCE
8,628,962

TWITTER AUDIENCE
8,550,000



CLIENT: **FGC**

PLACED LINK: **PROSPECTS.AC.UK**



A close-up photograph of a gold-plated coaxial cable connector. The connector has a textured, braided metal body and a red band. The background is a soft, out-of-focus white and light brown.

THE CABLE COMPANY

ELECTRONICS RETAIL

Developing a bespoke online strategy for the world's leading retailer



CLIENT: THE CABLE COMPANY

PLACED LINK: DOTTEDMUSIC.COM

CLIENT LANDING PAGE

Website: www.thecablecompany.com

Key elements visible:

- Navigation: Home, About Us, Newsletters
- Search: Search for a keyword
- Product Categories: Cables, Interconnects, Speaker Cables, Power Cables, Tonearm Cables, Digital Cables, Video Cables, Subwoofer Cables, iPod Cables, USB Cable, Jumper Cables, Pro Cables, Power Line Products, Accessories, DIN Cables, DIN Connectors, DIN Tools and Accessories, Acoustic Treatments, Analog, Headphone & Accessories, Components, Vacuum Tubes, Used Components, Specials, Gift Certificates, Newsletters
- Main Content: 'Summer Against Hunger' banner, '50% - 100% of all your Audio purchases in August will benefit CARE.', 'Welcome to The Cable Company!', 'Yes, we are the world's leading retailer of specialty audio video cables...', 'We just published our latest Newsletter for your viewing! Please click here to view.', 'Scroll down to view our Featured Products.', 'Please log into your account before shopping to make your shopping experience quick and easy.'
- Sidebar: Support, Metric Conversion, Contact Us, FAQ, Partner Websites (UsedCable.com, UltraSystem.com, Used Components, facebook)

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Website: www.dottedmusic.com

Key elements visible:

- Navigation: AGENCY, BLOG, VIDEO, WE SPIN
- Article Title: 'An Audiophile's Guide To The Best Headphones' by Cable Company | July 18, 2014
- Article Content: 'It sounds so simple but when it comes to the task of picking the right headphones making the correct decision can make all the difference. As always when it comes to making a purchase you need to consider a few things, such as the price and practicality of the product, whether or not it will suit your needs and if it is compatible with other products or technologies that you have. Currently the headphone market is well catered for and the uniqueness of using a standardised fitting means that they will work with other technologies. There are reports that following a deal between Beats and Apple there may be a new cable and adaptor on the market, meaning that devices may not be transferable, but fear not the Cable Company could advise you on this further. Here are the top 5 headphones currently on the market: 5. Alpha Design Labs (Furutech) H118 Headphones - £157 - If its value for money that you are looking for then look no further than these. The Triform earcups provide a superior seal over the ears and offer improved bass response compared to similarly priced headphones. Lightweight and with a low headband pressure most users note just how comfortable these are to wear. In terms of performance they are more than capable of offering quality sound over a range of frequencies, (20Hz - 20KHz). 4. Sennheiser HD 650 Headphones - £290 - Over the years the technology team at Sennheiser have worked tirelessly to produce the very best audio equipment on the market. From a price point these particular headphones offer the best all-round value on the market. Coming in at just under £300 these top of the range, dynamic hi-fi stereo headphones...
- Article Metrics: 6 shares, 7 tweets, 17 likes
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ENJOYING A SUCCESSFUL
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