CLICKCONSULT®

TRAX technologies

monitor TRAX

Developed by our experienced SEO team, monitorTRAX® is an industry leading quality assurance platform used to analyse our clients' website's technical on-page functionality.

PRODUCT OVERVIEW

In an ever-evolving search landscape, with creative, content-driven search marketing campaigns at the forefront of the industry, it has never been more crucial that a website is built on a technically sound foundation. Having a well-optimised website allows you to reach your full online potential, compete within your marketplace and give you the best chance of achieving greater online visibility.

Our quality assurance platform, monitorTRAX®, allows our SEO experts to accurately analyse 75+ on-page and off-page elements of our clients' websites, in a detailed, methodical procedure. The outcome? A comprehensive breakdown of any technical issues that may be present on our clients' websites.

HEADERS

H TAGS

SITEMAPS

CANONICALISATION

BROKEN LINKS

ALT ATTRIBUTES

META DATA

CONTENT

PAGE RANK

KEYWORD DENSITY

PRODUCT FEATURES

75+ point on-page & off-page review

Single page and site-wide level investigation

Access to real-time analysis

Continually updated inline with industry trends

Data-driven insight for continuous improvement

A comprehensive summary of any technical on-page issues

WHAT IT MEANS FOR YOUR BUSINESS

Here at Click Consult, every new Organic Search (SEO) client receives a full technical audit of their website and our experts will highlight any technical issues negatively impacting on SEO performance, proposing best practice solutions on how to fix them.

Our team will continue to monitor and analyse on-page elements such as meta data, broken links and alt attributes to ensure that our clients' websites remain in the best condition to maximise online performance. The insights contained within our monitorTRAX® reports feed directly into our clients' bespoke quarterly strategies, delivering a data-driven approach to achieving campaign objectives.

link TRAX ®

Welcome to linkTRAX®, an industry-leading outreach management platform, designed to provide data-driven analysis and visibility into our clients' outreach campaigns.

PRODUCT OVERVIEW

linkTRAX® is our custom-made platform, used 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.

PRODUCT FEATURES

Database of existing quality relationships

Backlink profile analysis

Unique industry segmentation

Unique reporting suite

Blog analysis:

Link monitoring:

- ☑ Blog type
- ☑ Industry category
- ☑ Domain authority
- ☑ Social media following
- ☑ Estimated audience size

- ☑ Link type
- ☑ Link status
- ☑ Domain authority
- ☑ Page authority
- ☑ Anchor text

WHAT IT MEANS FOR YOUR BUSINESS

Quite simply, our linkTRAX® technology forms the backbone of our Organic Search (SEO) clients' outreach activity. Our experts utilise the platform to formulate bespoke, intelligent and data-led strategies, each devised with our clients' unique business objectives in mind.

The platform's functionality allows our experts to pro-actively monitor all of our clients' links after placement, ensuring that our outreach activity not only creates a natural backlink profile, but also has a positive impact on our clients' organic visibility.
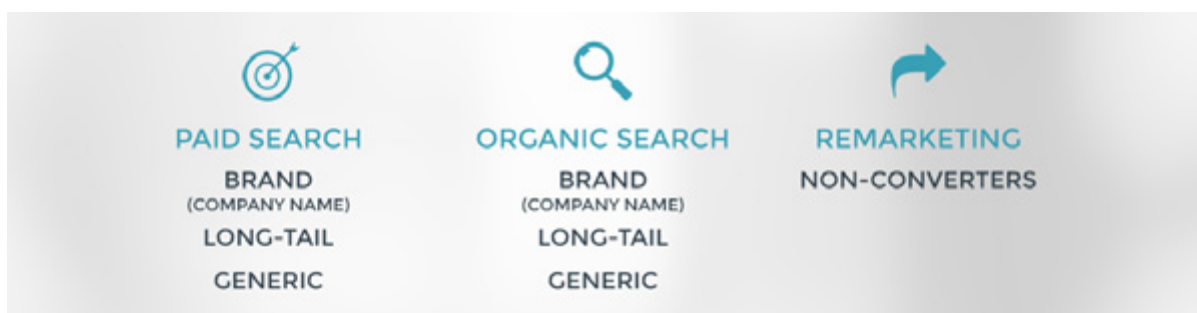
pro TRAX™

Developed by our expert in-house team, proTRAX™ finds the optimum
distribution of budget across each channel and campaign type,
using historical and live data from campaigns and Google Analytics,
Google Keyword Planner, Google Display Planner and industry average
performance metrics to create a scalable landscape.

PRODUCT OVERVIEW

proTRAX™ is used to identify the most effective distribution of budget across a number of marketing
channels and campaign types. To put it simply, it ensures your money gets you the highest return.
Here is an example of the different campaign types we typically consider:

PAID SEARCH	ORGANIC SEARCH	REMARKETING
BRAND (COMPANY NAME)	BRAND (COMPANY NAME)	NON-CONVERTERS
LONG-TAIL	LONG-TAIL	
GENERIC	GENERIC	

HOW DOES IT WORK?

Our unique algorithm factors seasonality, workflow, competitiveness, and impression share so that the tool can start creating scenarios that dynamically update blended projections. We then add a budget and/or target and the tool will automatically run 1000s of scenarios to find the most efficient distribution of budget.

PRODUCT FEATURES

Performance module
The performance module is used to ensure that existing budgets are being spent as efficiently as possible. We select a KPI that our client wants to optimise, for example; profit, ROI or cost per acquisition (CPA). The tool will then calculate every budget scenario possible and present the one that is optimal for the specified metric. We can then apply this analysis to our campaign, adjusting the budget on each and optimising towards the metrics specified by the tool.

Projection module
The projection module is used for both new and existing business, where we need to create projections as part of campaign planning and/or budget sign off. We can select a KPI to maximise, for example: gross profit or return on advertising spend (ROAS), and can either suggest a budget or maximise the potential of a set budget.

THE OUTCOME?

proTRAX™ will then calculate every possible scenario to provide projections for either:

- ☑ The channels and campaign type budget distribution that maximises the selected KPI with a set budget, or

- ☑ A suggested budget distribution across each channel and campaign type that maximises the selected KPI

We can use the tool to create accurate projections for anything from the cost and effect of reducing lost impression share (IS) on a paid search campaign to a full blended multi-channel strategy.

feed **TRAX**™

feedTRAX™ is our bespoke feed optimisation technology that gives you the edge over competitors by ensuring your product feed conforms to best practices.

WHAT ARE THE BENEFITS FOR YOUR BUSINESS?

You wouldn't stand for shoddy points of purchase in-store or employ surly staff who ignored your customers and we think it makes sense to take the same care with your Google shopping experience.

By ensuring your product feed's in tip top condition before it reaches Google's Merchant Centre, we can make your Google shopping campaigns slicker, giving the best experience to your customers, while driving up sales and driving down your costs.

Together with our Shopping Campaigns service, feedTRAX™ offers a host of benefits, including:

- ☑ Greater exposure for your inventory

- ☑ Increases conversions by improving relevency

- ☑ Boosts click through rate (CTR)

- ☑ Reduces cost per click (CPC)

PRODUCT FEATURES

Optimises product titles to prioritise important information and avoid truncation

Cleans up common errors, such as missing columns, or incorrect shipping information, that can lead to product disapproval

'Bestsellers' custom label to make sure your top performing products are prioritised

Ensures product categories comply with Google's taxonomy and are as specific as possible

Includes optional fields such as colour and gender to allow your products to be found in more specific searches

Sets up Merchant Promotions to increase click through rate

Enhances product descriptions to ensure ads are eligible to show when you need them to

Creates custom labels to group products together and improve Shopping Campaign structure

Increases the visibility of your most profitable products with a large stock, using custom labels for profit

Excludes poor performing products from the feed

Adds in mobile links if you have a mobile site

Regular uploads to Merchant Centre to ensure your feed does not expire

Continually tests different product titles and descriptions to find the copy that results in higher click through rates

UN-OPTIMISED XML FEED → feed TRAX → GOOGLE MERCHANT CENTER → SHOPPING

RULES SET UP BY CLICK / DYNAMIC OPTIMISATION

PRODUCT OPTIONS

We have the flexibility to apply optimisation rules to all the products in your feed or any subset you define and once set up they will continue to optimise the feed dynamically even when the input feed is updated. This optimised feed can then be pushed straight to the Merchant Centre which powers Google Shopping Campaigns.

It isn't just Google that we can optimise feeds for either. Bing Ads launched their Bing Product Ads offering in Autumn 2015. There are a number of differences between the feed specifications for Google and Bing, and a feed optimised to Google's best practice isn't necessarily optimised according to Bing's best practice. feedTRAX™ is able to simultaneously produce a Google optimised feed and a separate Bing optimised feed. We can also produce separate feeds for eBay, Amazon or any other platform that serves PLAs through a feed.

Don't have an existing shopping feed? We can also create new feeds from scratch for most popular platforms, including:

WooCommerce · SEOshop · volusion · opencart · Bigcommerce · Magento · 3dcart · shopify

rank TRAX™

rankTRAX™ is our custom-built keyword monitoring tool that provides you with real-time access to your overall keyword performance and current rankings on Google.

PRODUCT OVERVIEW

Our tool not only provides you with instant access to keyword rankings, but also allows you to actively monitor your keyword performance, whether that would be on a weekly or monthly basis. In terms of analysis, our platform can evaluate your keyword performance across 20+ metrics, providing a comprehensive overview of your search visibility.

A selection of our bespoke keyword reports include:

- ☑ Average rank
- ☑ Visibility score
- ☑ Number of keywords ranked vs not ranked
- ☑ Net gain of keyword performance
- ☑ Estimation of website visits
- ☑ Number of page 1 keywords

rankTRAX™ also offers a number of features that present a comprehensive overview of your digital performance. We can benchmark your online performance against your competition, monitor your social media statistics and can provide you with regular updates into trending Google SERP features.

ORGANIC VISIBILITY

TIME
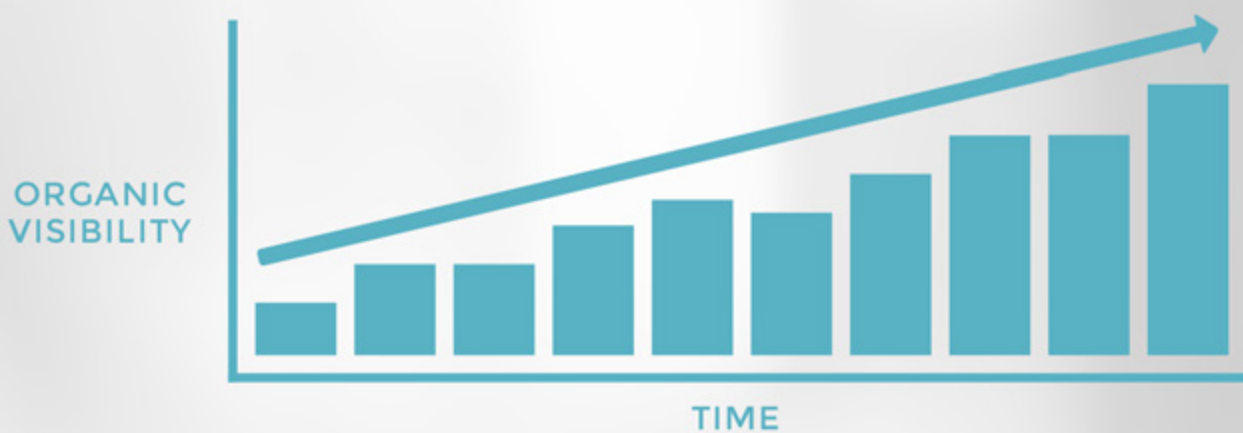
PRODUCT FEATURES

- Tracking of keyword ranking performance
- Analysis of core metrics
- Coverage of international markets
- Mobile search rankings
- Competitor analysis

- Monitors keyword fluctuations across Google's search results
- Social media integration & monitoring (Facebook, Twitter, Google+, LinkedIn and Pinterest)
- Customised reporting

As part of our reporting and communication commitment, all of our Organic Search (SEO) clients are provided with their own rankTRAX™ account, where they can log in and access their latest keyword rankings and performance data.

page *TRAX*™

pageTRAX™ is Click Consult's in-house developed internal-linking tool – calculating the most important pages on your site quickly and efficiently, allowing you to spot at a glance what needs attention

PRODUCT OVERVIEW

This tool not only ranks your website's pages in order of importance, but allows you to understand the relationship between each page on your website, helping to form the backbone of your internal linking strategy. The outcome of the tool's analysis allows our team of experts to:

- ☑ Identify pages reporting as low importance that should be seen as more important according to your positioning.

- ☑ Make recommendations on changes to internal links in order to improve importance and, consequently, the potential performance and ranking of priority pages.

- ☑ Offer advice regarding potential changes to website navigation structure and taxonomy to improve organic performance for priority pages.

PRODUCT FEATURES

- Replicates original PageRank algorithm
- Understands the relationship between pages of a website
- Applies the algorithm to the relationship between pages
- Assigns a value between 1 and 10 to each page to indicate importance
- Outputs customised reports

WHAT IT MEANS FOR YOUR BUSINESS

Our pageTRAX® technology forms the backbone of our internal linking projects for the development of clients' internal linking strategies. Our experts utilise the algorithm to formulate bespoke, intelligent and data-led strategies devised with our clients' unique business objectives in mind.

The tool's functionality allows our experts to pro-actively undertake internal linking projects, ensuring that domain and page authority is being used to the best effect, promoting important pages and directing authority throughout the site to improve rankings.

EXPERTS IN SEARCH.
SIMPLE.