

The Work. How we get you there



SEO is a unique mixture of marketing analysis and technical know-how. A successful longterm SEO campaign is based on the initial analysis of the market, customer search behaviour and keywords. Rushing into SEO without an in-depth understanding of the market place will result in wasted resources and money and will not generate the required ROI. Below is the Place1 schedule of work for a typical SEO campaign and the outputs. All the tasks are ongoing and are revisited every month as part of SEO process.

Schedule of Work

1. Market and competitor analysis

A full and extensive analysis of the internet market including estimated searches available, estimated click throughs and conversions plus potential ROI for a SEO campaign. The analysis also includes a look at what competitors are doing in relation to SEO and what the main aim of SEO will be (sales/traffic/branding/control).

2. Customer search behaviour analysis

An analysis of how the target customer uses the search engines and websites in relation to the products or services. Includes research into benchmark and long-tail keywords and conversion behaviour.

3. Site Audit

An audit of the website to be SEO'd to determine what initial optimization work of the structure and content must be done.

4. Keyword analysis

A thorough analysis of all keyword variations related to the products or services and the benchmarking of the specific keywords and strategies for long-tail keyword targeting - taking into account the customer search behaviour and competitors.

5. SEO plan development

The SEO strategy is planned taking into account what is being promoted, the target market, the brand, the website structure, current site content, the competitive market, budget and the potential for new content.

6. Setting SEO benchmarks and metrics

The benchmarks and metrics are set with timelines in order to be able to effectively measure the SEO campaign. A baseline from which to measure from is chosen from current stats before SEO is commenced.

7. Site and content optimization

Work Output Example PDF's

1. Market & Competitor Analysis
2. Keyword & Customer Search Behaviour Analysis
3. Site Audit
4. Content optimization
5. Monthly Tracking reports

The optimization tasks identified by the Site Audit are implemented.

8. Site upload and submissions

The new optimized site goes live and is submitted to the relevant directories.

9. Link building

The link building campaign begins.

10. Tracking and reporting

Apollo begins tracking every rank related movement of your website, recording every search, click through and conversion as it happens. Additionally thorough and easy to understand monthly reports are emailed to clients.

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Contact Us

Please email us at info@place1.co.uk or call us on **0207 6177416** and we will be more than happy to discuss your SEO requirements or answer any questions you may have.

Alternatively, fill in our contact form [here](#).

Thank you for your time.
with regards
The Place1 Team

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About Us

Place1 is a rapidly growing young and vibrant SEO company based in Bethnal Green, London. Our directors have worked in Internet Marketing since 2002.

Place1 is a breath of fresh air in the SEO industry because of our commitment to customer service, attention to detail and complete openness with our methods. This is underlined by our customer's 24hr access to the Apollo App which allows them to see anything and everything we do in relation to their campaign. We hide nothing. We don't believe SEO is a dark art, it is a marketing service firmly based on return of investment.

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