My Media Consultancy

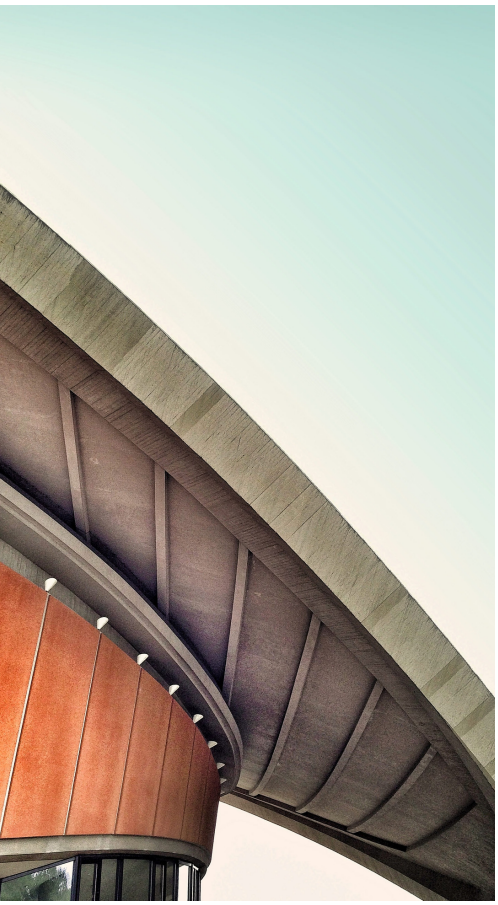
We can help you grow your business



Website & SEO Audits

Tailored web solutions at affordable prices.

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ABOUT

My Media Consultancy is a small, professional web design and SEO consultancy based in Bracknell, Berkshire. Our aim is to help other small businesses succeed and grow in their industry.

WHY INVEST?

Your website is the first point of contact with your audience online. It can generate leads, qualify prospects and attract potential new customers, partners or investors.

The first element of an audit is to check that your website is working as it should - it is website maintenance.



This sounds great, but unless people can find your website, there is no point having it. SEO plays an invaluable role here, helping your website receive invaluable traffic which has a knock on effect to your sales, leads and conversion rates. No longer is SEO just about ranking a site in search results, getting more clicks and views, or keeping 'bounce rates' optimal. That's a dangerous misconception. Modern, effective SEO should be rooted in the company's goals and strategies, and swivels on the psychology of individuals in the target market and segment. SEO lies at the heart of your online business and can be an investment with a high return, but, high ranking is not achieved overnight. SEO is a long term strategy, but it's one that will get your business found, noticed and loved.

WHAT IS AN AUDIT?

Do you know who is visiting your website or where you are ranking in google searches?

If you already have a website and are ready to improve its search engine visibility, then a website audit is a good starting point. You may already have an SEO strategy but it's not working or you arn't seeing the results you want, then an audit may provide the reasons why you are experiencing low conversions and high bounce rates.

A website audit is an analysis of all the factors that determine your site's visibility in search engines.

This includes:

- Indexed pages
- Page Errors
- Site Speed
- Mobile and Tablet Responsiveness
- Updated Content
- Meta Data
- Backlinks Check
- Social Signals

To conduct a site audit, we run various tests and will generate a report detailing any existing issues. Based on the results of the audit, we can then make recommendations to improve the visibility of your website in search engines. If you have never implemented SEO best practices, then the site audit reveals where you may want to begin your work.

Many websites are not optimised for SEO and may be missing elements like meta data which will need to be added to your site, if your site is SEO optimised already, we can pinpoint where the issues exist. It may be bad backlinks or your pages arn't mobile friendly, both of which could be penalising your site.

WHAT IS INCLUDED IN AN AUDIT?

£100 Maintenance Website Audit includes:

- Check for Theme Updates
- Do you have a Child Theme Activated for your website customisations?
- Delete unused Themes to increase site speed
- Back-up of your site including theme files, database, plug-ins and uploads
- Are plugins up to date
- Deactivate or delete unused Plugins
- Do you have an anti-spam filter installed on your site?
- Do you have a system in place to review, approve or delete comments on your website
- Speed tests for how fast it loads for desktop and mobile users
- Have you compressed images on your website and deleted unused images from your media gallery to assist with speed issues?
- Are you on the current version of WordPress?
- Do you have a security plugin installed?
- How often do you scan your website for security issues?
- Do you have a system to check for crawl errors?
- Do you have a custom 404 page for redirects?
- Do you have a system in place for regular maintenance of your website?

£250 SEO Audit Includes:

- Check SEO basics including Meta Data, Title Tags, Headlines, Images, Alt texts etc
- Quality of Keywords
- Competitor Analysis
- Technical Analysis
- Site Indexing Analysis
- Sitemaps
- Duplicate Meta Data
- Site Architecture Analysis
- Optimised URL Structures
- Internal Links Anlaysis
- Page Level Analysis including page content
- User Experience Analysis
- Social Signals
- Link Analysis
- Citation Analysis

If you would like to book your website or SEO Audit, please contact us at info@mymediaconsultancy.co.uk.