

delivering online expertise

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Search Engine Optimisation Managed Service

HotLizard 

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Every day over 350 million searches are performed across the internet so it's imperative that your website stands out from the competition within the search results. Search Engine Optimisation (SEO) and Search Engine Marketing (SEM) techniques can help ensure your site appears high within these results whilst targeting the right audience and generating enquiries for your business.

[Wikipedia](#) defines as:

“Search engine optimization (SEO) is the process of improving the visibility of a web site or a web page in search engines via the "natural" or un-paid ("organic" or "algorithmic") search results...”

HotLizard's SEO Managed Service is designed to improve your websites natural listings, recognise opportunities to increase conversions and maximise your return on investment (ROI).

Our experienced team understand that it isn't a one size fits all when it comes to your SEO strategy which is why we've developed 4 suggested packages to suit typical requirements. Below is an outline of each of the elements that make up our SEO Managed Service:

Initial Website Review:

HotLizard's SEO team take a holistic approach to the initial website review covering a number of areas that are key to your website doing well in search engines:

- **URL Structure:** Identify the existing URL structure; consider the length of the URL, how descriptive it is, and the use of key terms within it.
- **Page Title:** Analysis of the page titles to see if they are consistent with the message within the on page copy.
- **Keywords:** Work with you to understand your market and brand to enable us to identify key terms used within your existing site.
- **Meta Information:** Review the current Meta information used within the site. In particular the Meta descriptions as these are often used to describe pages within the site and are visible in search engines and social media sites.
- **Search Engine Health Check:** We will check to make sure your site is listed in the major search engines in your region and that the results reflect the number on pages on your site. Taking the basic brand and keyword information we carry out comprehensive tests to see how well you rank and to ensure that your site is listed. We also compare the cached versions of key pages to those on the site.
- **Backlinks:** We carry out an initial inspection to see how many other websites are linking back to your site. Having a good number of backlinks to your site from authoritative domains and trusted sources helps search engines find your site as well as build trust in it.
- **Redirects:** Redirects are used to signal search engines and web browsers that something has change and you now need to look somewhere else to find the content. We make recommendations on redirects, as having a new site or updating an existing site it is important to ensure search engines and users don't end up on broken pages.

Competitor Analysis:

With your competitors facing the same problems and opportunities as you when it comes to attracting business, having an understanding of how their site is performing will help provide you with a competitive edge. HotLizard's SEO team will carry out a combination of the following items depending on the package selected:

- Review of competitors sites.
- Overview of the content they use and alternative sources e.g. LinkedIn, Facebook, Twitter, and blogs.
- How often the content changes to give an indication of the time they are investing in their sites.
- The types of content used on the site.
- Analysis of the Meta information contained on the sites.
- Review URL structure and site architecture to identify important areas within their sites.
- Review the number of pages indexed by search engines.
- Link analysis to gain an understanding of keywords your competitors are targeting and important pages on the site.
- Keyword review using your key terms. Looking at how well your competitors do for your key terms.

Keyword Research:

This is one of the most important SEO tasks. Keyword research is what helps drive traffic to your site by ensuring that search engines understand what your business offers and how customers see your brand. By using keyword tools and data from search engines we will:

- Understand your brand and identify the key terms you use.
- Research and analysis of your competitors.

We combine all this information to provide you with recommendations of the best terms and phrases to target.

SEO Analysis:

Using Google Analytics, HotLizard's SEO team will setup monthly reports providing you with all the information you need to see how your site is performing.

We will setup Webmaster tools with the major search engines to ensure they index your site as doing this can also provide additional information on how your site is performing, such as identifying potential indexing issues.

Ongoing Copy Review:

Copy within a website needs to be written to effectively engage the visitor, without overwhelming them with information. HotLizard's SEO team will review the copy pages of the website, as part of the on page optimisation strategy, to make sure it has a suitable keyword density and that it is highly relevant to the Meta information being used.

Quarterly Reviews:

Due to search engines regularly updating their algorithms (Google implements roughly one update for every day of the year), changes in individuals searching habits and evolving technical requirements for search engines, its important to review the success of your SEO strategy ongoing. Our experience has shown us that these reviews should take place once every 3 months to ensure that enough time is given to see results. If the expected results are not being achieved, the strategy can then be revised and the relevant changes made.

These review meetings are designed to give your site the necessary maintenance to sustain and improve its ranking. They will provide you and your HotLizard SEO consultant the opportunity to have an in-depth look at what is currently happening with regards to the performance of your site. The review includes:

- Audit of your site
- Competitor analysis
- Recommendations report
- Meeting to discuss the targets and goals for the next quarter.

Link Building:

Having a well optimised site with a good architecture and great content are big factors in determining how end users and search engines will perceive your site. However, one factor that can have an overwhelming impact in how your site is listed within the search result is the number of links pointing to your site, i.e. backlinks.

The idea of using links to influence your sites ranking was popularised by Google in its PageRank algorithm. The initial method started by classing the sites with the most backlinks as the most popular and should therefore appear at the top of the results. Things have moved on since then but link building is still one of, if not the, most important SEO task you should carry out ongoing.

The HotLizard link building service aims to build up the number of relevant backlinks to your site. The SEO team will research relevant link partners, identify the best pages and the most relevant anchor text using:

- Research directories/publications/information sites
- Research other relevant sites to link to
- Look back at competitor analysis results and competitors' inbound links
- Identify possible link partners

- Analyse link partners (look at relevance to your site, their Google PageRank and their inbound links)

We can also advise on linking back out to other third party sites.

Account Management:

Each of our packages comes with an element of account management this enables you to ask any day to day questions with regard to SEO / SEM.

***Development time:**

Sometimes not all of the changes for SEO can be made using your CMS. That is why some of our packages include an element of development time which can be used purely for SEO activities, be that implementing tracking codes, changes or tweaks to layout or enhancements to the site.

* This applies to existing HotLizard website clients only

SEO Managed Service Packages

	Standard	StandardPlus	Advanced	Pro
Initial Website Review		✓	✓ (includes use and relevance of header tags)	✓ (includes use and relevance of header tags)
Competitor Analysis	✓ (2 competitors)	✓ (2 competitors)	✓ (3 competitors)	✓ (5 competitors)
Keyword Research	✓	✓	✓	✓
SEO Analysis Report & Implementation	✓	✓	✓	✓
Quarterly Reviews	✓	✓	✓	✓
Account Management	✓	✓	✓	✓
Link Building			✓	✓
Ongoing Copy Review				✓
*Development time			✓	✓

* Only applicable to existing HotLizard website clients

SEO Managed Service Pricing*

	6 Month	12 Month
Standard (10 pages)	825	735
StandardPlus (10 pages)	955	795
Advanced (15 pages)	1930	1630
Pro (20 pages)	2660	2285

* Prices are per month

Our SEO Managed Service has been designed to be more cost effective than paying for ad-hoc services ongoing; however, if you'd prefer not to commit yourself for 6 or 12 months then we do also offer the SEO services detailed in these packages (along with extra services) as individual services instead. Alternatively, if you feel that these packages don't suit your exact needs; we can put together a completely customised managed service for you.

If you are unsure which package is best suited to your business or have any questions please contact one of our experience SEO consultants on 01635 527900 or email seo@hotlizard.net