

## Getting Started

### Givens

- You want to use the internet to promote your business.
- You have looked at other SEO companies and all of them say the same thing! Prices vary hugely and you don't understand whom to use.
- You just want some one to get on with it, at a sensible price, with a good return." YES?
- You want an SEO expert with a proven [track record](#)? Who has existing clients who can be telephoned for their recommendation. You want a SEO Consultant who is more advanced, more successful and can beat your competitors....."

### OK lets begin

**We are going to remove as much jargon as possible and simplify the process as much as we can.**

1. [Background information](#) we require
2. [Research and Analysis we need to do](#)
3. [Targets we need to agree on](#)
4. [Creating a strategy](#)

To get to where we are going we need to know where we have been

**Successful SEO is based on a strong, focused strategy.** A plan provides clear direction on where you want to take your website and often starts with research and analysis to identify what is required to be successful. The first stage is to take into consideration background information.

Next: [Research and Analysis](#):

1. [With all clients it is always useful to create a document that answers the following questions:](#)

- How is the site performing now, what are its strengths, how is it better / worse than previously?
- What were the successes in the past, what changes have been made since, how has this helped?
- What is the traffic to the site, where is it coming from (keyword) etc.?
- What products/services are being sold through the website
- What products/services are most lucrative?
- How does the company want to be perceived, is this reflected in the current site?
- What are the plans for the future of the company and how does the website(s) fit into the overall strategy?
- The company is looking to out source its SEO, what resources are available internally to support SEO?
- What would be the outcome of a successful SEO strategy?

[Download the above in a word document](#), and have it to hand when calling 020 8405 6418.

**We appreciate that many of these questions may not have an answer, but this is just the beginning of a process in understanding the digital landscape and creating a clear direction with achievable, milestones and targets**

Next: [Research and Analysis](#)



**There is no need to re-invent the wheel, which ever website is occupying #1 postion in Google tells you exactly how to optimise your website**

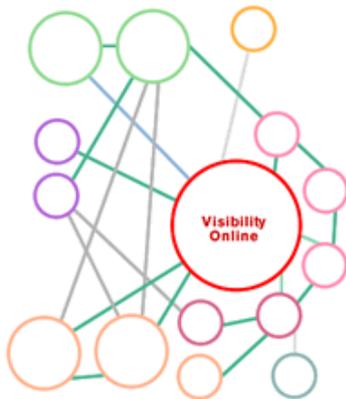
## 2. [Research and Analysis](#)

The driver behind research is to form a strategy or plan, together with client to be able to increase the site's traffic from unpaid search.

- [Competitor website analysis, what are they doing right?](#)
- [Keyword analysis, where is the traffic?](#)
- [Gap analysis - What exactly do you require more / less of?](#)

What we are looking for is the right balance of additional content, optimisation and backlink to create an increasing, sustainable rise in organic traffic that converts into sales, whilst avoiding any over optimisation or too rapid increase [in backlink](#) that can be affected by future changes in Google's algorithm.

**To create a clear direction whilst maintaining focus**



Part of being an [Search Consultant](#) is to provide and MAINTAIN a clear direction for a business's online presence. Due to the unique structure at Benedict, **a client's ONLY point of contact** is Mr Benedict Sykes. As he is responsible for strategy, he can direct the team towards clearly defined goals and most importantly add consistency to the big picture.

Achieving your website's goals

Next. ["What do you want to achieve?"](#)



Targets are not where you would like your website to rank in a Google search, but are 'a traffic number' or better still a revenue target

Achieving your website's goals

### 3. Targets: "What do you want to achieve?"

**Strategic Planning begins with creative thinking:** a mixture of client input, data gathering.

- What can the internet deliver in terms of keyword specific traffic?
- What is a client's definition of success?
- Define the goals in terms of revenue, enquiries, sales or traffic increases
- How do we reach these goals, are they achievable
- In what time frame are we working?
- What is closest to the money? (traffic generators most likely to gain revenue)
- Who is responsible for WHAT See [implementing a web marketing strategy](#)

**We can implement every facet of your Web Strategy in-house, nothing is outsourced, ever. From creating a blog to an e-commerce solutions, from cms to ecommerce, content to captcha, we have all the skills required**

**Your strategy can be created and implemented in-house here in London.** Benedict employs a small team of content writers, web designers and developers who in turn support [the Consultants](#), who report directly to Mr Sykes. Benedict is a five strong team who work out of a fun, energetic office in London. The umbrella company is called [Vanilla Circus](#), 'vanilla' because we appreciate all ideas and have no *one size fits all* and *circus*, because we really enjoy what we do and like nothing better than to try and test new ideas on massive scales. See [test projects](#).

**All clients have a single expert point of contact**

**Direction comes from the top.** There are no account handlers or middlemen. You deal directly with Benedict Sykes.

As Mr Sykes is familiar with what needs to be achieved for all Benedict's clients, direction comes from him down to the SEO team who implement the physical SEO work, new web pages, content, back-links etc.

*We find this system the most efficient for establishing clear reporting channels and ensures clear client communication.*

**Our designers and developers** further assist this process by translating these directions into concrete web pages and websites.

The content writers supply the copy that is both informative and worth reading. The results are reported back to Mr Sykes by the SEO team and he then makes any changes and reports back to the client. See [reporting to the client](#).

**Off page campaigns**, for example [link building campaigns](#), are again directed on a monthly basis, the time spent being dictated by [SEO strategic requirements](#) and by budget.