



Green River Media's SEO Services

Search Marketing

Developing a strong site is not determined simply by the design, functionality and content of your website. The best website in the world would be useless unless people can easily find and access the site. It has therefore become a critical factor for any website to feature as highly as possible in search engine rankings, in line with the appropriate and relevant search terms. Implemented correctly, effective Search Marketing activity can generate huge Return on Investment (ROI) for organisations and often become the primary focus of online businesses.

Organic SEO

The term 'organic SEO' refers to all optimisation activity that helps search engines index your site content in accordance with various keywords that people may search for. Search engines like Google

are based on a complex algorithm which ranks websites in accordance to their relevance to the keywords that a user is searching for. This algorithm is ever-evolving and although it is important to understand the criteria by which your site is ranked, the aim is not to try and manipulate the algorithm but instead to provide a variety of high value, fresh content that is relevant to your target audience. At the same time, it is important to structure your site in accordance to recommended standards in order to ensure that your site is easily indexed by search engine spiders. In addition to the various elements 'internal' to your site, 'external' activity such as link building can also positively influence your rankings. One of the main criteria by which your site is ranked is the number of other sites (with relevant content and preferably a higher ranking) which link and refer users to content within your own site.

Please contact us to find out more

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Green River Media offer the following services for SEO:

Go Live Optimisation

Once your website is launched we would perform a full optimisation audit of your site and all content within it in order to maximise search engine ranking. This includes, but is not limited to:

- **Keyword research** – identifying the most valuable terms to target
- **Site architecture review** – optimising the folder structure, main navigation and internal link structure to target keywords identified during the keyword research phase
- **Google Webmaster Tools and Google Analytics setup** – registering your site with Google Webmaster Central and setting up Google Analytics
- **Writing unique page titles, meta descriptions and meta keywords** – based on keyword research and optimised for click-throughs from search engines
- **Landing page optimisation** – optimising keyword density, headings, image labels and page elements based on keyword research (10 top level pages including homepage)
- **Conversion review** – a review of all conversion points and recommendations as to how the site should be optimised (forms, Call To Actions (CTAs), download links, etc.).

Site Audit

Our team of SEO experts will review the technical aspects of your site and provide you with a detailed recommendations document to ensure it is effectively set up for maximum search engine visibility.

Key elements of the site audit include:

- **Keyword research** – identifying the most valuable terms to target
- **Page template review** – focusing on the homepage, top level pages and revenue generating areas

- **HTML code check** – identifying any code issues which would affect SEO
- **Site architecture review** – optimising URL, folder, internal link and navigation structure to target keywords identified during the keyword research phase
- **Conversion point review** – ensuring CTAs are prominent and forms are user friendly
- **Site maps review** – including customer facing and XML site maps
- **Robots.txt configuration** – informing search engine spiders which sections can and cannot be indexed (if necessary). For example, PPC landing pages.

We will provide you with a detailed report and answer any questions you may have regarding implementation.

Ongoing SEO Campaign Management

Our team will monitor and review your site and provide you with monthly SEO reports that contain comprehensive recommendations aimed at ensuring that the search engine visibility of your site is maximised.

We will track and report on keyword rankings in the major search engines and produce detailed monthly keyword position reports. These will provide you with the information required to understand your search engine visibility, including how best to optimise your site for these terms and how to improve performance.

If not already present, we will work with your development team to set up Google Webmaster Tools which will allow us to monitor any errors that Google may encounter when indexing your site.

Our Google Analytics specialists will set up custom reports and goals to help you understand what keywords are driving actions on your site and what areas could be improved to increase conversion rates.

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By defining goals, sales funnels, and implementing microanalysis of conversion points, we will provide you with detailed information about visitor behaviour, which will allow you to make informed decisions about where to focus your marketing efforts and which parts of your site you should target to drive more sales.

SEO Copywriting

Should your website need additional or new content, our experienced SEO copywriting team can create compelling content that is optimised to keywords and aligned to your SEO campaign. We include page titles and all meta information as standard to ensure that pages are search engine friendly and can be easily applied by your web team.

Link Building

The number and quality of links to your website plays a major role in how search engines rank your site. Our team will build high quality links from diverse sources to your site and provide monthly reports on our work.

We will also review your existing link profile and provide recommendations on how to leverage existing link partners and business contacts to ensure that your inbound links complement and strengthen your SEO campaign.

Pay Per Click (PPC)

Another way in which you can increase traffic to your site is through paid search, whereby you bid for links and adverts to your site to be displayed when people search for relevant keywords. On most websites and almost every time a user types in a search term and the results are listed, there are visible examples of PPC advertising.

PPC advertising provides a very clear ROI. We bid various amounts for the keywords that we wish to target and every time a user clicks on one of your

adverts and is redirected to your website, the 'per-click' charge is applied. By increasing volume and decreasing acquisition costs (as we have done with every client we've worked with) we will ultimately improve your bottom line as a business.

We do this through a foundation of home-grown practices, which are highlighted but by no means limited to:

- Daily campaign and bid management at keyword level
- Performance-based creative reviews
- Real-time conversion tracking across multiple vendors
- In-depth weekly and monthly reports
- Advanced and thorough setup procedures
- Time of day and weekly performance patterns.

Our focus is conversion. Conversion is all about giving the visitor what they want when they land on a site. By following their journey through paid search and applying our experience, we know what to give them and how to convert them into customers for your business. Both website-wide and landing page recommendations come as standard to increase your conversion rates.

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