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Search engine optimisation

Your web site could be working harder for you. Optimising your site for search engines will mean reaching more of the right kind of customer. With millions of people using search engines every day it is now a necessity for organisations to ensure that their site can compete. Search Engine Optimisation (SEO) is a proven method for making your site deliver more results.

We are experts in SEO so you don't need to be!

We provide more meaningful results through a better quality of service. As with everything we do we offer a personal service. You have your own Connect SEO Campaign Manager to answer your questions and hold your hand (not literally!) and we use real people to analyse and interpret the information – things that can't be done effectively by an entirely automated service.

Maximise your results by a highly targeted campaign. You can tailor and adapt a campaign to suit you at any time, taking advantage of our flexible package of services that can be bought separately or combined for more powerful effect. We also offer customised SEO packages to suit your particular needs. Our services include:

Keyword Research

This requires identifying which terms are likely to have a higher traffic potential for your site, terms that are most likely to get high rankings in search engines.

Google Site Mapping

Having a site map is important for any site, but having the right sort of sitemap is crucial to how well your site can be 'understood' by search engines. Good site mapping instructs and educates search engines about your website.

Ranking Reporting System

Evaluating the progress and success of your SEO activities is vital to understanding how to develop your optimisation campaign. Our ranking report service gives you valuable information not only about how your page rankings are improving but also about how well your site performs in search engines compared to your competitors.

Google Analytics

Understanding which areas of your site are the most successful in attracting and retaining visitors is key to developing your site and growing your business. Google Analytics is a tool for reporting on, and measuring, traffic to and through your site. Through monitoring site visitors you will be able to determine the impact of your SEO activity and direct it appropriately in the future.

Page Optimisation

Once you know how you want your site to be optimised for search engines, the next step is to apply optimisation techniques to the relevant parts of your site. As part of our basic SEO package we optimise three landing pages for you. We're happy to perform more widespread optimisation, if you prefer.

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