SEO Services from Bestseo4u

# Welcome to BestSEO4u

***BestSEO4u*** *is a London Digital Marketing Agency that offers a broad range of services and solutions tailored to the client’s needs and budget.*

*From website building to SEO and social media, we take care of everything the customer needs to see his business reach the coveted first page in Google search.*

*We are a team of digital marketers, web developers and search engine specialists who understand how the internet “thinks” and works.*

*We have joined forces to create a full-service internet marketing agency that utilises the massive power of the internet for the benefit of our clients.*



## What Makes Us Different

*What makes us different from the crowd of other SEO companies throughout London?*

*When you choose us as your partner, you benefit from our years of experience, tremendously versatile skill set, and commitment to using only white hat techniques. Our expert SEO services also come with an exclusivity guarantee, ensuring that there will never be conflicts of interest.*

***Comprehensive Analysis and Research***

*At the start of every campaign, we conduct a thorough analysis of the client’s website. Our team looks for the problems that are keeping your site from ranking, and determine areas for improvement. This might mean a few simple changes to enhance the user experience, or perhaps a significant overhaul of the design.*

*We will also do extensive research about your industry to get a sense of how your business works, what makes it unique, and who your biggest competitors are. This process allows us to tailor our SEO strategy to satisfy your needs in the best way possible – whether this is by meeting ROI targets, achieving specific business goals within a certain timeframe, or through some other relevant metric.*

***Superb Content Marketing***

*Great content is the backbone of every SEO strategy, and our team excels at its creation. As one of the UK best SEO service providers,* ***BestSEO4u*** *produces unique digital content that will help your website rank on search engines and satisfy your customers at the same time.*

*New information, intelligent use of keywords, and powerful calls-to-action will boost your conversion rates to new heights.*

***Strategic Link Building***

*Ever since the Penguin update, link building has become far more sophisticated and complex. Search engines are swift to punish websites that utilise link spam, have many less authoritative or irrelevant links, and even those with over-optimised anchor text.*

*Our team understands what Google looks for, allowing us to build a link profile naturally and efficiently. This keeps your website safe from penalties and minimises the potential impact of future algorithm updates.* ***BestSEO4u*** *does things right from the beginning, as we believe that the only acceptable digital marketing strategy is a long-term, sustainable one.*

***Monthly Reporting***

*We know that frequent communication and updates are essential to our clients. You want to see the results of our expert SEO services and understand how the overall digital strategy is evolving.* ***BestSEO4u*** *believes in complete transparency, which is why you will receive a monthly breakdown of the work we do, and its impact on your website’s performance in the search rankings.*



## Our Resources

*We use the most popular SEO Agency Tools*

*To help you make the best of this resource, here are the tools most commonly mentioned by our SEO experts below:*

***Google Analytics****: Allows you to track and monitor online traffic to your website. This tool has insights such as referrals (where did viewers come from?), the number of visits, bounce rate and more.*

***Google Search Console:*** *Previously called Google Webmaster Tools, this is a collection of tools to help monitor website performance in the Google search index.*

***MOZ:*** *Offers inbound marketing analytics and high-quality data to assist with marketing efforts. They created tools for SEO marketing, local search marketing, content marketing and Follower wonk for Twitter.*

***SEMRush:*** *Provides tools for finding ideal SEO keywords, and sells analytics reports such as organic research, keyword research and more.*

***Screaming Frog:*** *A locally installed tool that allows you to crawl, analyse and audit a website.*

***Majestic:*** *This Link Intelligence database tool shows how all websites link to each other, with detailed information about how different sites interact and compare.*

## Why Choose Us?

*After four years in business, we have come to learn that the most successful partnerships are ones with shared values. Here’s a list of values that drive how we operate – how do they align with your values?*

* ***RESULTS ORIENTED****: Go the extra mile to achieve results, strive to exceed goals and expectations and work to find solutions rather than focus on challenges.*
* ***CUSTOMER FOCUS****: Understand client needs and goals, listens to what clients are saying, respond promptly and ultimately derive value from satisfied clients.*
* ***TEAMWORK****: Share information and resources in order to achieve outstanding results, be realistic and seek to understand others’ points of view and ideas.*
* ***FLEXIBILITY****: Keep the big picture and end result in mind, look for new profitable opportunities and adapt practices to conform to changing trends and Best Practices.*
* ***INNOVATION****: Challenge conventional thinking and learn from past experience and use it in the future.*

*If you are looking for a trustworthy partner experienced in Search with the expertise to customise your campaign to maximise results, we would love to speak with you!*

# The Value of SEO

You have probably heard the term “SEO.” You probably know that it is something your company needs. But, do you know all of the value you will see by optimising your site for search engines?

When you invest in SEO, you will see a multitude of benefits.

**Higher search rankings**: Your web pages will appear more frequently and in higher positions on SERPs (search engine results pages)

**Increased organic traffic**: More visitors will land on your web pages through search engines (so you don’t have to pay for traffic)

**Increased brand awareness and authority**: Your brand will appear more frequently which increases your visibility and leads to your website being used as a resource by other websites and publishers

**Increase in number of leads and sales**: As your website appears in front of a larger audience, it becomes a silent salesperson that can collect leads and drive sales from online searchers

**Lasting results**: When you improve a site’s SEO, the work often creates long-term improvements and compounding returns that can get better over time

SEO is a vital tool in building and growing your company's online presence, but it is not a one-time project that will give your brand a lasting boost.

SEO is a long-term practice that works best over time. SEO strategies that are implemented today should be given at least six months to show results. Once that value kicks in, strategies continue to work.

# Our Approach

**Analysis and Strategy**

A successful SEO strategy is about building a company's online presence. The first step will be to audit your current website and SEO tactics to determine what you are currently doing right and what we need to do to improve upon your program. During our audit, we will look at the following:

**Analytics and Keywords**

The first step is to determine how your website is currently ranked. We will do this by searching for keywords that are associated with your business and finding out how your website stacks up against your competition.

**Your Website's Accessibility and Indexing**

For your website to be visible in search results, search engines actually have to be able to find it. They do this by crawling the web and looking for relevant and indexable content, such as link structures and HTML features like alt tags for images.

**Ranking Factors**

Once we determine that your website is being found by search engines and is being properly indexed, we can begin looking further to improve your ranking. The different factors that we will be looking at are content to make sure that your content is relevant and utilises keywords without being duplicated on multiple pages, keywords, and HTML markup to make sure that your source code is relevant to crawlers.

**Competitive Analysis**

Once we have audited your website, we will run a competitive analysis to compare your content and other SEO factors against those of your competitors. This will help us come with a plan for deliverable items that we can then present to you and implement on your website to improve your rank and drive more visitors to your site.

# SEO Ranking Factors

Google uses over 200 factors to rank web pages in SERPs. As part of our partnership, we will assess and prioritise many of these factors to improve your site. Some of those factors include:

**Onsite SEO**

|  |  |
| --- | --- |
| * + *Meta Descriptions*   + *Meta Titles*   + *Content Quality*   + *Content-Length*   + *Content Freshness*   + *URL Structures*   + *Internal Links*   + *Outbound Links* | * + *Image Title Tags*   + *Keyword Usage*   + *Site Depth*   + *Rate of Audience Engagement*   + *Redirects*   + *Duplicate Content*   + *Social Tags*   + *Broken Links* |

**Offsite SEO**

* + *Number of Inbound Links*

**Technical SEO**

* + *Site Speed*
  + *Mobile Friendliness*
  + *Crawlability*
  + *Meta Security*
  + *Secure Forms and Data Entry*

# Plan of Action

To improve your website’s SEO, our strategy resolves these issues through the followings strategies.

|  |  |
| --- | --- |
| **Strategy** | **Description** |
| **Full Site Audit** | We perform a complete audit of your website’s onsite SEO, offsite SEO, and technical SEO. |
| **Keyword Research** | We research up to [x] keywords to find the best opportunities for connecting with your target audience and appearing in search. |
| **Competitor Research** | We assess your client’s competitors to see how they are performing and what you need to do to top them. |
| **Technical Optimization** | We implement technical upgrades that help your site meet the requirements and best practices set by Google. |
| **Content Strategy** | We expand site depth and build additional on-site content through a blog and targeted landing pages. |
| **Link Building** | We gain links back to your website. |

# Types of SEO Prices

Our SEO packages are tailored to suit your budget and business ambitions. We focus only on what can be achieved to help you reach your revenue goals. Since every client is different, as well as their market/industry positioning and circumstances, we cannot offer generic pricing or packages. Instead, we customise our services accordingly, to meet your demands and budget.

**Pricing Options**

**HOURLY RATES**

Suitable for small budgets and concise, specific tasks. You can opt for payment by the hour, but it’s not recommended unless it’s a low volume of work. For bigger tasks that take time, it’s a lot more advantageous to choose a package. Mini-audits, loading speed tests or writing a few pieces of copy are right tasks for hourly rates. As these are minimal, low complexity jobs.

**FIXED PRICE SERVICES**

Some digital agencies offer fixed prices for certain SEO services. We’d rather set-up an SEO campaign, which means a complex effort to bring your online business to a higher rank. If you only improve individual segments, it may not render the whole more efficient.

However, if our clients know precisely what they need (SEO Audit, On Page SEO, etc.) and they communicate it as such, then we can offer a fixed price service. This isn’t recommended when you are confused about which improvements to make or when you want a complete strategy that fixes all weak spots and genuinely lifts your website to a better spot.

Fixed Price can only be used once, in which case we are talking about one-off payment. It is also possible to renew the contract on a monthly basis. Thus, we are referring to a Monthly Fixed Price.

**SEO MONTHLY RETAINER**

The most frequently used system within the professional SEO industry, it is also the most advantageous to clients. This is the approach that enables top SEO campaign results. The best option by far, SEO Monthly Retainer refers to all individual aspects contained within a full SEO campaign.

**Duration:** minimum of three months for a small-scale campaign (few competitors), six months for medium-level businesses and least one year for companies are facing a highly competitive market. SEO work is ongoing. Therefore, it makes sense for committed businesses to adopt this strategy. With every month that passes, we assess the contribution of our services so that we can tailor the next month’s approach and yield more.

**Why is there no Fixed Price for a complete, professional SEO campaign?**

It’s because the real price for complete SEO services is shaped in the end by a whole series of crucial factors, which are not always evident from the start.

* **Competition**

How competitive your business is? A high-level SEO competition entails more work and more time, thus making the price go higher. The more competitive the industry, the more effort it takes to bring it closer to the top of Google search results.

Keyword competitivity is equally relevant, as companies within the same niche are struggling to have a more significant influence over the same keywords. In a crowded niche, with plenty of strong competitors, consistent SEO effort is required, therefore a bigger budget, too.

* **Industry/Niche**

Your business belongs to a bigger or smaller, more or less competitive niche. Search keywords like “lawyer”, “insurance” or “travel” group a huge number of businesses, therefore if you target these, you will be facing tough competition. This translates to more significant SEO efforts and a higher budget.

* **Type of Business**

Start-ups and small companies require less work. Medium and large or custom companies call for intensive practice and ongoing optimisation.

* **Location**

You may choose to have a local or national campaign. Local SEO campaigns are based on a specific city. These are defined by “keyword + city name’. For example, take “digital agency London” or “digital agency Birmingham”, with the former being the more competitive one.

* **Website Condition**

New websites begin from scratch, starting with an SEO Audit, essential to on-page optimisation. The presence of technical errors requires more work. Old websites call for a complete (including off-page) audit, as well as link building, penalty check, etc.

* **Available Budget**

Depending on your budget, we select together with the SEO solutions to implement. Your investment is also up to the required campaign complexity.

Hiring SEO professionals will cost you money, but if you don’t do it, it will cost you money and time… or even lead your business to its downfall.

**How long until you see the results?**

This depends on your business target, on the selected service(s) and the effort required. The market you’re on will also influence results speed. Don’t trust so-called professionals who claim to get you the #1 spot within a specific time frame. It takes a proper analysis and the tailoring of different strategies, month by month, to get a business on the right track and create consistent growth.

Get in touch to discuss a possible time frame and select a suitable package, according to your requirements.

These standard packages are fitted for Start-Up companies and small business only, and the price is rising for different niches and much higher competitive keywords.

**Standard Packages Include**:

* Basic SEO Audit
* Market Research Niche
* Keyword Research (Up to 5 keywords)
* Competitor Analysis (Up to 3 competitors)
* Basic On-Page Optimisation
* Basic Website Speed Optimisation
* Google Analytics Integration
* Google Search Console Setup
* Google Maps & Places Listing
* Content Marketing Creation (2 Blog Posts 1000+ Words
* Link Building (2 High-Quality Links DA40+)
* Guest Posts Outreach (1/month)
* Contextual Links (1/month)
* Monthly SEO / Ranking Reports

Depends on your budget you can update the Standard packages with your desired numbers of services.Also, we can update the number of blogpost articles and the numbers of backlinks as per your request.

Also, you can upgrade your Standard packages anytime to any other packages, Professional or Premium Packages.