

Search Engine Optimisation

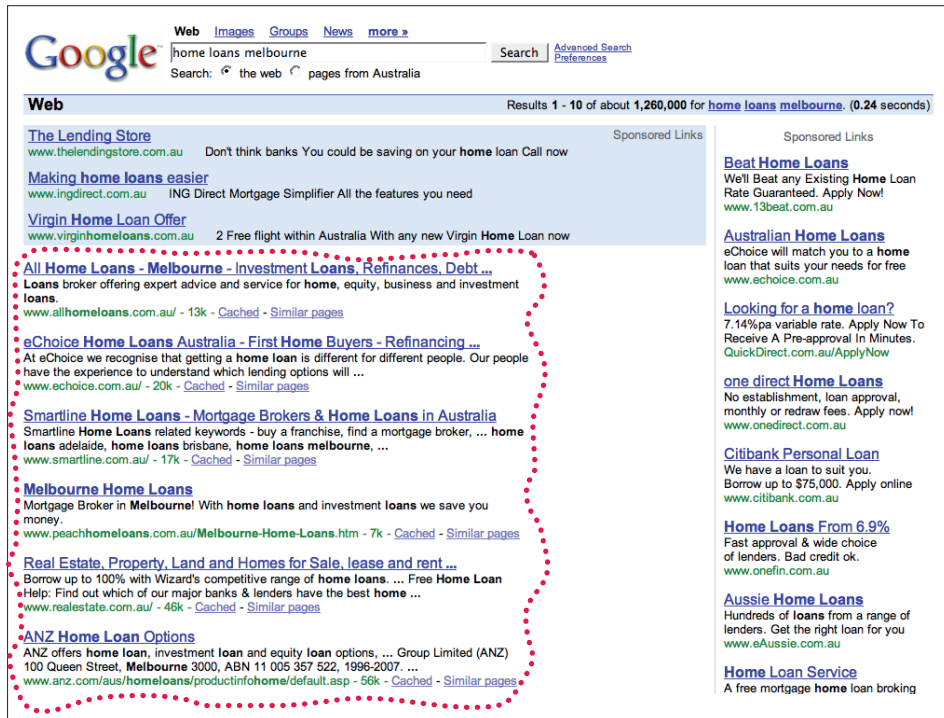
Search Engine Optimisation (SEO) is the art of optimising a website's content, design, code, copy and links to increase its ranking in organic search engine results. SEO can dramatically increase free search engine traffic and is a highly cost effective and sustainable digital marketing channel.

SEO was once simply a matter of adding "meta tags" to a website. However these proved too easy to spam and search engines now largely ignore these tags for search engine rankings. Instead, the engines look at a large range of elements of a web site to determine its relevance and rank against certain keywords.

A Website must rank well to capture traffic:

- 62% of users do not click past the first page of results
- 90% of users do not click past the first three pages
- 41% change their search term if they cannot find it on page one
- 88% change keywords if not found on first three pages

Jupiter Research



Our Approach

Ethical methods

Clear Light Digital only recommend 'white hat' techniques that conform to search engine guidelines and involve no deception.

Experience

Collectively, the CLD team has over 40 years search engine industry experience, built on SEO projects that included shopping, finance, government, travel, education, classifieds, entertainment & communities.

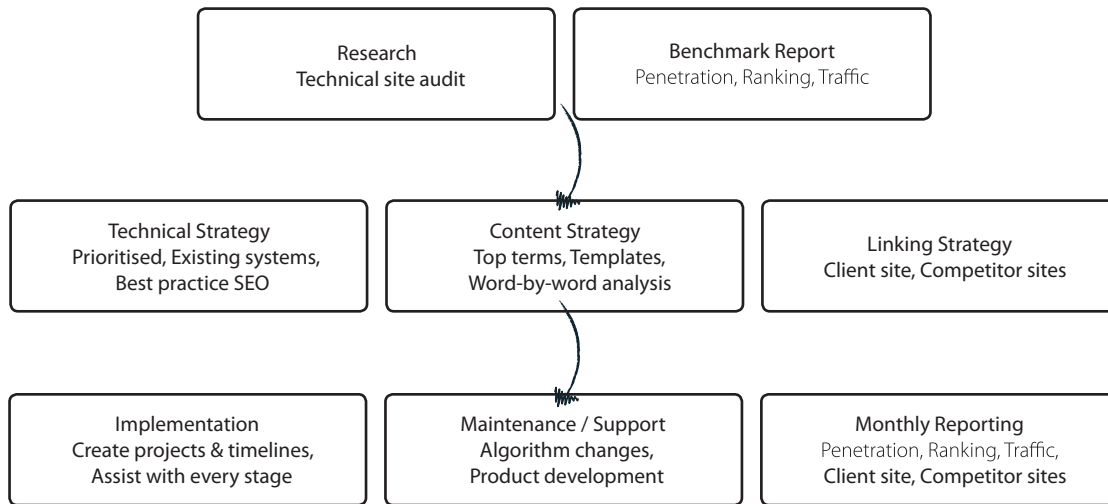
Latest knowledge

Search engines are continually updating their algorithms. Clear Light Digital's SEO team will advise clients on changes to search engine algorithms as they happen and interpret how this affects their website.

Client education

Clear Light Digital believes in transferring knowledge across to clients so the entire SEO process is not a mystery. Each identified problem will include a detailed explanation on how it's affecting your search engine rankings and recommendations on how to rectify the issue.





**Our Methodology**

**1. Objectives**

- To deliver the largest number of qualified people from search engines to your website
- To increase the number of unique users and repeat users visiting your website
- To improve the ranking of your website on a broad range of keyword queries across search engines
- To convert visitors into customers

**2. Research**

The following areas are investigated as part of the research phase:

- Technical investigation
- Website analysis
- Page-by-page analysis
- Search term analysis

**3. Benchmarking**

A benchmarking report will be developed to allow accurate measurement of SEO success. This includes:

- Competitor analysis
- Search penetration & keyword analysis
- Search visibility & website ranking
- Industry positioning
- Traffic Analysis

**4. Technical Strategy**

Clear Light Digital will collaborate with you to establish a technical strategy that is compatible with your current website architecture and development methodologies. The basis of this strategy will include the results of both the initial audit, the results of research undertaken and consultation with your team.

Once agreed to by both parties, the technical strategy will form the blueprint for the initial implementation of SEO strategies.

**5. Content Strategy**

Content is a key factor in a website's performance in organic search results. The content strategy will focus on optimising the content of the website and will include:

- Top search terms by page and topic
- Sample page templates
- Word-by-word analysis of key pages to deliver keyword rich text

The basis of this strategy will include the results of both the initial audit, the results of research undertaken and consultation with your team.

**6. Linking Strategy**

Linking strategy is designed to maximise the contribution of internal and external links to the performance of the website in organic search results.

- Internal links – ensuring internal links are consistent and implemented to maximise the potential benefits of internal referrals.
- External links – maximise existing external links and source additional external linking partners.

**7. Development & Implementation**

Clear Light Digital works closely with development teams to assist and support in the development of new content and the modification of existing content. This can include some development work being undertaken by Clear Light Digital to quickly implement the SEO strategies.

Alternatively, Clear Light Digital can arrange for all development work associated with the SEO project to be completed by Clear Light Digital staff contractors.

**8. Maintenance & Ongoing Support**

As part of our SEO practices, Clear Light Digital provides recommendations and support to meet any significant changes undertaken by search engines.

Clear Light Digital will also provide recommendations and support for content or site changes to maximise the effect of these changes on your SEO.

**9. Reporting**

For an additional monthly fee Clear Light Digital provides the following reports:

- Visibility & search engine ranking reports
- Search penetration reports
- Top referring search engines
- Top referring search terms
- Search engine traffic trends

**10. Support**

Clear Light Digital offers full support for your SEO strategy, and our team is always available to answer questions or offer solutions.

**11. Best Practice Methodology**

All search engine methodologies, techniques and recommendations provided by Clear Light Digital adhere to SEO best practices as deemed by the search engines.

