SEO UNCOVERED
[REMASTERED]

An Advanced Guide To Organic Search

CLICKCONSULT®

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CONTENTS

STRATEGY

"History's greatest victories have, more often than not, come from winning strategies – whether you're operating at a local level or globally, strategy should always precede action."
Matt Bullas, Click Consult Founder and CEO

INTRODUCTION

Though there is no 'one size fits all' approach to successful search marketing, there are methodologies that can be individually tailored for any brand. From undertaking a wide range of technical audits to record, analyse and comprehend everything you can, to the eventual production of a strategy document which can be regularly reviewed, understanding the importance of strategy allows not only the implementation of continuous improvement, but to adapt to any changes in goals and objectives that may occur.

WHY CREATE CONSUMER PERSONAS?

Whether for B2C or B2B, consumer personas should be at the core of a data-driven strategy. These personas are idealised versions of your prospective or existing customer base, and the primary focus of your organic search strategy will be to ensure that your site is as relevant and appropriate to these personas as possible. Though, of course, these should be open to change based on the data you discover later in the process, it is important for you to have at least a sketched outline to build upon and add to.

The main reason for this is that search marketing is, in essence, a method of engineering a customer journey. Though a good marketer will ensure that there are routes and entry points that begin in various places, the destination for each journey should be eventual conversion. For this reason, it makes the process easier to know who you want these journeys to appeal to and, therefore, how to lead them through all of the variously constructed paths to conversion.

The following represents key aspects of research to consider when developing these personas. As stated previously, there is no one size fits all – but all good personas will consider these aspects.

Target demographic (industry specific)

At the point of beginning a business venture, there will have been at least some knowledge of where and to whom similar companies are pitching their wares. Though it is increasingly the desire for online consumers to receive highly relevant marketing, at this point it is safe to generalise – think of this stage as a rough sketch, the detail and shading of your personas will come later.

For example, if you are a fitness instructor leading Zumba or Yoga classes, it could be reasonably assumed that your clientele will be predominately female, more so that they may be 25-50 years old. Though clearly this will not represent the full extent of the consumer base for the service, it represents an outline which is useful to carry through to the following steps.

Device use

Understanding how your consumers (both existing and idealised) use their devices is important for a number of reasons – not least of which is in the development of your site following the 'mobile friendly' Google algorithm update (or 'Mobilegeddon') which rewards mobile optimised sites with improved mobile visibility.

Conversion Rates	Q4 2014	Q1 2015	Q2 2015	Q3 2015	Q4 2015
Global	3.42%	2.83%	3.08%	3.02%	3.48%
US	3.60%	2.91%	3.18%	3.09%	3.62%
UK	3.65%	3.56%	3.97%	4.08%	4.20%

	Conversion Rates by Device	Q4 2014	Q1 2015	Q2 2015	Q3 2015	Q4 2015
GLOBAL	Traditional	4.15%	3.40%	3.74%	3.71%	4.43%
	Tablet	3.41%	2.83%	3.22%	3.20%	3.75%
	Smartphone	1.20%	1.13%	1.24%	1.37%	1.53%
US	Traditional	4.41%	3.54%	3.90%	3.84%	4.66%
	Tablet	3.59%	2.92%	3.32%	3.28%	3.89%
	Smartphone	1.16%	1.05%	1.17%	1.24%	1.43%
UK	Traditional	4.66%	4.34%	5.04%	5.32%	5.39%
	Tablet	3.52%	3.27%	3.76%	3.83%	4.02%
	Smartphone	1.94%	2.35%	2.45%	2.86%	3.05%

Device use also offers correlation with intent – with buyer research, search investigation, and resultant purchasing being performed predominately on desktops (see table above), while solution based searches, local searches and voice searches tend to drive mobile intent.

Being able to determine device intent will feed directly into any good search marketing campaign, permitting brands the ability to design a strategy which permits cross platform journeys and personalisation, nurturing consumer relationships to increase eventual conversion whichever device they use.

Mobile search also tends to be influenced more by location, offering brands with a location specific, or multiple location specific offers or products – whether this is a store-locator or direct call function, thereby allowing brands to focus on driving mobile users to convert in person, while desktop users are expected to purchase online search – for example, while promoting a 'store locator', RadioShack estimated that somewhere between 40% and 60% of users visited a store, while 85% of those made a purchase.

Clearly it may be the case that the products or services offered by specific brands may be friendlier to one device over another – but this is the reason a strategy should be data-driven. Here we are talking generally, but a good organic search strategy must deal with specifics.

Useage charts

As much as knowledge of device use will help you to plan your site and the way you deliver product and service information, knowing about the times of consumer use is also important in deciding time dependent parts of any strategy. If, for example, use peaks in working hours then this should be your focus for updates, offer message, fresh content and the like, or if an e-commerce site is to make the most of its consumer base it must also look to work to its strengths during periods of high seasonal or holiday activity – think Christmas for toy manufacturers, or summer for BBQ equipment.

It's not enough to be online for these periods, it is important to use gathered data and your buyer personas to make your best pitches at times when your services are most required, to help you stand out from the competition. Though this is predominately of relevance to paid search campaigns, it is also useful when planning asset marketing for inbound sales, email, social media and content marketing, and even for seasonal SEO updates to product feeds.


Device Preferences Throughout the Day
Most Weekday Tablet Usage Occurs Between 8pm and 9pm
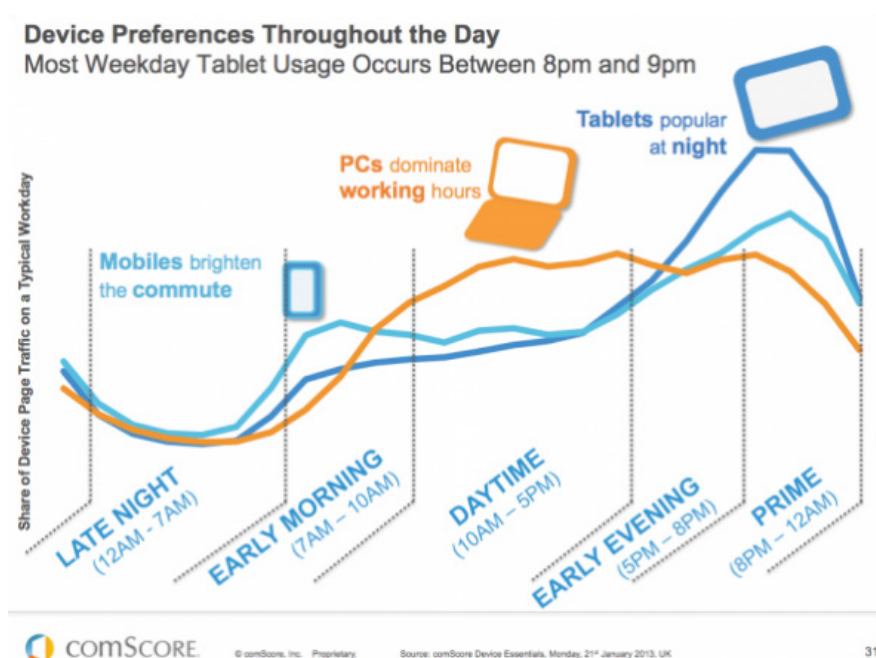
KEYWORD ANALYSIS

DEVELOPING A KEYWORD STRATEGY

Keyword research is a vital part of any organic search campaign, whether it is used to mould on-page copy or to develop brand or product positioning – it is imperative that it is not only done, but done thoroughly and well.

As latent semantic indexing (LSI) has improved with the advent of the Hummingbird update in 2013 and the new levels of query relevancy offered by RankBrain, a lot of brands and agencies have begun to place less importance on the role of keywords in content. The worrying possibility this raises, however, is that, though it frees our writers to express themselves with fluency and style without having to rely on keyword anchoring, the reduced importance of keywords in on-page copy can sometimes carry over into keyword targeting. Keywords should not and must not be overlooked, and their importance in attracting a potential consumer underrated.
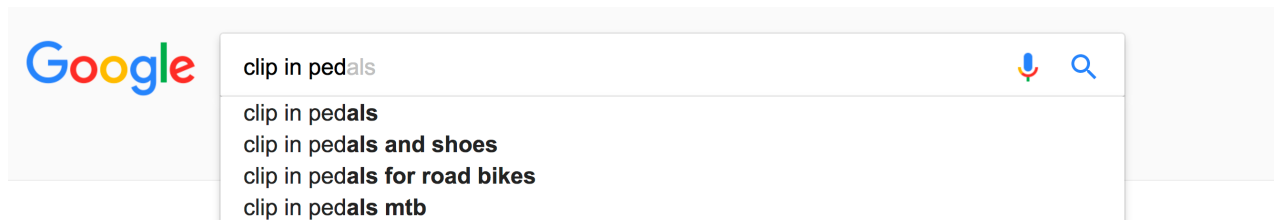
Take, for example, someone looking to make a purchase for a new hobby. They are interested in the hobby, but lack a degree of knowledge when it comes to hobby specific key terms; in this case, they are going to be searching for more general keywords and are going to rely on brands using search marketing strategies that account for this.
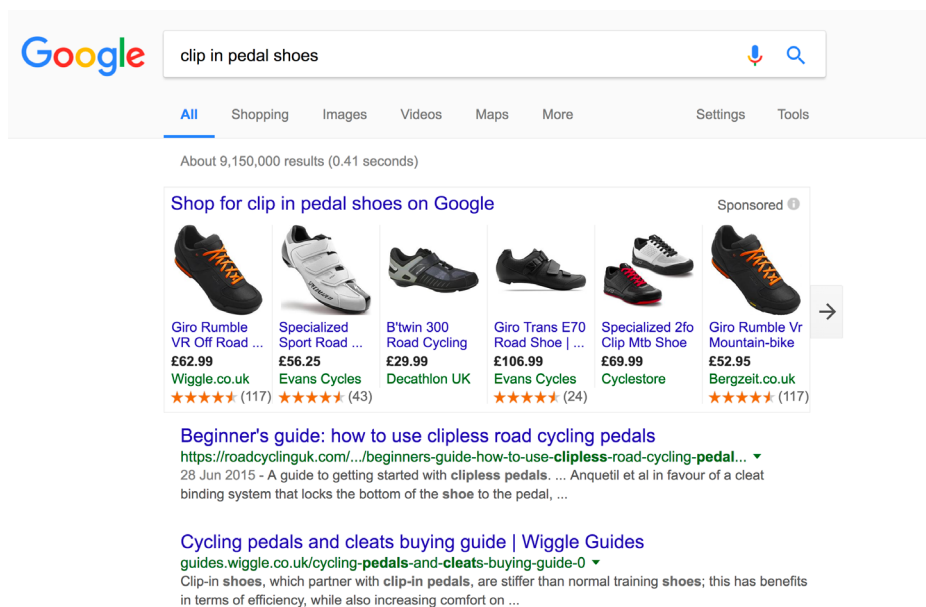
The best keyword research will identify themes – around price size, colour, etc. as well as gaps in the market with low competition from competitors. By grouping such terms into 'themes' (groups of keywords), they can be converted into pages of content which will represent a thorough match to a number of targeted searches, increasing relevancy and usefulness for consumers – again heightening UX at the same time as improving chances of conversion.

This is a good time to start thinking about your buyer personas, what are they looking for, what will they want to know and at what stage in the buying cycle will they want to know it? Think about how you search on a phone as opposed to on a laptop. Are there differences in your own search methods from one device to another? What are your intentions across devices?

Think about the levels of interest and expertise possessed by your buyer personas – are consumers looking for brand specific items, using specific industry jargon more or less likely to want to buy or to need information than those searching for generic, non-specific terms? How can your keyword targeting nurture the buyer journey by delivering the right content at the right time? If you have run PPC campaigns for your goods or services in the past, there may be a wealth of useful information available to you in your Search Query reports.

Once you have assembled lists of key terms and questions, use online tools (such as Google's Keyword Planner) to quantify search density and, therefore, which of these keywords, terms and themes should be the focus of your efforts. Ideally you're looking for the golden ration of low competition and high volume. Also, use Analytics to monitor in-site searches – those terms which consumers are searching for while on your page – as well as popular landing pages and seek to consolidate these terms externally.

Simplified keyword theme flow chart

ROOM USERS

PERSONAS

KEYWORD THEMES

FUNCTION ROOM

WEDDINGS | **BUSINESSES** | **PARTIES**

WEDDING PLANNER | **BRIDE AND GROOM** | **HR MANAGER** | **SALESPERSON** | **BIRTHDAY** | **CHRISTMAS**

| COST LOCATION AMENITIES | PRESTIGE CAPACITY AESTHETIC | COST LOCATION CAPACITY | LOCATION PRESENTATION AMENITIES | BAR OPENING HOURS LOCATION | TRANSPORT LOCATION OPENING HOURS |
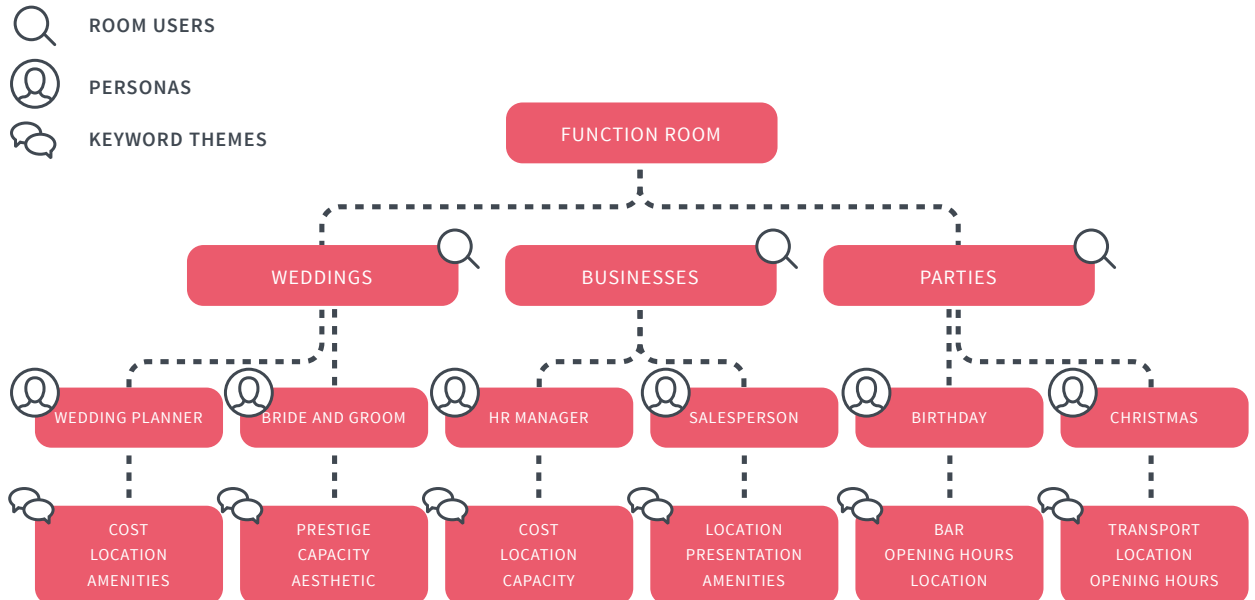
Four simple steps

1. **Think like a consumer:** Pick short and long tail keywords likely to be searched by your buyer personas.

2. **Look for gaps:** In a crowded marketplace it can be difficult to compete against established companies. So don't compete, find where they aren't present.

3. **Rank for priority:** It is counterproductive to spread yourself too thin, so choose your targets wisely and look for the golden ration of high volume, low competition.

4. **Consolidate gains:** If you begin to rank for certain terms, don't rest on your laurels but continue to target these keywords as you expand your target list.

KNOW YOUR INDUSTRY

COMPETITOR ANALYSIS

Competitor research

The obvious first step here is to identify your competitors – who may be different from those a brand would ordinarily assume. Though there are brands you may see as direct competition – insofar as the industry in which you operate or some of the products you sell – however your competitors in terms of search marketing are those competing for your targeted keywords, terms and themes – these can be found using tools such as Advanced Web Ranking or SEMrush.

Though the two can obviously be the same, it is not always the case that those brands with which you believe you are competing are those you actually are, and it always pays to know this before you begin to compete against opponents in races they are not running. You need to understand what your competition are offering consumers, how they're ranking for your targeted terms, how they approach consumers and in what tone.

As you may have gathered, competitor research is not – at least here – any kind of industrial espionage; you are not looking to steal procedures, products or techniques, simply to learn how your brand's positioning can be improved as a consequence of theirs, ways you can heighten positive UX and improve your chances of conversion and retention.

Backlink profiles

Tools such as AHREF and the MOZ Open Site exploration tool can prove invaluable when taking stock of a link profile. When examining those of your competition, it is necessary to know and compare a few different things for the best possible overview (and take notes of sites linking to competitors – they can come in handy when formulating an outreach strategy). In order to know what you're likely to be up against, when examining competitor link profiles, make notes on:

1.   How many links they have?

2.   What types of link (where are the links – blogs, forums, PRs, industry sites etc.)?

3.   What are the DAs (domain authorities) of the sites linking?

4.   How quickly is their link profile building?

It is not enough – and has not been since Google began penalising link farms and other varieties of link-building misconduct – to simply have links, these links must add value in order for them to aid site visibility. If the highest ranking brand in your industry boasts 60% of their links with a domain authority (DA) of 60 while your brand, whether due to inattention, or a previous failed outreach

campaign, has 60% of links inbound from sites with a DA of 10, then the priority you give to outreach and toxic link management should be increased. In its most simple terms, which product would you buy – a product whose site you found following a link from the BBC or one from a spam filled blog?

What is your industry tone?

Tone can make or break your organic search strategy – zany can work in some areas, for example, but is less likely to work in life insurance, while the somewhat pretentious tone of the perfume market is unlikely to transfer well to generic alcohol marketing. You may well decide that the tone of your industry is wrong or outdated, but it is nevertheless important to know what that tone is and to back up your assumption with research.

Why does the industry, bearing in mind the target demographic and consumer profiles you have built, use the tone it does and why do you believe they would react better to a change, or indeed more of the same? Whether you choose to conform or to rebel against industry tone, your on-page copy must adhere to that which is chosen consistently across the site and all other web presences in order to reinforce your brand's image in the mind of the consumer.

Knowing the tone of your competitors can help greatly – not only to construct your own, but also to see how things shouldn't be done. Though it is infrequent these days, companies that were long established often struggled to maintain consistency in their online presence, so seeing how they have (or have not) overcome these difficulties can offer a wealth of insight.

Competitor benchmarking

Benchmarking, in this instance, is the continuous process of comparing and contrasting competitor processes and output against your own. By setting up Google Alerts for your competitors, or using their RSS feed (as well as signing up to their newsletter or social channels), it is possible to ensure that none of their output passes you by.

By ensuring that you keep track of competitor activity (and the resultant effects on links etc.) you can ensure that your brand is able to incorporate successful strategies and avoid the pitfalls of competitor output, site changes etc.

Monitor social activity

While social channels such as can offer you the ability to add and track competitors, it is also important to track consumer interaction across your social platforms. Search for industry related hashtags, or follow leading industry brands on Twitter, and begin developing an industry specific newsfeed to keep on top of trending topics and identify areas of interest you may be able to capitalise on.

FIND YOUR NICHE

MARKETPLACE ANALYSIS

Marketplace analysis follows on naturally from your competitor analysis, and allows the development of a strategy for search marketing positioning. Using the information you've gathered on competitors, consumers (both ideal and existing), you can look to decide whether an online presence fits within the marketplace as a whole – both aesthetically and in terms of content. It can also be a great leader for the production of content across industries and sectors – if there is a facet of your industry's process or products that is under-represented, for example, a brand can position itself as a thought leader for that specific area as part of its overall content strategy.

As a result of the research done so far, you will have all you need to begin setting up your presence on the web to be as relevant as possible to potential consumers and to add value across the full spectrum of products or services you represent. Following this, you can begin targeting your efforts and investment based on your brand's objectives. There is no point, for example, pursuing long-tail keywords if you need high volume for your business model. Your keyword research will show you what themes have volume, a ranking report will show you how close you are to traffic generating positions, and competitor analysis will show you what you need to do to get there. It is then a commercial decision as to whether the volume is worth the investment.
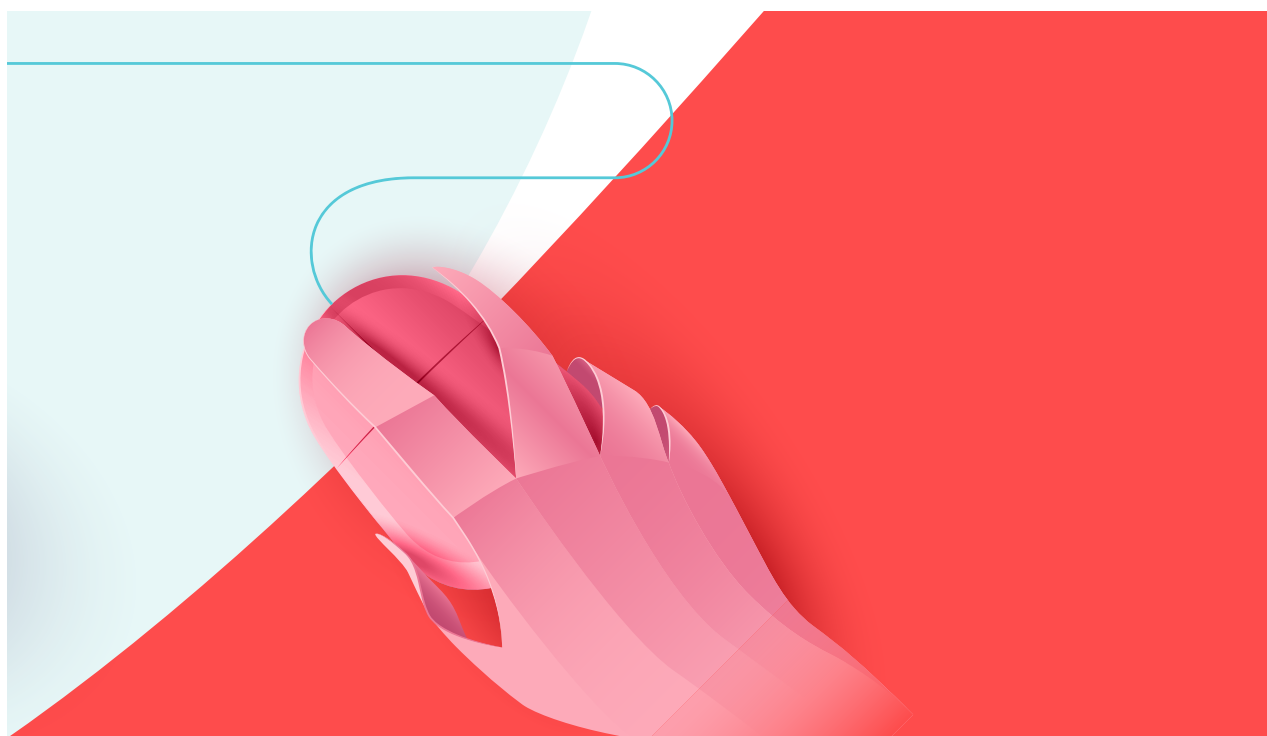
PESTLE analysis

All good campaign strategies are built on solid foundations, therefore knowing the lay of the land
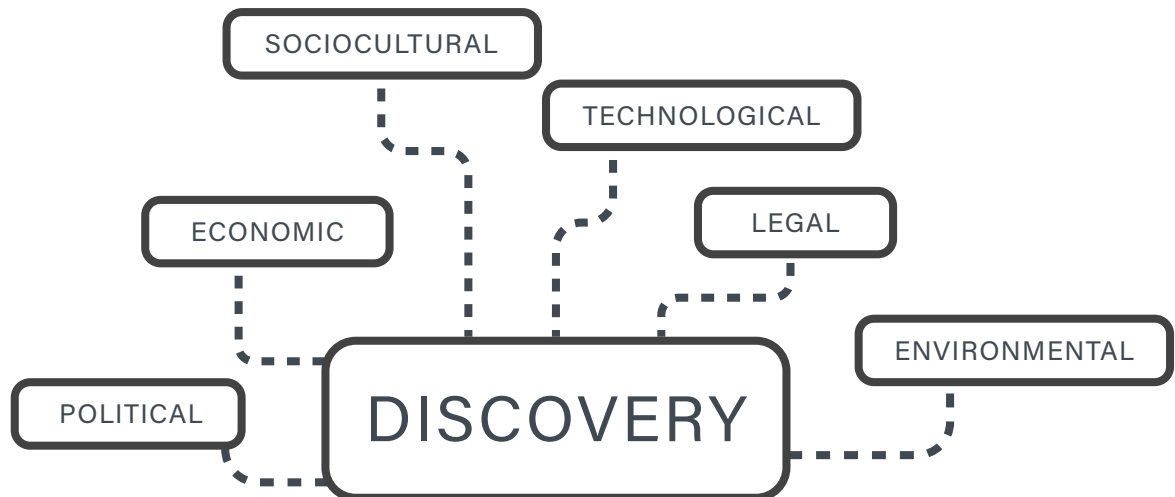
is imperative. This is where the PESTLE analysis comes in. By keeping track of developments and trends in target markets it is possible to avoid impediments caused by legal changes or economic fluctuations, and equally to take advantage of keyword gaps created by new technologies or sociocultural trends. Not only can this save budget in avoiding repeat work caused by unexpected legislation, it can vastly reduce spend by getting in early on new markets or gaps in existing markets when one is able to predict potentially rising search volumes for terms which are new or novel.

A thorough PESTLE analysis will not only reveal issues with language and politics, however, but also cultural trends in search keywords, device usage, national holidays which can be marketed for – it's a way of really exploring and enhancing a brand's potential and ability to convey its story. It is also where the process of building upon a brand's SERP's position really begins. Remember that optimised site we discussed? Well, now we need to know the volume of searches for its keywords and whether those keywords need rethinking in light of any information such a study provide.

A search marketing agency, or internal department, will also need to know their brand's main national competitors and take stock of what the industry's leading players are doing well, what they are doing badly and how they can aid our clients in meeting the needs of consumers across national boundaries in ways both improved upon and unique to their rivals. It is necessary to look at gaps in and the limitations of existing content when applied to a new area (or an existing area in need of improvement), link profiles, the volumes and ratios of site traffic and conversion, and whether any PESTLE factors contributing to any under performance.

WHERE DO THEY GO? WHERE DO THEY STOP?

TRAFFIC ANALYSIS

Your traffic analysis at this stage can be reasonably top level – it's about assessing your present position, therefore it needs only to identify your performance (potentially year-on-year to give you an idea of change over time) and the channels which are currently performing well or not so well, thereby identifying areas which can be improved or capitalised upon. The details can be found in your Google Analytics account, under the reporting tab. The first view you will see is your overall traffic report – your 'Audience Overview' which shows the basics – your sessions, users etc.

Following this, you can look closer at your inbound traffic breakdown by selecting 'Acquisition' from the menu bar on the left. This view will provide a breakdown of your inbound traffic by source.

The view will provide you with an overview of various inbound sources, the amount of your traffic that each represents as well as their comparative performance in a number of metrics. By analysing these figures, you will be able to assess which areas of your strategies to date have been performing best and feed that into your planning for future content production and distribution, as well as where you need to improve your online presence.

TRAFFIC BEHAVIOUR AUDITING

AN OLD STRATEGY IN NEW CLOTHES

CRO, or 'conversion rate optimisation' is a term describing the efforts of brands or search marketing professionals to design and optimise a route to purchase for potential consumers. While it is more obvious when you encounter an example of search marketing's attempts to influence purchasing habits, the most likely reason is the relative novelty of it and, in some cases, the inexperience of practitioners.

What people often do not realise is that marketers have been attempting to influence, and have often successfully influenced, purchasing habits for over a century – whether it's in the selection of the colour used for packaging (note that Google's ad labelling has recently changed to the colour green – a colour synonymous to consumers with health, organic sourcing, sustainability and safety), supermarket layouts that present fruit, vegetables and flowers first to present a first impression of freshness and why they encourage a clockwise path around the store in the UK (gregarious animals have natural rotational patterns that are very strong in humans – models of which are used as part of influencing strategies).
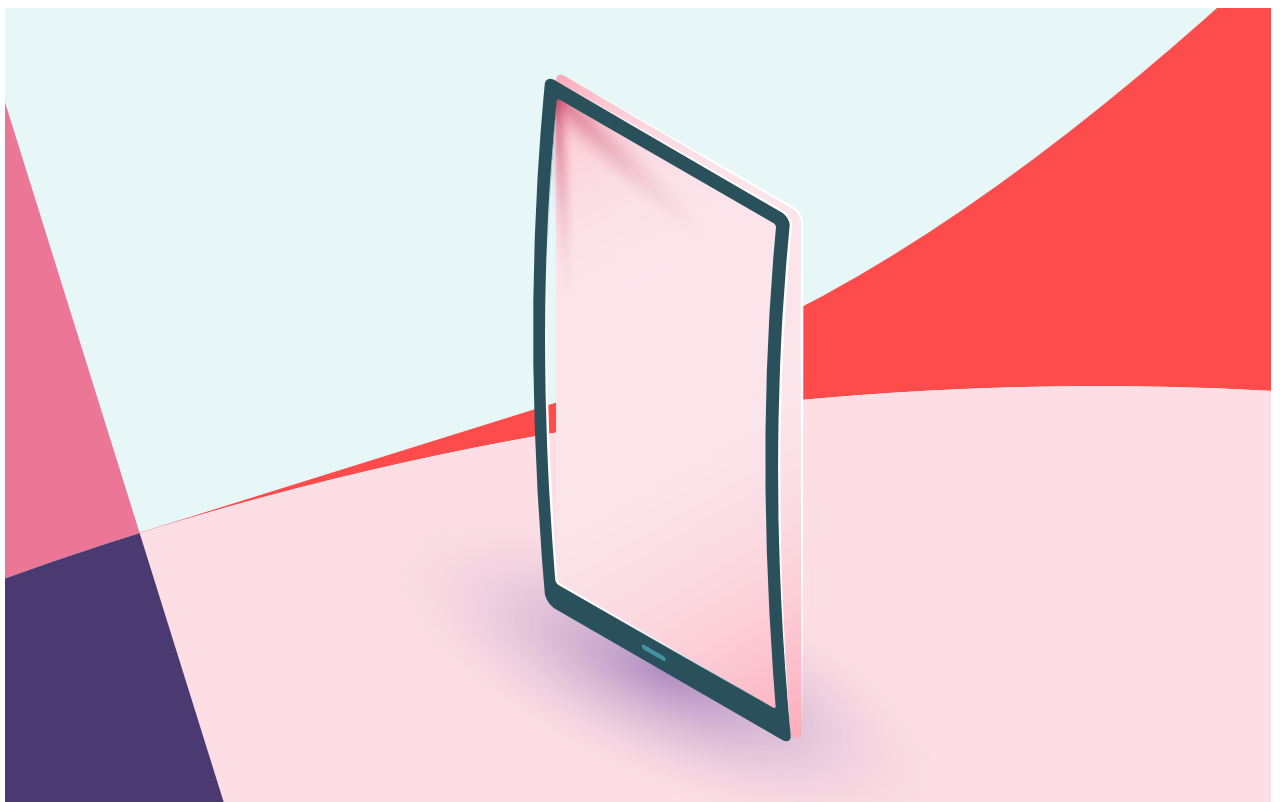
How it works

In many ways search marketing is very similar in aim to those of store layout. The role of organic search for a brand is to guide the consumer towards whichever page represents a goal completion. The way this is accomplished is by manufacturing an organic and intuitive path to purchase.

While search marketers cannot rely on natural rotational patterns, with enough data it is possible to predict a general response to various stimuli based on the consumer personas referred to earlier, previous choices, and interactions with the brand's site, social media platforms and other web presences.

The result of this is the rise of Google Analytics and, in this specific case, visualisations such as the 'Behaviour Flow' option.

These data visualisations provide an overview of how well a brand's path to purchase is performing – how well the consumers are being drawn towards whichever page on a site represents conversion. Here we expect the largest drop-off in traffic to be at the first stage, and will be mostly made of those consumers with a vague yet not fully-formed interest in a product or service who will exit the site on having satiated their initial curiosity.

Following this initial drop-off and, as per the illustration below some drop-offs are unavoidable, the aim is to retain as many consumers at each stage as possible. One of the ways in which search marketing looks to accomplish this is by nurturing traffic flow and making things easy for consumers to convert into buyers.

This block represents all website traffic - every consumer to visit your site. In an ideal world, we would lose none of this traffic between their initial visit and whichever page represents a goal completion for your brand, however, this traffic is made up of consumers at every stage of the buyer's journey - which means that there will be unavoidable drop-offs who are just not at the point of purchase. The aim is to, wherever possible, try to limit drop offs to these and limit those lost to dissatisfaction with any part of a page's content/navigation etc. which may lead them to exit at each stage.

This section represents your initial drop-offs - made up of those consumers that have either satisfied an 'awareness' level query, visited a specifically question/answer page (such as a FAQ or contact page) and those unable to either find what they were looking for or dissatisfied with what they did.

This remaining (and hopefully) larger section of the traffic is again made up of various levels of consumer intent - though we have already lost the awareness level consumers, we're still left with a mix. Again, we want to minimise drop-offs, but must accept that some are inevitable.

Again, this section represents a proportion of lost traffic between this and the previous interaction with a brand's site. If we assume those lost at the 'awareness' level of the buyer's journey were looking at a range of, for example, men's shoes, those lost here represent consumers at the 'consideration' stage - and may have been lost after having checked the price, but wish to compare prices elsewhere or wait until payday before making the purchase.

Following the loss of those consumers with awareness or consideration level queries which have been answered by your site, you are left with a reduced mix, but still a mix of consumers. These are those that now have an intention to purchase and have identified your site as the site to purchase from.

Drop offs here should be the lowest percentage across all interactions. By the time they reach here, there will be few things that should stop a purchase. These can range from difficult a purchase process to additional undisclosed charges and the like, but can equally be consumers that have simply run out of time, received a call or otherwise been interrupted causing an 'abandoned basket' and are ideal for retargeting campaigns.

This represents consumers that have made their purchase - but your interaction with them should not end here - by providing useful and personalised content, your aim with this segment of your audience is to turn them from one time buyers into returning consumers and brand advocates.

Using drop-offs to improve retention

Drop-offs represent an important opportunity to collect data for the improvement of the consumer's journey. By analysing drop-offs on various landing pages, it is possible to carry out improvement work on those pages: are consumers exiting the page, for example, because they cannot reach the next page they want to visit (due to unclear navigation options, or poor link structure), or because there is insufficient content to enable them to make a decision?

By studying pages where drop-offs are outside of the expected or average range for the site, it is possible to carry out A/B tests on various versions of the page, channelling future sections of consumers through multiple versions of a page which have slight tweaks – this enables marketers to monitor performance of the different variations and their effect on the number of drop-offs that occur at this interaction stage.

It is this process of trial and improvement that leads to a better UX – because both sides of the conversion interaction require a pleasant consumer experience. It is also part of the reason that bank branch use continues to fall (as consumers embrace online banking services) and digital media and music purchases have consistently led to downturns in physical spend – the digital world is increasingly easy to navigate, it is more convenient to find what you're looking for due to more and more complex search and behaviour algorithms.
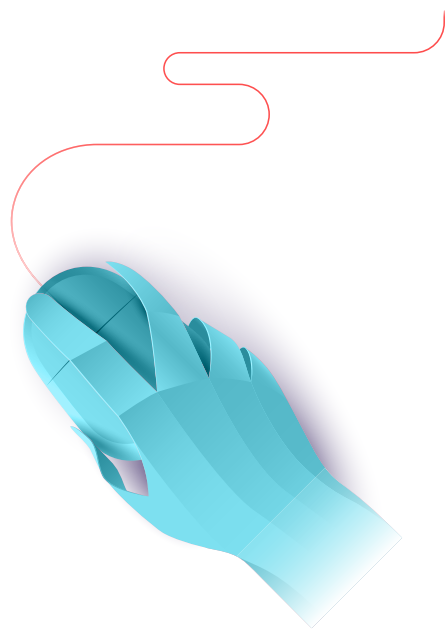
Some possible mixed signals

For the majority of pages, high bounce rates can be an indication of poor performance – however, pages such as FAQs, contact pages or those set up to answer a specific query, can legitimately have high bounce rates without it being a negative indication. When looking at any performance metrics, they must be examined in-line with the page's function on the site.

/contact-us	13,238 (0.35%)	11,423 (0.42%)	00:02:48	75.88%
/special-offers/	11,497 (0.30%)	9,314 (0.34%)	00:01:19	58.20%
/special-offers	3,933 (0.10%)	3,159 (0.12%)	00:00:20	30.88%
/delivery-returns	3,152 (0.08%)	2,599 (0.10%)	00:01:20	62.50%

In each of the above, you can see both the longer reading time (3rd Column) of the information pages and the resultant high bounce rate (4th Column) which comes from a query having been answered. In these cases, the higher bounce rate is nothing to be concerned with as the contact us and delivery-returns pages are information only, meaning that consumers who 'bounce' are a sign (more often than not) of an answered query over dissatisfaction. If these numbers were reversed, however, it would certainly be a worrying trend.

Reengagement

There is more to content marketing than simply attempting to win new consumers, in fact content can be aimed at each of the interaction stages in order to try to reduce drop-offs or reengage consumers. Such content will tend to focus on the subsidiary interests of consumers, attempting to offer them useful and entertaining multi-media content in order to keep consumers coming back until the point is reached when they are ready to convert.
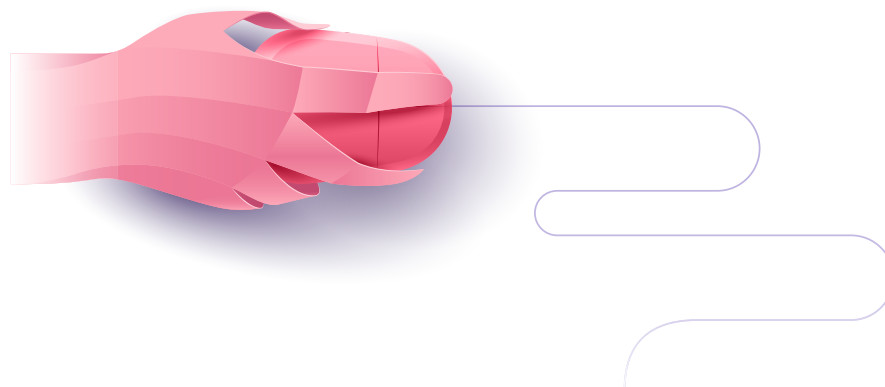
DATA ANALYSIS

Choosing your tools

Though, clearly, if you have budget available there are some fantastic tools available (though the majority of available tools tend to have one area in which they excel, while others parts of the software are less useful – meaning that it is often necessary to purchase multiple tools for the best possible data), there are still free tools, or limited versions of premium packages, available to help you mine the data you need.

During your research section of your strategy planning, you will have accustomed yourself with some of those available, it becomes necessary at this stage to decide which tools you are going to use and, importantly, stick with when looking to understand data.

Though we don't recommend specific tools, we would suggest you limit yourself to one tool per data-set – except when exploring link-profiles, in which case the more tools used, the less chance you have of missing links overlooked from one tool to the next. Do not compare figures across platforms as this can lead to increased margins of error.

Choose your data

Your efforts to understand your own performance and that of your industry competitors will be the key to deciding what data you wish to analyse. During your strategy development, there will be ample opportunity to determine the tasks necessary to grow your brand or improve your organic search performance. The data you choose should relate to the priorities in these lists (which can be plotted in a priority matrix).

	DO NOW	DO LATER
CRUCIAL	crucial & do now [like right now]	crucial but do later [do soon]
NOT CRUCIAL	not crucial but do now [delegate]	uncategorized [delete or move]

The aim of a good data-driven approach is accumulation of information which can allow you to improve. To really succeed it is necessary to focus on areas where there are real gains to be made. If you suffer from a toxic link profile, then look to amend this, if you have been penalised by an algorithmic update, then rectify the problem. Look for the area which offers the greatest potential for improving your brand chances of success or meeting targets, and then seek out the data which relates to it.

Create useful reports

This may seem obvious, but useful reporting isn't just about an attractive layout, it's to place the facts in an easily digestible format to allow you to draw the right conclusions and create actionable strategies. This means choosing the right depiction of data – are you looking at a share of data? Then pie chart variations will be best, growth over time can be plotted as a line on an X/Y axis chart, demographic representation can be shown as a bell curve. The best way to facilitate understanding of your datasets should always take priority over aesthetics.

In addition, think of the audience for those reports – reports for analysis and verification of methodology or research are likely to be in-depth, comprehensive data mines while reports which are to be used for communication of ideas, or to tell a story, should focus on key data points displayed in easily digested formats.

Trust the data

Provided you have been thorough in your research and data-mining, data will be a fantastic guide when developing your strategy. Though, those findings may sometimes appear counter-intuitive, data should never be distrusted simply because it goes against preconceptions.

Sometimes, for example, it is necessary to remove a lot of links to improve a link profile, duplicated content will need to be removed and re-written, products or services bringing thousands of visits to the site who bounce at a higher than average rate may have to be tweaked or amended to better satisfy the searches bringing them there.

This comes with a caveat, however – that before you can trust the data, like with all scientific results, they must be verifiable, replicable and interpreted according to experience – because, though data can serve as a fantastic guide, there are few substitutes for common sense and experience.

Make a plan for monitoring

The best way to fail with a data-driven strategy is to set a plan in motion and to run with it without monitoring. It is vital that you are ready, willing and able to respond if things change – and in organic search, they change often. Set up a manageable plan for regular critique of your strategy and an achievable time-frame for your aims to be met.

Although a good organic search campaign can deliver excellent results, these results can take time and you have to be realistic as to whether you can meet your targets in three months, six months, or a year. Also, regular monitoring can allow you to avoid failures and capitalise on successes as your strategy progresses.

GET IN TOUCH WITH US TODAY

ABOUT US

Click Consult is a multi award-winning digital and search marketing agency with a focus on organic (SEO) and paid search (PPC). Part of global consumer brand business Ceuta Group, we have a team of 70-plus specialists and a portfolio of more than 60 clients worldwide.

Our complementary services include content marketing, outreach, social media, conversion rate optimisation (CRO) and international/multilingual search marketing. We can also offer training and consultation to support your teams or existing strategy.

Click was named SEO Agency of the Year 2019, adding to our long list of other awards and accolades, and also ranks within Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'. We're also a Google Premier Partner, a Bing Select Partner and feature in The Drum Recommends.

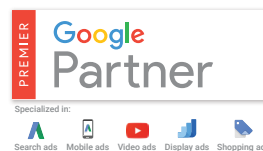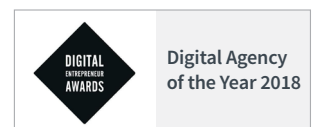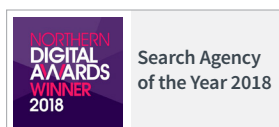## YOUR BESPOKE ORGANIC SEARCH (SEO) ANALYSIS AND REVIEW

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OUR ACCREDITATIONS

The Drum Recommended · Bing Select Partner · Google Partner — Specialized in: Search ads, Mobile ads, Video ads, Display ads, Shopping ads · VWO Certified Partner

OUR AWARDS

UK Digital Growth Awards 2019	SEO Agency of the Year 2019
Northern Digital Awards Winner 2018	Search Agency of the Year 2018
Performance Marketing Awards	Most Effective Agency 2018
Digital Entrepreneur Awards	Digital Agency of the Year 2018

OUR TECHNOLOGIES

monitor TRAX · rank TRAX · feed TRAX · link TRAX · pro TRAX · page TRAX