

**NW.**

# NW SEO: SERVICES GUIDE



**CONTENT**



**COPY**



**SEO**

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# 1

## INTRO

Hello! Thank you for downloading this **services guide**, & for your interest in my services! This guide will take you through every facet of my SEO offering, explaining what goes **into** all of my services, a bit of **background** exploring the importance of said service, & how these services will **benefit** your website should you choose to go with me as your SEO of choice.

With all the tools, tactics, & techniques we've discussed in this post, you can go someway towards ridding your site of slowly-loading pages. That means a **stronger UX**, a smaller **bounce rate**, & better **rankings!**



# AUDIT & STRATEGY SERVICES





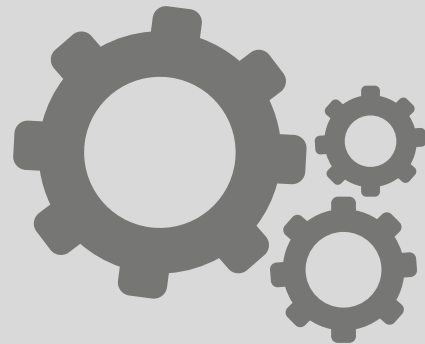
# AUDIT & STRATEGY SERVICES.



## Keyword Research



## Technical Audits



## On-Page Audits



## Competitor Research





# KEYWORD RESEARCH.

## IN THIS SECTION.

1. What is **Keyword Research**?
2. What my KW Research **Looks Like**
3. Why KW Research is **Important**



# WHAT IS KEYWORD RESEARCH?

Keyword research is one of the most **common** SEO tactics, wherein the marketer identifies the keywords & search terms with the highest **search volume, relevance,** & overall **value**, to be used across your website's content.

Finding the most valuable keywords for your website; the most **popular**, highly-searched ones, the ones with the most **user intent** behind their phrasing, & the ones most **relevant** to the topics of your content, is the key to **successful** keyword research.



# WHAT KW RESEARCH LOOKS LIKE

My keyword research will be presented to you in the form of a concisely-structured **Google doc**. You will find a dense list of **potential** search terms to use, categorised into different **topical groups** & categories.

Included in this document will be a range of different **metrics** to evaluate these keywords by. This includes:

- Monthly search volume.
- Average PPC bid.
- Bespoke, calculated KW relevance score.

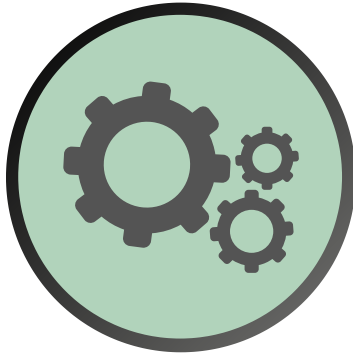




# WHY KW RESEARCH IS IMPORTANT

Keyword research is an important component of any sound **SEO strategy**. Understanding your site's most valuable keywords is in itself understanding your **customers**; how they **think**, what they're **looking** for, & how they **ask** for it.

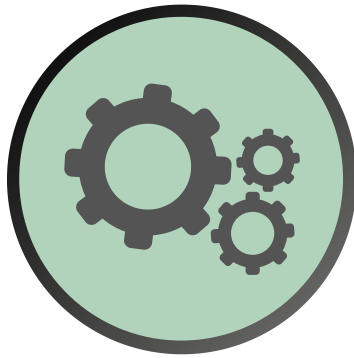
When you optimise your on-page content for these keywords, you're telling Google that your content has **the answers** to your user's questions. You **rank higher** for these terms in SERPs, bring in more **traffic** & hopefully, more **conversions**.



# TECHNICAL AUDITS.

## IN THIS SECTION.

1. My **Technical Audits**
2. What are **Canonicals**?
3. What is **Duplicate Content**?
4. What are **Headers**?
5. What are **Image Alts**?
6. What is **Insecure Content**?
7. What is **Metadata**?
8. What are **Redirects**?
9. What is **Robot.txt**?
10. What is **Schema**?
11. What is a **Sitemap**?
12. What is **Site Speed**?
13. What are **Status Codes**?



# MY TECHNICAL AUDITS.

## What is Technical SEO?

Technical SEO, as implied by the name, concerns improving all the **technical** aspects of a website in order to boost your site's overall **rankings** in the SERPs. The most common Technical SEO criteria includes things like **site speed**, **redirects**, **meta robots** & more.

## What is a Technical Audit?

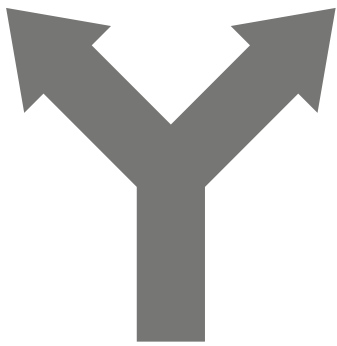
A technical audit is a service I can offer you that will take a look at all of these **technical** checkpoints. In this audit, you'll receive **analysis**, diagnostics, & recommended **next steps** for a range of issues. The number of issues I look at will depend on the **package** chosen.

## What do they look at?

My technical audits will cover everything from **redirects** & **metadata**, to **schema**, **canonicals**, **page speed**, & overall **site structure**. You can learn more about all of these issues in greater detail by reading the **next** section.

## Why are they so Important?

Technical audits are important, as they allow you to gain a clear, deep **insight** into the overall **health** of your website from a technical perspective. Many issues uncovered are relevant to not just SEO, but to **UX**, **design**, & your site's **conversion rate**.



# What are **CANONICALS?**

## **DEFINITION.**

Canonical tags are code snippets that tell web crawlers the **right version** of a page to index. The process of tagging a page in this way is known as **canonicalisation**.

Many sites contain **similar pages** & near-identical URLs, for example, ecommerce sites that sell lots of **similar products**. It is very common for only one version of these pages to need to be **indexed**.

## **IMPORTANCE.**

Canonical tags are **very important** in helping web crawlers such as Google to **better understand** your site. They make it much easier for crawlers to identify unique content, & the pages that **need indexing**.

Without utilising canonicals, it is possible for Google to interpret your similar e.g. product pages as being instances of **duplicate content**. This can lead to your website being **penalised** for having duplicate content.

## **IMPROVEMENT.**

As part of your technical SEO audit, we'll need to **identify** pages with canonicals, check if they're pointing to the **right pages**, & whether these pages are **crawlable/indexable** or not.

Search engines may also misintepret or even ignore your canonical tags altogether if you send **mixed signals**. Avoid **chaining** canonical tags, or tagging pages already set to "**noindex**".



# What is

## DUPLICATE CONTENT?

### DEFINITION.

Duplicate content is a phenomenon that refers to any instances of content being **repeated** across your pages; either from your **own** website, or from **another** website entirely.

Google does make **allowances** for a certain amount of duplicate content, such as within **footers**. The general recommendation is always to try to maximise the amount of unique content on your website.

### IMPORTANCE.

Duplicate Content can be flagged as evidence of **low effort** & **low quality** content for users, & it can also end up causing competition between your own pages - leading to **diminished rankings** overall.

It is important to make sure that the amount of duplicate content on your website is kept to a **minimum**. Typically, a page with **15%** duplicate content is considered to have **excessive** duplicate content.

### IMPROVEMENT.

The simplest & most obvious way to **optimise** your website regarding duplicate content, is to conduct a **review** of your site's content & identify all instances of duplicate or plagiarised content.

From here, you need to take the time to rewrite the duplicate sections to make them **more unique**. Under **15%** is a good barometer for duplicate content, but you should ideally have as **little as possible**.



# What are

# HEADERS?

## DEFINITION.

Headers, or **Header Tags**, are what are used within the **HTML** of a page to identify what the Titles, Headers, & the Subheaders are across the **content** on your website's pages.

A **H1** Title Tag is used for the main title of a page, a **H2** is used for the subheaders of a page, & a **H3** is used for the headers of a H2. And so on in descending order, following this **hierarchy**.

## IMPORTANCE.

Using header tags across your pages is one of the clearest ways to communicate **page structure** to search engines. They help to separate content into easily digestible **blocks** for search engines & users alike.

Without header tags, your content will appear to search engines, & potentially users, as one giant **wall of text**. Using header tags correctly is vitally important from both an **SEO** & a **UX** perspective.

## IMPROVEMENT.

Each page needs to have **one** clearly-defined **H1**, & each new section of content should be titled with a **H2 header**. Within each H2 section, all subcategories should be titled with a **H3 header**; & so on in that order.

Your header titles can also benefit from **keyword optimisation**, i the same way that your on-page content can. You should also make sure that all of your headers are of an **appropriate length**.



# What are IMAGE ALTS?

## DEFINITION.

Image Alt Attributes, or **alt text**, are used to describe the function & appearance of an image on your page. They also serve as another way for web crawlers to **better understand** your page & site overall.

Image alt attributes are also useful for the **user**, providing an **alternative** way for them to understand what an image is & why it's there, with a brief description to see whenever the image **fails to load**.

## IMPORTANCE.

**Every** image on your site, with the exception of **decorative images** (images that don't add any information to the content of a page), needs to have a brief alt attribute for all the reasons provided above.

Not setting an image alt attribute on your images can have a **detrimental affect** on your site's **SEO performance**, as well as having a negative impact on your site's **user experience**.

## IMPROVEMENT.

To optimise your site for image alt attributes, you need to make sure that **every** single non-decorative image on your site has manually written alt-text that **correctly** describes the image in question.

Image alt attributes also represent a good opportunity for additional **keyword optimisation**. Including your high-value, relevant keywords within alt text can help slightly **boost** your keyword performance overall.



# What is

## INSECURE CONTENT?

### DEFINITION.

Insecure content refers to any file linked from a page through a **HTTP** link, instead of a **HTTPS** link. **HTTPS** stands for **Secure HyperText Transfer Protocol**, & is the **safest** way to send data between a browser & a site.

In the modern day, **every** website you see & navigate through should begin with **HTTPS** at the **beginning of the URL**, clearly indicating that it is a **safe & secure** website.

### IMPORTANCE.

Your website should not have any instances of Insecure Content anywhere; any of your website's pages that still retain the **HTTP** domain structure are considered "**Insecure Content**".

Apart from it being the industry standard now, Insecure Content is much **more susceptible** to malicious 3rd parties, hackers, & connection issues. Because of this, it should be dealt with **as soon as possible**.

### IMPROVEMENT.

To deal with insecure content, you first need to **identify** any examples of it on your website. Through my **technical SEO audit**, I can help you to do this by conducting a **crawl** of your website.

All instances of **HTTP** content should instead be **served** as **HTTPS**. Doing so is easy, as **HTTPS** versions of all your content should **already exist**. We would simply **add an "s"** to the URLs in question to update them.





# What is METADATA?

## DEFINITION.

Metadata is what we call any information displayed through **meta tags** in the **HTML** of your webpages. This information isn't just for the user, but for search engines; in order to **better understand** your content.

In SEO, the metadata that we look to optimise is the **meta title** & **meta description**, which is the page title & description of all the links you'll see in **search engine results pages**.

## IMPORTANCE.

The two types of metadata relevant to the auditing I've done for you, **titles** & **descriptions**, are **very important** from an SEO perspective, as they are the **first impression** the user will have of your pages.

Metadata optimisation is a staple of technical SEO. It helps search engines better understand your content, & has a **big impact** on user behaviour & the **performance** of your pages.

## IMPROVEMENT.

Well-written meta descriptions, with optimised **character lengths** & high-value **keywords**, can boost both the **overall CTR** of your pages & your SEO performance.

Meta titles need a character length of around **45 to 65**; descriptions need a length of around **120 to 155** characters. Adding in **high-value keywords** makes for well-optimised metadata.



# What are **REDIRECTS?**

## **DEFINITION.**

A **redirect** on your website is when you send the user automatically from one page to another, **more relevant** one. Usually, this is for the purpose of preventing a user from seeing **missing** or **erroring** pages.

There are a few different types of redirect codes to be aware of, the most common of which being **301 redirects** for **permanently** missing pages, & **302 redirects** for **temporarily** missing pages.

## **IMPORTANCE.**

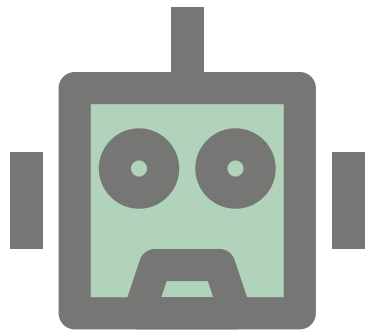
Redirects are important in making sure users have the best **experience** possible when using your site. Error pages **waste time** that could've been spent by users on the rest of your site e.g. bringing in **conversions**.

Redirects are also important from the **technical** perspective of **preserving the PageRank** of an old page, & also by giving you better control over what does & does not get **indexed** by Google.

## **IMPROVEMENT.**

You need to utilise both **301** & **302** redirects effectively to keep on top of error pages, & also manage the **types** of redirects you use. Poorly implemented or **excessive** redirects can impact page **performance**.

I can help you to **identify** & **understand** all of your current redirects, whether or not they are being utilised **correctly** in the right **situations**, & help you to correctly set up any **new** ones that may be needed.



# What is

# ROBOTS.TXT?

## DEFINITION.

Robots.txt is a **text file** you can add to your website to instruct search engine bots **how** to crawl the pages on your website. Typically, these files are used to tell search engines what **can** & **can't** be **crawled**.

In short, robots.txt files function as little **guides** for search engines & crawlers to follow, that tell them which parts of a website they **should** visit & index, & which ones **aren't relevant**

## IMPORTANCE.

The **first thing** a search crawler will do when it finds your website, is look for a robots.txt file to read. This is because they contain the instructions on **how** a crawler should look at a website, & **where** they should go next.

In short, these files are a **very important** component in both **structuring** your website, & also in laying out how search engines like Google should be **interacting** with your website & its content.

## IMPROVEMENT.

Robots.txt files can be a tricky thing to manage. You need to make sure that they are being used in the **right situations**, & also that they are being **implemented correctly** in the **coding** of your site.

I can help you make sure that you aren't currently using robots.txt files to **block sections** of your website that you **want** crawlers to see, & that they have been implemented correctly in your site's **main directory**.



# What is **SCHEMA?**

## **DEFINITION.**

Schema, or **Structured Data**, is a tactic used to provide more detail & context for search engines regarding what a page (or a piece of content on a page) is, & what its purpose is on that page.

It takes the form of code snippets, that are most often added to the site **header** (before `</head>`) or the site **footer** (before `</footer>`).

## **IMPORTANCE.**

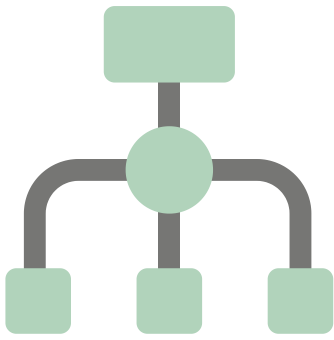
Schema has lots of potential **benefits**, & it is important to check whether your chosen schema is working correctly, & also whether the **right** schema is being used for the relevant page/section of content.

Poorly-implemented schema can actually have the **adverse effect** of giving your site a worse structure, & can make your pages harder to understand from the perspective of a search engine.

## **IMPROVEMENT.**

There are lots of types of schema that you might be unaware of, that could boost your SEO performance. Common options include **Review** Schema, **FAQ** Schema, & **Organisation** Schema.

I can help you to analyse whether or not your currently-implemented schema is performing as it **should** be, as well help to identify potential opportunities for schema across your site's **most valuable** pages.



# What are **SITEMAPS?**

## **DEFINITION.**

Sitemaps are, as implied by the name, maps of your website that list every single page **in your domain**. The 2 main types of sitemap are **XML sitemaps**, built for search engines, & **HTML sitemaps**, built for humans.

For the purposes of a technical SEO audit, the only type of sitemap that's relevant to us is the **XML sitemap**, as this is the one that will be seen, crawled, & directly understood **by Google**.

## **IMPORTANCE.**

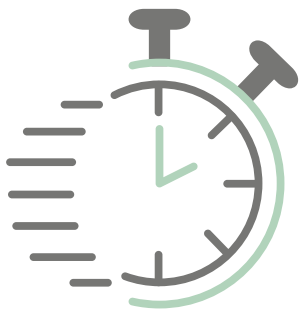
Creating, managing, & maintaining sitemaps is not only a pivotal aspect of SEO, but also of the process of **running a website**. It's the best way to outline to Google what **should** be indexed, & what **shouldn't**.

XML sitemaps are **very important** for SEO, as they allow search engines to more easily find, & understand, your website. The **more** Google knows about & understands your website, the **better!**

## **IMPROVEMENT.**

You need to make sure that your XML sitemap is both **up to date**, & **indexable** by search engines. A sitemap that isn't up to date will send **mixed signals** to Google. One that isn't even indexable is no help at all!

Another important thing to remember with sitemaps is to keep it **consistent & logical** (for example, including noindex URLs in it). Your sitemap needs to **make sense** & be easy to follow from **Google's POV**.



# What is **SITE SPEED?**

## **DEFINITION.**

**Page speed** simply refers to how quickly a browser is able to load an **individual** page of your website. Your **site speed** is the average, amalgamated time that your website takes to load, **as a whole**.

Page speed & site speed are both determined by a **variety of factors**, including your **server**, the sizes of **files** on your pages, the sizes of **images** across your site, & more.

## **IMPORTANCE.**

Page speed & site speed are both a **direct ranking factor** in your website's SEO, which means that slower sites perform worse for SEO & rank lower **overall** than faster ones.

Slow websites also provide a **lower UX** for visitors on average, meaning you can expect higher **bounce rates** & fewer eyes on your content on average, when compared to a faster, more **user-friendly** site.

## **IMPROVEMENT.**

Common issues that affect page & site speed include **JavaScript**, unoptimised **image sizes**, & disabled **browser caching**. These unoptimised areas could be dragging your site's performance down.

I can help you to identify these lacking areas with a full suite of technical SEO **analysis tools**, & highlight what can be done to improve your site speed & improve your site's **UX** & **stability** overall.



# What are STATUS CODES?

## DEFINITION.

**Crawling** is the process of a search engine visiting your website via bots; **status codes** are what your server issues in response to this process. There are **5** different categories of status code to be aware of.

There are many different types of status codes to be aware of, the most common of which being **2xx** success codes, **3xx** redirection codes, **4xx** client error codes, & **5xx** server error codes.

## IMPORTANCE.

It is important to monitor the **redirect**, **client** error, & **server** error status codes across your website, as these error codes are the ones that can have an **impact** on your overall **SEO performance**.

These problematic status codes that denote errors can **cause issues** if left unaddressed for too long. Websites with lots of error codes provide a **poor experience** for the user & will **suffer** in the rankings for it.

## IMPROVEMENT.

To **improve** on the issue of these erroring status codes, & the problems they can bring, it is simply a case of **identifying** the problem pages on your site; those returning a **3xx**, **4xx**, or **5xx status code** when searched.

I can help you by setting up **redirects** for these pages; this will take the user to the **most relevant page** on your site, as well as help towards making your site **100% crawlable** for search engines.



# ON-PAGE AUDITS.

## IN THIS SECTION.

1. My **On-Page Audits**
2. What is **Keyword Analysis**?
3. What is **EAT Content**?
4. What is good **Page Structure**?
5. What is **Technical Analysis**?





# MY ON-PAGE AUDITS.



## What is On-Page SEO?

On-page SEO, as opposed to Technical SEO, covers everything to do with your website's visible, **customer-facing** details. This includes the content you **write**, how **well-optimised** your content is from an SEO perspective, & how your content is being **presented**.

## What is an On-Page Audit?

An on-page audit will take a detailed, yet **summative**, look at how your website is **performing** across several facets of SEO. In short, whether your **users** gain **value** from your site, & whether **Google rewards** your site for doing so in the form of **rankings**.

## What do they look at?

My on-page SEO audits will cover everything to do with your **content** & your website's **design**, & whether they are as **fully optimised** as they can be. Read on ahead to the **next section** for more information on what you'll find in my on-page SEO **checklist**.

## Why are they so Important?

On-page audits are the most surefire way to **understanding** your website's overall SEO **performance**. The insights gained from this audit, when properly forwarded, will often result in **major rankings** & **performance improvements** for your site.



# What is KW ANALYSIS?

## DEFINITION.

**Keyword optimisation** is the process of identifying the most valuable, most relevant possible search terms to include within a piece of content, & then doing so.

Any piece of content on your website that you want to **rank higher**, such as **on-page** content, **metadata**, even **image alt attributes** can be optimised by having these chosen keywords added to them.

## IMPORTANCE.

Keywords are important, as they accurately reflect the **mindset** of your **target audience**. When a user enters a keyword into Google, they will see results that Google deems to be the **most relevant** for that search.

By **including** these high-value keywords in all of your content, you are letting Google know that your content is **relevant**, **valuable**, & **useful** to the users that you are trying to **attract** to your site.

## IMPROVEMENT.

With my On-Page SEO audits, I can help you to identify **weak spots** in your level of keyword optimisation across your website, & how you can insert your **most valuable keywords** into your on-page content.

Using the various **tools** at my disposal, I can provide insights into your current **KW rankings**, showing which terms are & are not **performing well**, as well as highlighting KW **opportunities** that you might've **missed**.



# What is EAT CONTENT?

## DEFINITION.

In Google's **Search Quality Rater guidelines**, under **Page Quality**, you'll find the topic of EAT Content. It stands for **Expertise, Authority, & Trust**, & reflects Google's desire for **all** content to have these attributes.

EAT Content can be considered an approach or **philosophy** to **writing content** that Google wants everyone to follow; in order to improve the standard of **ranking content** that users will find across the web.

## IMPORTANCE.

EAT is a concept that can basically be summarised as how **Google** wants content to be **written**. EAT is not in itself a **direct ranking factor**, in the way that SEO tactics like keyword optimisation & backlinks are.

EAT Content should be delivered by an **expert voice**, carry some **authority** on the topic at hand, & come from a **trustworthy source**. There are **many ways** to make this happen when writing content.

## IMPROVEMENT.

My On-Page SEO audit will take a **deep dive** into all of the **written content** on your website, & help to highlight some of the ways in which EAT Content guidelines can be more **effectively met**.

Some of the **best ways** to ensure that you are writing **good quality** content, is to use trustworthy, relevant **sources**, maintain **up-to-date** info across your content, acquire **high-quality backlinks**.



# What is

## PAGE STRUCTURE?

### DEFINITION.

**Page Structure** is a category of my on-page audits that I've created. It covers how your content is structured across your website; including your **metadata, headers, CTAs, & internal links**.

My page structure checks will examine whether your metadata has been **optimised**, if the **correct header tags** are being used across your website, if CTAs are being positioned in **optimal places**, & more.

### IMPORTANCE.

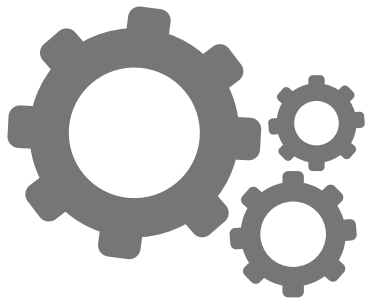
Page structure is so **important** for SEO, as the **crawlers** like Google that will be **reading & indexing** your site, will need to understand what each page is doing in order to **properly** index it.

Proper **header structure**, optimised **metadata**, & **internal linking** makes for better organised pages that are easier to **understand**. Good page structure is also important for providing a solid **UX** for the user.

### IMPROVEMENT.

With my on-page audits, I can help you to identify any **glaring issues** with your overall page structure across your website. Issues such as **lengthy** metadata, a **lacking internal link** strategy & more.

With my on-page **optimisation packages**, we can take this info & apply it towards **amending** these issues, leading to **tidier** page structures that will often see an increase in **rankings** & organic **performance**.



# What is

## TECHNICAL ANALYSIS?

### DEFINITION.

While I have an entirely **separate** audit dedicated towards technical SEO, some of your on-page audit will cover some **lighter** points of **technical analysis**, that are relevant to **individual** pages.

Among these points, this technical analysis will be investigating things like **Schema**, **Metadata** (as previously discussed), & your site's average **PageSpeed** scores using tools like **GTMetricx**.

### IMPORTANCE.

The technical performance of your website on a page-by-page basis is very **important**, as lacking **technical optimisation** can affect both your **SEO** performance & the **UX** of your site.

**Missing** or **incorrectly implemented** Schema can drag down your page's rankings & performance, while laggy & **technically poor** page speed can **harm** user experience & drive people **away** from your site.

### IMPROVEMENT.

The technical analysis portion of my on-page audit can help to **identify** these issues with your individual pages, as well as opportunities for **further optimisation** with regards to things like **Metadata** & **Schema**.

With my on-page optimisation **packages**, we can take what we learn here & **apply it** to these issues, leading to **stronger technical performance** overall across all of your site's key pages.



# COMPETITOR ANALYSIS.

## IN THIS SECTION.

1. What is **Competitor Analysis**?
2. What my Comp. Analysis **looks at**
3. Why Comp. Analysis is **Important**



# WHAT IS COMPETITOR ANALYSIS?

Competitor analysis is an element of my audits that examines the **strengths & weaknesses** of your key competitors, across the same categories of analysis that I would look at in your **on-page** or **technical** audits.

My competitor analysis can examine up to **five** of your competitors, & will make use of several **SEO tools**, including **Screaming Frog, Siteliner, SpyFu**, & many more.



# WHAT MY ANALYSIS LOOKS AT

My competitor analysis will examine a wide array of **SEO, design, & technical** factors that could be affecting your competitor's organic **performance**.

My **analysis** will look at:

- Keyword gap analysis
- Site Speed
- EAT Content analysis
- Backlinks & Internal links
- Metadata optimisation
- Page Speed & Schema





# C. ANALYSIS IS IMPORTANT BECAUSE

It allows you to gain some valuable **insights** into what your competitor's are doing **right** (or wrong), & can highlight why they are ranking **ahead** of your own website.

Competitor analysis is also a great way to better understand the state of your **industry**, & to uncover emerging **trends, patterns & USPs** that others in your industry are implementing.



# SEO OPTIMISATION SERVICES



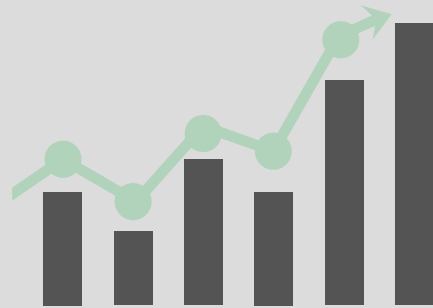


# SEO OPTIMISATION SERVICES.

## On-Page Optimisation



## Monthly Reporting





# ON-PAGE OPTIMISATION.

## IN THIS SECTION.

1. My **Optimisation Services**
2. What is a **Content Refresh?**
3. What is a **Keyword Optimisation?**
4. What are **Internal Links?**
5. What is **Structural Optimisation?**
6. What is **Technical Optimisation?**
7. What is **TF\*IDF Analysis?**



# MY OPTIMISATION SERVICES.

## What is On-Page Optimisation?

On-Page Optimisation is the **process** of taking everything that's been learned from **audits, competitor analysis, & keyword research**, & **applying** this to your on-page **content**. The changes applied, when done correctly, should result in big **improvements** to organic traffic, rankings, & SEO performance.

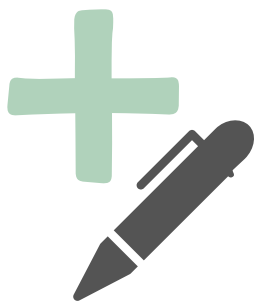
## What does this Service cover?

During on-page optimisation, I will examine the following:

- Content Additions
- Keyword Optimisation
- Internal Links
- Structural Optimisation
- Technical Optimisations
- TF\*IDF Analysis

## Why is Optimisation important?

Optimisation is the cornerstone process that **defines** SEO; being the **O** in **SEO**. Whether you're looking to improve your website's **content, structure, or technical performance**, these optimisation services are what will ultimately get your site to rank higher than before.



# What is a

## CONTENT REFRESH?

### DEFINITION.

A content refresh is simply the process of going through the **content** on a page & **updating it** with new information, more keywords, new sections, more internal links, & other additions.

A content refresh can also refer to the **regular updating** of your website's **content offerings**, through something like a blog or news article hub, portfolios, case studies, testimonials etc.

### IMPORTANCE.

Google like to promote & better **rank** the best-kept sites; the ones that provide users with regular, **up-to-date info**, new **content releases**, & any website that looks to provide content that **satisfies EAT criteria**.

Making sure to go through & refresh your on-page content in these ways is a great way to **signal** to Google that your website is providing the **best content possible** for their **users**.

### IMPROVEMENT.

With my optimisation packages, I can examine & look to **update** your on-page content, from a variety of different **perspectives** & through the application of a range of different **tactics**.

I can source & research **relevant, valuable** content additions across any **page** or **topic** discussed on your website; such as new **sources & citations, internal links, & content sections**.



# What is

## KW OPTIMISATION?

### DEFINITION.

Keyword optimisation is the process of identifying the most **valuable**, most **relevant** possible search terms to include **within** a piece of **content**, & then **doing so**.

Any piece of content on your website that you want to **rank higher**, such as on-page content, metadata, even image alt attributes, can be optimised by having these **chosen keywords added** to them.

### IMPORTANCE.

Keywords are important, as they accurately reflect the **mindset of your target audience**. When a user enters a keyword into Google, they will see results that Google deems to be the **most relevant for that search**.

By **including** these high-value keywords in all of your content, you are letting Google know that your content is **relevant, valuable, & useful** to the users that you are trying to **attract** to your site.

### IMPROVEMENT.

With my optimisation packages, I can help you to identify **weak spots** in your level of **keyword optimisation** across your website, & how you can insert your **most valuable keywords** into your on-page content.

With this service, I would look to keyword optimise, per the **needs of your project**, everything from your **on-page content**, to your **metadata**, to your **image alt attributes** for your chosen topics & niches.



# What are

## INTERNAL LINKS?

### DEFINITION.

**Internal Links** are any instances of **linking** from one of the pages on your website to another, commonly achieved through things like an in-text **hyperlink**, or a **CTA button**.

Your internal linking profile is a **general metric** discussed amongst SEOs that described the **number** of these links found on your site, their **style**, & their **application**.

### IMPORTANCE.

Internal Links are very **important** for SEO, for many reasons. For one, they are a great way to improve **site structure**; by highlighting logical links between pages, & by showing which pages are the **most valuable**.

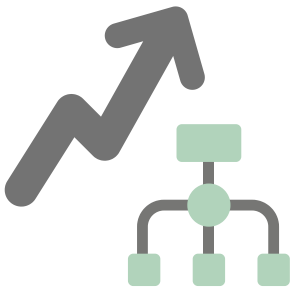
They're also great for improving content & bolstering the **user's experience**. Well-placed links both create a **smoother journey** for users, & funnel them to the most **helpful** & **valuable** pages on your site.

### IMPROVEMENT.

With my on-page audits, I can help you to identify any **glaring issues** with your overall page structure across your website. Issues such as **lengthy** metadata, a **lacking internal link** strategy & more.

With my on-page **optimisation packages**, we can take this info & apply it towards **amending** these issues, leading to **tidier** page structures that will often see an increase in **rankings** & organic **performance**.





# What is

## STRUCTURAL OPTIMISATION?

### DEFINITION.

Structural Optimisation is the process of examining a variety of different **factors** that affect the structure of **individual pages** & your **website** as a whole, & improving them.

Individual pages are composed of lots of different sections, such as **headers, content, graphics, & links**, while your website as a whole also follows a clear **URL structure**.

### IMPORTANCE.

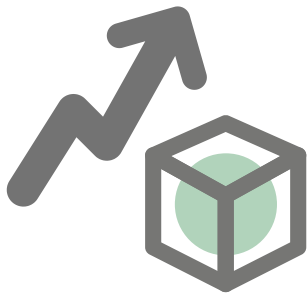
Both **page & site structure** are one of the foremost things a SE will consider when **crawling** your website. A site is **easier** to understand from Google's perspective when pages of value are **clearly signposted**.

A well-optimised page has content **sections**, following a clear **header** structure, with **Schema, Image Alt Text**, & more providing structure. Pages **rank better** when Google is able to understand their **context**.

### IMPROVEMENT.

With my on-page audits, I can help you to identify any **glaring issues** with your overall page structure across your website. Issues such as **lengthy** metadata, a **lacking internal link** strategy & more.

With my on-page **optimisation packages**, we can look to improve page structure by applying correct **Schema** to content sections, optimising the way **content & images** are structured.



# What is

## TECHNICAL OPTIMISATION?

### DEFINITION.

Technical Optimisation is a tactic of SEO that encompasses everything that goes on **underneath** the skin of your website; factors such as your site's **speed, technical performance, coding**, & more.

When looking to optimise the technical aspects of your website, we look towards factors like how efficiently a website is **running**, both in the **backend** & how **search engines interact** with your website.

### IMPORTANCE.

Technical optimisation, when utilised **in partnership** with **on-page** optimisation & a clear **content plan**, forms the backbone of a strong, competent SEO **strategy**.

Your website's **technical health & performance** is something that can lapse over time, & so a technical audit & direct optimisations is the best way to **combat** these **performance dips**.

### IMPROVEMENT.

My full suite of technical optimisation improvements & points of analysis includes the **following**:

- Canonicals
- Crawl Errors
- Duplicate Content
- Header Tag Optimisation
- Insecure Content
- Metadata Optimisation
- Redirects & Redirect Chains
- Schema Markup Optimisation



# What is

## TF\*IDF ANALYSIS?

### DEFINITION.

**TF\*IDF Analysis** (also known as **Term Frequency Analysis**), is a tactic of optimisation **similar** to keyword optimisation; involving the optimisation of content & the **types of terms** used.

Term Frequency is a metric that measures the average **spread, number, & types of words** used across your content. Doing so, & optimising for certain words, can improve the **rankings** of your pages.

### IMPORTANCE.

The trick to SEO is that you are essentially trying to convince Google that **your content** is the **best** for any user's given **search** (the search terms or keywords they type into a search engine).

TF\*IDF Analysis is a great way to optimise your content to appear like the **best possible answer** for the **user's query**, by optimising content to include the most **common** words related to your site's content.

### IMPROVEMENT.

Using tools like **SEObility's TF\*IDF checker**, we can use your most valuable keyword to pinpoint the **most common terms** used across the **top 10 ranking sites** for your most important keyword.

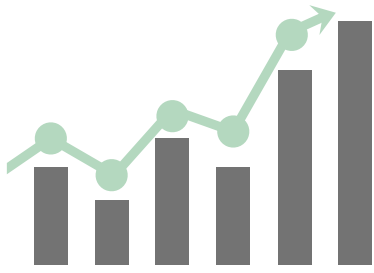
This will bring us a detailed list of the **most frequent** terms used across this ranking content, & **how often** they are used. I then **add & remove** terms; **matching the frequency** of the top ranking site's content.



# MONTHLY REPORTING.

## IN THIS SECTION.

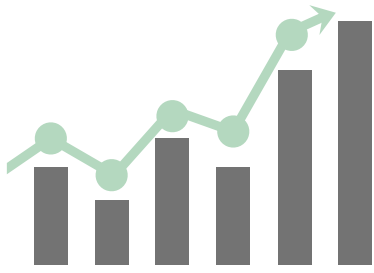
1. What is **Monthly Reporting**?
2. What my Monthly Reporting **looks at**
3. Why Monthly Reporting is **Important**



# WHAT IS MONTHLY REPORTING?

Monthly Reporting is the **best** & most **accurate** way for you to keep track of your website's overall SEO performance; whether it be **rankings, organic traffic, technical performance**, & more.

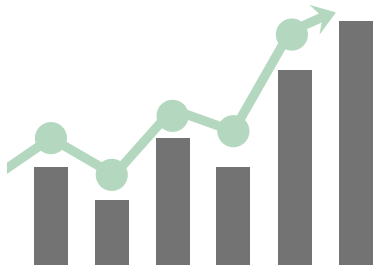
My monthly SEO reports will serve as a way to mark your **progress** in terms of **improving** your site's SEO, & can also identify **problem areas** that aren't doing as well as anticipated.



## WHAT MY REPORTING LOOKS AT?

I offer **two packages** of monthly reporting (as outlined in my pricing guide); a **Lite** monthly reporting package, & a **Premium** monthly reporting package.

My **Lite** package only keeps track of your **keywords & ranking changes**. My Premium package will update you on this, + your site's overall **technical health** & performance metrics such as **organic traffic**.



# WHY MONTHLY REPORTS ARE IMPORTANT

Monthly reports, & reporting in general, is **vitaly** important as a way to **track** the **progress** of ongoing SEO work & your site's SEO performance. A monthly report allows for **previous** optimisations to **take affect**.

Monthly reports allow you to **adapt** your SEO strategy mid-stream to results **positive & negative**. They are excellent for quickly highlighting **emerging** patterns & trends in your SEO performance.



# CONTENT WRITING SERVICES







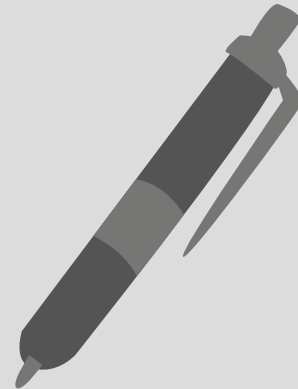
# CONTENT WRITING SERVICES.



## Content Planning



## Content Writing



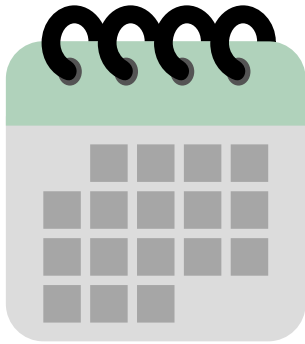


# WHAT IS CONTENT PLANNING?

Content planning is the stage in the content creation process, wherein you **schedule** ahead, **summarise**, & **research** the content, topics, & pieces you are looking to create within a given **time period**.

You can create a content plan for anything, from:

- Blog / News Articles
- Social Media Posts
- Newsletter campaigns
- Affiliate Marketing
- PPC Ad campaigns



# WHY CONTENT PLANS ARE IMPORTANT

For SEO, content plans are the best way to **structure** & **idealise** the content you are going to be making, in a way that **maximises SEO performance**. This can be achieved in a variety of ways.

With a website content plan, for example, you can build your articles around **trending topics, keyword research**, & your core website **goals** to create content that **ranks highly** for valuable terms & boosts overall **website traffic**.



# WHAT CAN MY PLANS INCLUDE?

## CORE PLAN.

Depending on the package chosen, my content plans will include a **detailed timeline** of **3 months**, to **6 months**, to a **year**. This timeline will tell you the details of each blog, including the **metadata**, **keywords** to add in (with search volume), & **notes**.

## COMPETITORS.

I can also include a tab within my content plan for **competitor analysis**. This section will look at the blogs & content of **3** different competitors, & highlight potential **learnings** & **USPs** to take, their approach to **content**, **word counts**, **EAT analysis**, & more.

## CONTENT IDEAS.

There will also be a tab in the content plan to serve as a place to **brainstorm ideas** for potential blogs, pages, or articles. The tab will include a **list of ideas** for articles, a **category tab**, notes to **summarise** the idea, & **useful links** to help write the content.

## BLOG SETUP.

If needed, I can provide all of the **foundational elements** to set up a new blog section for your website. This will include the content, metadata, & layout of a blog **overview page**, a system of **tags** to categorise each blog, & any more details **required**.



# MY CONTENT WRITING SERVICES.

## What is Content Writing?

Content writing can refer to the **population** of your website with **fresh pieces** of writing (in the form of blogs, whitepapers etc.). It can be a form of **marketing** through the writing of **ad & social post** copy, & it can also be a form of **content marketing** (through outreach articles & infographics).

## The Types of Content I Write

I can write **any** of the following forms of content for you:

- Blogs & Articles
- Email Newsletters
- Infographics
- Outreach Articles
- Reviews, Testimonials etc.
- Social Media Posts
- Website Copy
- Whitepapers

## Why is Content so Important?

Content, no matter **what form** it takes, serves as the **backbone** of your entire online presence. A foundational element of your **branding, marketing, & SEO**, well-written content is arguably the **most important** aspect of your website, & your digital marketing, to nail down & **get right**.



# THE CONTENT I CAN WRITE.

## BLOG/ARTICLES.

One of the best ways to show-off your business' **expertise, branding, & personality**, is through a dedicated **blog** or **news** article hub. I have over **6 years** of experience in writing high-quality content for a huge **variety** of industries & topics.

## E-NEWSLETTERS.

Email campaigns & promotional newsletters are a great digital marketing tool, perfect for advertising brand new **services, products, & content** produced by your business. I can create & engaging **copy, content, & newsletter designs**.

## INFOGRAPHICS.

Content doesn't just come in the form of written copy, but in attention-grabbing **designs**, too. Infographics are a fantastic way to exhibit things like new **stats** or **survey results, numbers, & facts**; & I can help you present this info in an **engaging** way.

## OUTREACH.

Outreach campaigns & affiliate marketing are **not** a service I offer. However, I am available to write **content marketing pieces** for your outreach needs; whether this be a news or blog **article**, an **infographic**, or some other form of written content that is **needed**.



# THE CONTENT I CAN WRITE.

## REVIEWS.

Another content writing service I can offer is to write up **reviews**, **testimonials**, & things of this nature on **behalf** of your business. I always make sure to keep the **tone**, **style**, & **approach** consistent with the way you or your business **writes**.

## SOCIAL POSTS.

Whether it be for Facebook, Twitter, Instagram, or LinkedIn, I can help you to **plan out**, **structure**, & **write** a **calendar** of socials for your business to post. I have extensive **experience** in the designing, writing & planning of content for **FB** & Instagram.

## WEBSITE COPY.

Your foundational website copy is probably the **most important** content to get right; being the writing that will be read the **most** (on average) by your users. I have a wealth of **experience** in writing about a huge variety of topics, in an **expert** level of **detail**.

## WHITEPAPERS.

Whitepapers are huge, dense, & essay-like pieces of content that put certain topics & details of a business **under the microscope**. I also have a good deal of experience in **researching**, **collaborating** in & **writing** these larger content pieces.



# CONTACT INFO.

If you had any **further questions** regarding any of the services listed in this document, or are interested in working on a marketing project together, be sure to **get in touch** with me through any of the following:



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