

# SEO SOLUTIONS

Our experienced, UK-based Search Engine Optimisation (SEO) experts will develop a real and achievable strategy that's tailored specifically to your website and business. There are 3 main packages as an indication below, but tailored recommendations will be made for each client.

SEO Package	Local Visibility	Organic Growth	AI Visibility
<i>*Minimum 3-month contract, then rolling 1 month's notice</i>	<b>£350</b> + vat per month	<b>£750</b> + vat per month	<b>£1,000</b> + vat per month
Initial SEO Website Audit	✓	✓	✓
Google Business Profile Audit	✓	✓	✓
Tailored Recommendations	✓	✓	✓
Local SEO, inc. Business Directories	✓	✓	✓
Keyword Research & Tracking		✓	✓
On-page SEO Improvements		✓	✓
Technical SEO Improvements		✓	✓
Link Building & Off-page SEO		✓	✓
Competitor Analysis		✓	✓
Web Content Creation & Optimisation		✓	✓
Monthly Zoom/Face-to-face Meeting		✓	✓
Artificial Intelligence Search Results Optimisation			✓
Technical AI SEO Improvements			✓
AI Visibility Score Tracking			✓
Comparison of Your Brand Mentions v Competitors' Mentions			✓
Recommendations for Relevant Prompts and Topics for New Visibility			✓
Monthly Report	✓	✓	✓

## SEO Website Audit

This is where it starts, with the website audit. We use specialist auditing tools to carry out an analysis of your website to identify strengths & weaknesses and areas for SEO improvement. The audit will show your site's current load speed, structure & backlinks. It will also show how your customers are using your site – which pages are the most popular along with entry and exit pages. See below for our free website audit offer.



## Keyword Research & Strategy

SEO keywords are the specific words and phrases users type into search engines to find information, products or services. They act as bridges between user intent and your content, allowing search engines to understand, rank and display your website to the right audience. Proper keyword usage is crucial for boosting visibility of your website and outranking competitors. Commence will analyse the most relevant keywords for the markets you hope to target and those in use by your competitors.

## Local SEO

If you're a local business that services a specific area or depends on foot fall, then Local SEO is critical. We can boost your local visibility and ensure your website appears for the local searches that matter to you and your customers. We can optimise your website so that it appears in location-specific search results including Google Maps and local listings. This can include "near me" and city-based queries as well as Google Business Profile.



## On-Page SEO

Based on the results of the SEO Audit, our technical team will optimise the content on your website for maximum visibility and indexability by search engines. On-page SEO focuses on optimizing visible, user-facing content (keywords, meta tags, headers) to improve relevance and user experience, while technical SEO optimizes backend infrastructure to ensure search engines can crawl, understand, and rank the site. On-page is what users see; technical is how the site functions.

## Technical SEO

Technical SEO is all about how easily Google (and other search engines) can crawl and index the information on your pages. We'll optimise your website to help maximise its overall organic rankings. We find and fix any structural or technical issues preventing your search visibility, like page load speed.

We'll optimise elements such as mobile responsiveness, usability and canonicalisation to ensure your website is search engine friendly and performs highly for your keyword searches.



## Content Creation & Optimisation

A key component of our SEO solution relies on the creation of high-quality copy content. We'll plan, create and implement tailored on-page content strategies with bespoke copy containing the high-value keywords relevant to your business and target audiences. We are aware of the ideal keyword page counts and will write your copy to match that specification to optimise your website chances of appearing high up in the organic listings.



## Link Building & Off-Page SEO

Successfully optimised websites have built “authority” and are trusted and favoured by search engines. This drives valuable referral traffic from other websites. The authority of a website is built on the number and quality of its links (search engines do not like dead-ends). We shall implement a bespoke link-building strategy for your website. We will also examine the backlink profile and look for any harmful links that may be negatively affecting organic SEO performance.

## AI Visibility SEO

Now that Search Engines are using AI to serve up answers to searches, it's important to make sure your brand features in those AI summaries. We will track, analyse and grow your visibility on AI platforms like ChatGPT and strengthen your competitive position. We will track your brand's AI Visibility Score and monitor your mentions against your competitors. We will identify and fix any website issues that impact your visibility in AI search.



## Reporting

You will receive regular monthly SEO reports showing your website's traffic volume, conversions, keyword & search engine rankings and much more. We shall also monitor your competitors' websites performance for benchmarking. These reports will show any positive or negative changes in your keyword rankings and help prioritise and map out the future SEO activities for your website. SEO is never “once and done”. There are always improvements which can be made.

## Free SEO Website Audit

Why not get started now? We'll produce a free, no obligation SEO audit of your website so you can see the potential improvements you can make using the Commence SEO service. Complete the form on the link below with your business details and commence your SEO journey today.

<https://www.commencegroup.co.uk/seo/>

