



GRAPHIC MIND

PAUL BULLOCK BA HONS
12 SPENCER CLOSE
STANSTED ESSEX
CM24 8AN

t: 01279 814 449

m: 07923 551434

w: www.Graphicmind.co.uk

e: paul@Graphicmind.co.uk

SEO & how it can improve visibility

SEO can improve traffic to your website by off-site link building, including social bookmark creation and Article Creation to increase your website ranking. We can increase your reach by creating more inbound links to your website with 5 unique blog posts per month. This package allows us to target more competitive keywords with higher search traffic. I will send you weekly reports to track the progress of your keywords and placement on Google through Google analytics or via the dash board login to monitor results.

If your not found on the first page of a search engine, I assume it doesn't exist.

When people use search engine online, and perform searches **90%** of users only view links on the first page. If they don't find what they need by then, in their search results they won't continue checking the current search. They will only view search results on the first page. They will then change their search! For better results you have to feature in the first page Ideally in the top three which is referred to as the "Google Golden Triangle" of organic searches if you are not positioned there you are missing out on search traffic significantly if not on the first page listing.

Search Engine Optimization, or **SEO** for short, is a way to improve your website page ranking overall when people carrying out searches and typing keywords that relate to their website content. An example of a keyword phrase is the following ("Wooden Furniture Essex"). Some Keyword phrases receive a percentages of traffic each month. By placing near the top of the search results, you can improve your target audience who can find your website.

The 2 main components which can lead to effective Search Engine Optimization?

OnSite - Referring to your HTML coding done directly on your website that helps the search engines (e.g. Google, Yahoo, Bing) to send more traffic to your website. By Optimizing your title tags on your website to place emphasis on keywords, that are most relevant to the traffic you wish to target.



GRAPHICMIND

PAUL BULLOCK BA HONS
12 SPENCER CLOSE
STANSTED ESSEX
CM24 8AN

t: 01279 814 449

m: 07923 551434

w: www.Graphicmind.co.uk

e: paul@Graphicmind.co.uk

SEO & how it can improve visibility

OnSite - While onsite optimization is also a key factor is SEO. It can be difficult and time consuming to perform: But with the right action such as active and persistent link-building, can help improve overall results of a website. Not all keywords are created equal and we identifying those that are most likely to drive ideal traffic to your website.

What actions do we take to perform OffSite SEO?

Monthly link-building campaigns is some what technical, some fundamental actions we perform include:

- **Submitting your website to directories online**
- **Social Bookmarking**
- **Posting custom articles that reference your keywords and website**
- **Posting on our unique blogs and forums to reference your keywords and website**

When Google determines how to rank a website for a given search phrase, they examine links to the website from other websites of authority. Authority is determined, in part, by a site's page rank (the higher the rank, the more weight Google places on a link originating from that website). For example, a link from a small unknown site is not going to be weighted as much as a link from a site like www.bbc.co.uk or www.times.co.uk

Your website must be linked to a link that is relevant to your business. For example back linking to wine business for a mechanic won't give you results for the mechanic because it not relevant to your search term of their business.



GRAPHIC MIND

PAUL BULLOCK BA HONS
12 SPENCER CLOSE
STANSTED ESSEX
CM24 8AN

t: 01279 814 449

m: 07923 551434

w: www.Graphicmind.co.uk

e: paul@Graphicmind.co.uk

How long Could it be before we see improved results

Generally speaking it can take up to 3-6 months to see significant ranking improvement. Dependant on what your are hoping to achieve and how much competition there is with a keyword phrase you are after. One thing to take on board is that Google constantly alters their ranking algorithms and stay ahead of these changes it is best to adjust your marketing campaign accordingly through monitoring the results regularly.

Some SEO companies promise large back-linking numbers to imply that they will be more effective. Unfortunately, these suggestions are misleading; the quality of backlinks more greatly affects ranking than does mere quantity. And regrettably many websites are inadvertently “sand-boxed” by these unwieldy link-building campaigns, which means Google could block the website out from their results altogether.

We aim to perform whatever work is required to ensure your ranking can improve, while not risking your website to sand-boxing. While page rank increases do not happen overnight. Patience and persistence pay long-term dividends to SEO consumers. And we send you a weekly report on your page ranking improvements so you can be confident that progress is being made.

I hope this information has been useful and given you a better indication of what’s involved with SEO and how it can help improve your positioning on search engines.

Graphic Mind with You in Mind
