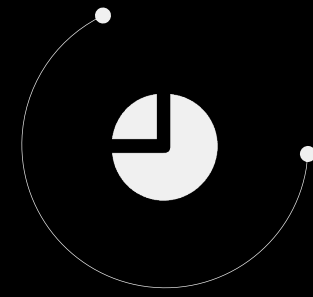# bond media

SEO Audit

bond media overview.

Welcome

Bond Media based in London was established in **2000** and is a privately owned **SEO agency** made up of **professional search marketers, analysts, SEO copywriters and project managers**.

Our work is based on a consultative process that engages our clients and through **partnership** delivers results in tune with the business objective. **Visually impressive** brand development and websites are just one aspect of our work, **bespoke development**, **search engine prominence**, management of social media campaigns are just a few of the additional services available to clients.

Our success lies in the quality of our work – we have a number of long-standing clients, and a significant amount of work is a result of direct referral.

We hope this document explains in more detail what we do and more importantly, what we can do for you.

23
YEARS EXPERIENCE

SEO team

Our core SEO team has over 20 years specialist SEO experience behind them, and we work regularly with a pool of 50 external consultants providing extra skills as required.

Below is a short introduction to the people who will be working on your SEO project.

Anthony - Managing director
The company was originally setup in 2000 under the name AV1 Designs and the name changed to Bond Media in 2004.

The company has grown organically through his management and has built up a reputable name within the web design industry providing web solutions for the likes of companies such as RBS, Samsung and Baskin Robbins.

As well as managing the business, Anthony is personally involved on all SEO projects at a strategic level and is often the lead point of contact for large scale projects.

Daniel - SEO / Analytics Manager
Daniel leads our SEO department with decades of experience getting our clients to the top of Google.

Leo - SEO Analyst
Leo works alongside Daniel on Search campaigns and is particularly well-versed in developing content strategies that perform.

Jim - Copywriter & Content Strategist
With more than 15 years' B2B and B2C writing experience, spanning hundreds of industries, Jim is a results-driven marketing professional who's helped nearly 250 micro, SME, and corporate clients achieve digital marketing success.

Jim has written over 2,000 marketing assets, often achieving triple-digit ROIs, and is your 'go-to' when you need a powerful idea, impactful content, or a robust online SEO strategy.

Ram - Analytics Manager
Ram has over 14 years' experience in the Digital Marketing and Web development industry, he has keen interest in Web Analytics and using analytics data to identify trends, patterns and insights that can be used to improve performance and user experience.

As our Analytics manager, he works with our clients to ensure that their individual tracking needs are met. He has expertise in Google Analytics, Google Tag Manager and Looker studio. He has experience with both auditing an existing setup and also implementing new tracking solutions for websites.

Keyword research //

Estimated Traffic Levels //

Monitor Traffic //
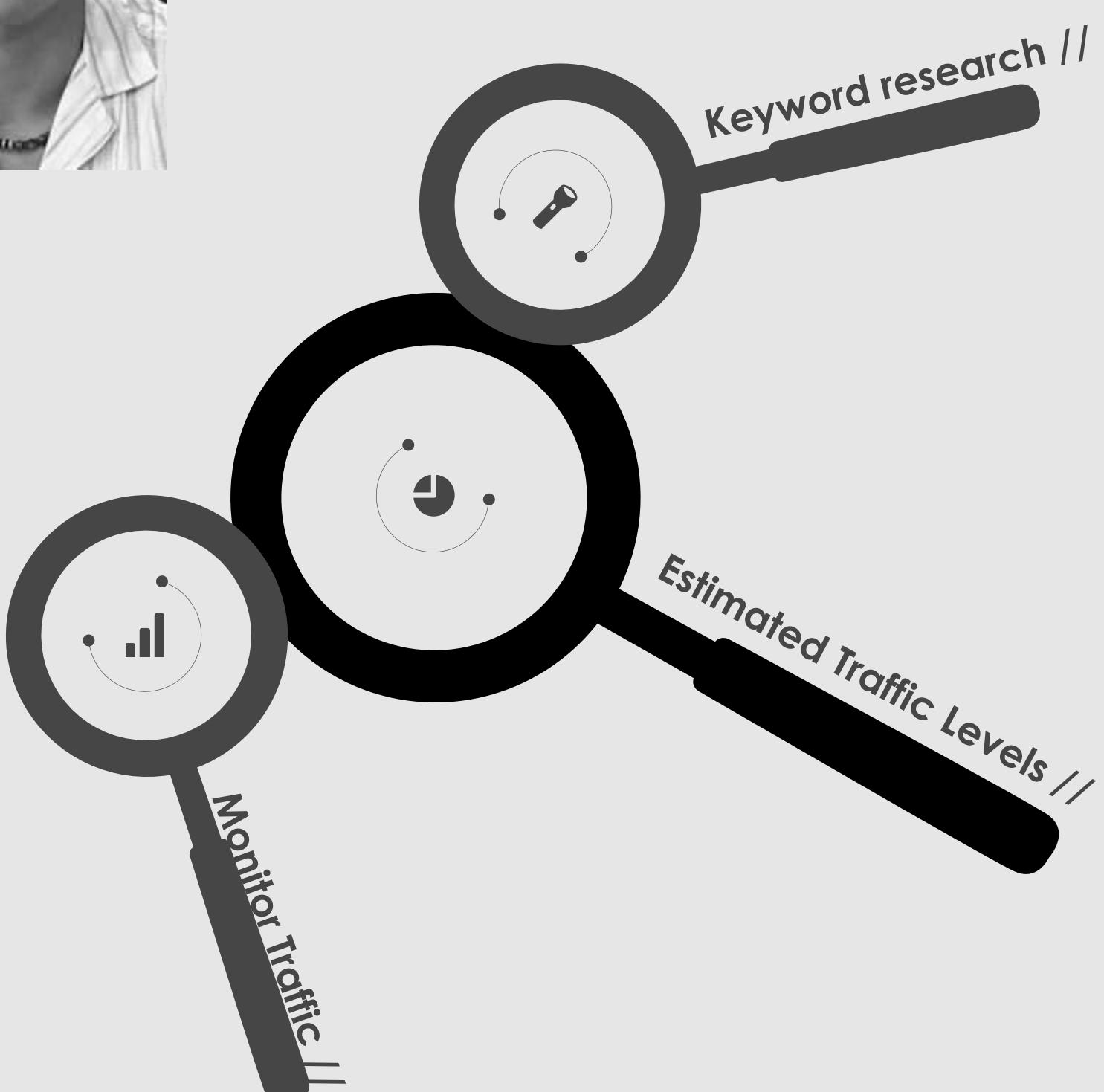
SEO Audit Explained

The primary objective of conducting this SEO audit is to gain comprehensive insights into the strategies employed by your competitors in the realm of SEO. Through this analysis, we aim to decipher the specific SEO tactics they have in place, the key phrases they prioritise for search engine optimisation, and the overall prerequisites necessary to position the clients competitively within their industry.

In essence, this audit delves into the multifaceted world of your competitors' SEO activities. By examining their techniques, keyword preferences, and optimisation approaches, we aim to not only understand what makes them successful but also to identify opportunities and strategies to compete effectively in the digital landscape.

This in-depth evaluation equips us with the knowledge and tools needed to commence the SEO strategy, target the right keywords, and propel their online presence forward in the ever-evolving digital arena.

The audit will cover:

- Keyword Research
- Competitor Analysis
- Link Analysis
- Actionable Link Strategy
- SEO Fee Options

Process

Step 1

keyword analysis

- The Traffic potential of the keyword.
- The Ranking difficulty of the keyword.
- The longtail and shorttail keywords that relate to your specific keyword.
- How profitable that keyword is to rank for.

Step 2

SERP Analysis

- We look at the websites that already rank in that SERP
- We look for common themes through those websites to determine the SERP's ranking factors
- We look at the distribution of rank over time of the websites to determine, how long it will take you to rank on page 1 for that keyword.

Step 3

Competitor Analysis

- We pick out several competitors that are already ranking for the desired keywords.
- We look at specific factors in terms of what makes them rank.
- We look at them in relation to each other and why some rank higher than others.
- We dissect their websites a look for a content strategy.

Step 4

Competitor Link Analysis

- We dissect their referring domain count to back link count.
- We see the quality of their links.
- We look at where those links come from.
- We display this in visualised data sets.

Step 6

Your Link Analysis

- We dissect your referring domain count to back link count.
- We see the quality of your links.
- We look at where those links come from.
- We display this all-in c data sets.
- We compare your link profile to your competitors link profile's.

Step 7

Website Analysis

- We dissect your entire website.
- We look at your index and what's holding you back.
- We look at all the pages on your website and which ones should generate far more traffic.
- We look at your internal link count.
- We look at every status of every page.

Step 8

Problems solutions and strategy

- We make note of every issue on your website and categorically store the evidence in data sets that you will have access to.
- We show you in extensive detail how to fix each of these issues.
- We develop a strategy for you, so that you can rank as fast and efficiently as possible.

Timeline

We will need 21 working days to complete the entire SEO audit.

Initial project planning

Start

Step **One**	Step **Two**	Step **Three**	Step **Four**	Step **Five**	Step **Six**	Step **Seven**
3rd day	6th day	9th day	12th day	15th day	18th day	21st day
Keyword analysis	SERP analysis	Competitor analysis	Competitor link analysis	Your link analysis	Your website analysis	Problems ,solutions and strategy

Pricing

Search engine optimisation - initial audit

** The first step in defining a SEO strategy is an audit to review the marketplace, identify opportunities, and put in place
a strategy aligned with your goals.

£5,000.00 +VAT **

Ongoing search engine optimisation & management

*** Monthly fee based on outcome of audit, competition for desired phrases, and chosen strategy

£to be confirmed ***

Web analytics & visualisation (additional services)

Google Analytics and Tag Manager audit
• review of current setup in Google Analytics / Google Tag Manager

£3,500.00 + VAT

Google Looker Studio setup & configuration
the fee includes
• setup and configuration of Studio, and creation of custom dashboards
• setup of tracking goals

£5,500.00 + VAT

monthly web analytics & reporting
discussion and define strategy and targets
setup Looker Studio dashboards and goals
guidance on improving conversions
training sessions on Google Analytics 4, Google Tag Manager

£3,500.00 + VAT per month

Search engine optimisation (SEO) - introduction

Search Engine Optimisation (SEO) is the process of researching your market, evaluating keywords that identify your audience and the user's intent, ensuring these phrases are present on your pages, and indexed by search engines to deliver relevant sustainable traffic to your website.

Our SEO practice is based on modern, compliant techniques delivered by specialists with over 20 years' experience in the industry,
and our strategies are built to deliver visibility, traffic increases, enquiries, and ROI.

We have a proven process we follow for the successful delivery of SEO projects:

- an audit of the existing website
- discuss findings & plan a strategy
- prepare the website
- link building and ongoing acquisition
- content writing
- regular review evaluation and adjustment of goals
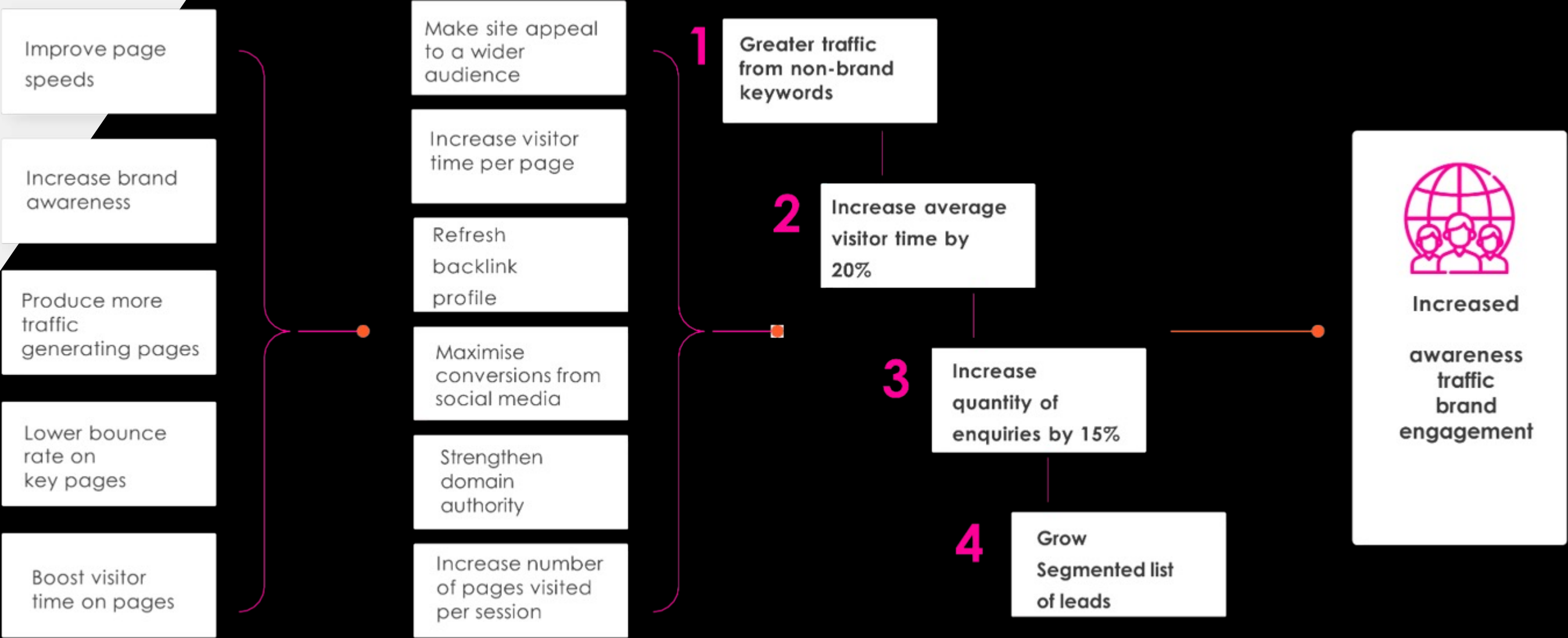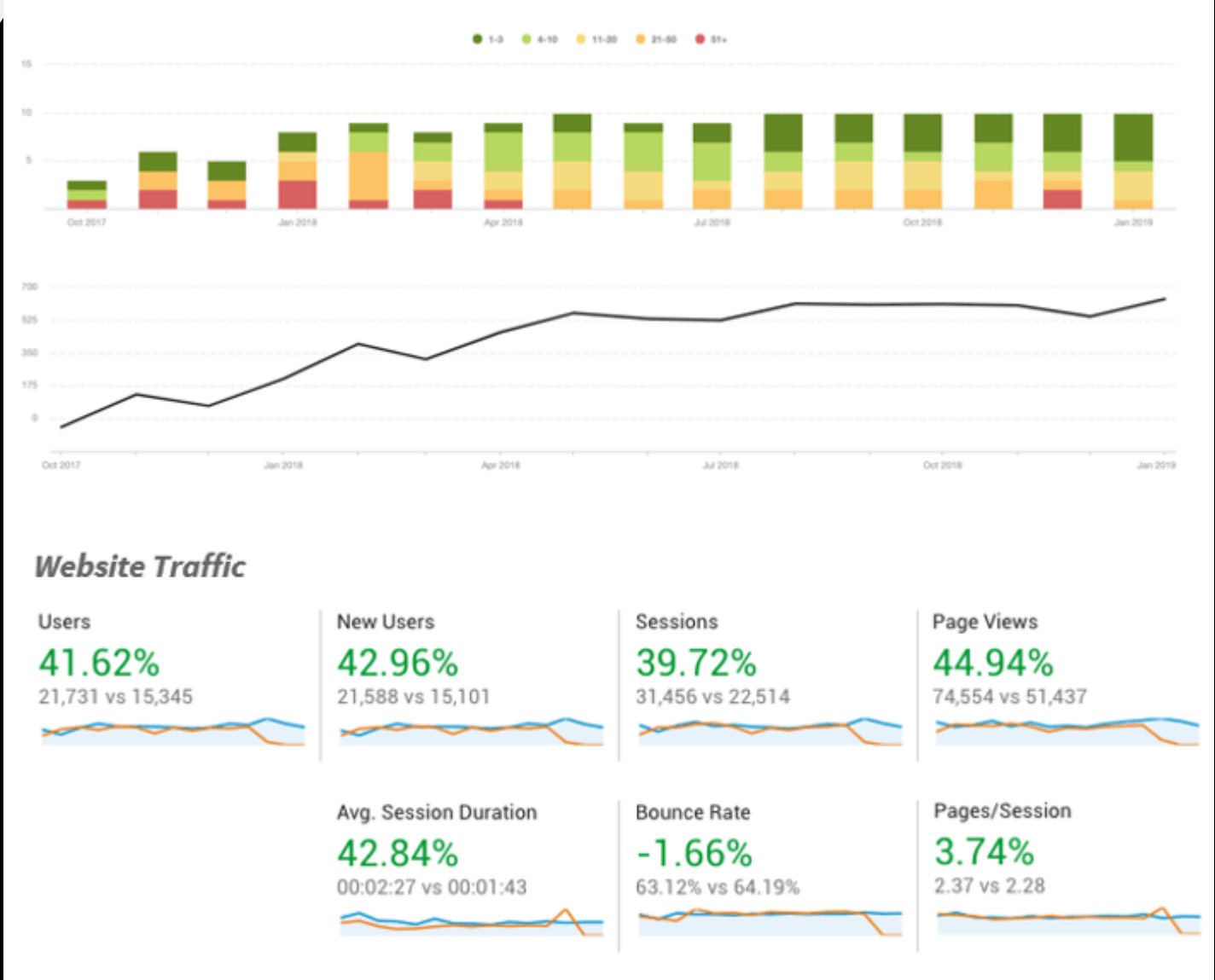
SEO - preparation and ongoing monthly work

£to be confirmed (pending audit findings) initial setup
£to be confirmed (pending audit findings) ongoing monthly fee

The initial groundwork for an SEO campaign includes

- recommendations on the optimal site structure
- ensuring page titles and descriptions contain optimal focus terms to maximise click through rate
- where tasked provide content for pages (Optional service - copywriting)
- add meta data to pages and alt attributes to images to maximise accessibility
- generating a sitemap to be picked up by search engines
- create a list of URL redirects
- correctly configure Google Search console

An essential part of SEO and part of the ongoing campaign is building domain/brand authority and trust. We'll work to strengthen domain trust and authority with:
- vetted niche edits from a strict inventory of sites that have to meet strict criteria
- links are built on quality and relevance.

Website Traffic

Users **41.62%** 21,731 vs 15,345	New Users **42.96%** 21,588 vs 15,101	Sessions **39.72%** 31,456 vs 22,514	Page Views **44.94%** 74,554 vs 51,437
Avg. Session Duration **42.84%** 00:02:27 vs 00:01:43	Bounce Rate **-1.66%** 63.12% vs 64.19%	Pages/Session **3.74%** 2.37 vs 2.28	

Improve page speeds

Increase brand awareness

Produce more traffic generating pages

Lower bounce rate on key pages

Boost visitor time on pages

Make site appeal to a wider audience

Increase visitor time per page

Refresh backlink profile

Maximise conversions from social media

Strengthen domain authority

Increase number of pages visited per session

1 Greater traffic from non-brand keywords

2 Increase average visitor time by 20%

3 Increase quantity of enquiries by 15%

4 Grow Segmented list of leads

Increased awareness traffic brand engagement

Google Looker Studio

£5,500.00 + VAT setup

**£3,500.00 + VAT per month management and reporting**

Google Analytics provides a wealth of data, however accessing the data, and collating it for reporting purposes, especially across multiple audiences brings a significant number of challenges. Looker Studio by Google is a platform that takes in data from a variety of sources and allows you to customise how that information is visualised and shared.

Auditing your setup

The first step in the process is to audit your website looking at your Google Console setup, Google Tag Manger, and Google Analytics codes. Often analytics accounts with multiple domains can experience mixed reports and this audit will help identify issues that need to be addressed.

Review and prioritising KPIs

We'll arrange a meeting to discuss our findings and to go over the metrics you want to track, and the level of detail you need. These requirements form the "measurement plan" that will be regularly evaluated and updated as needed.
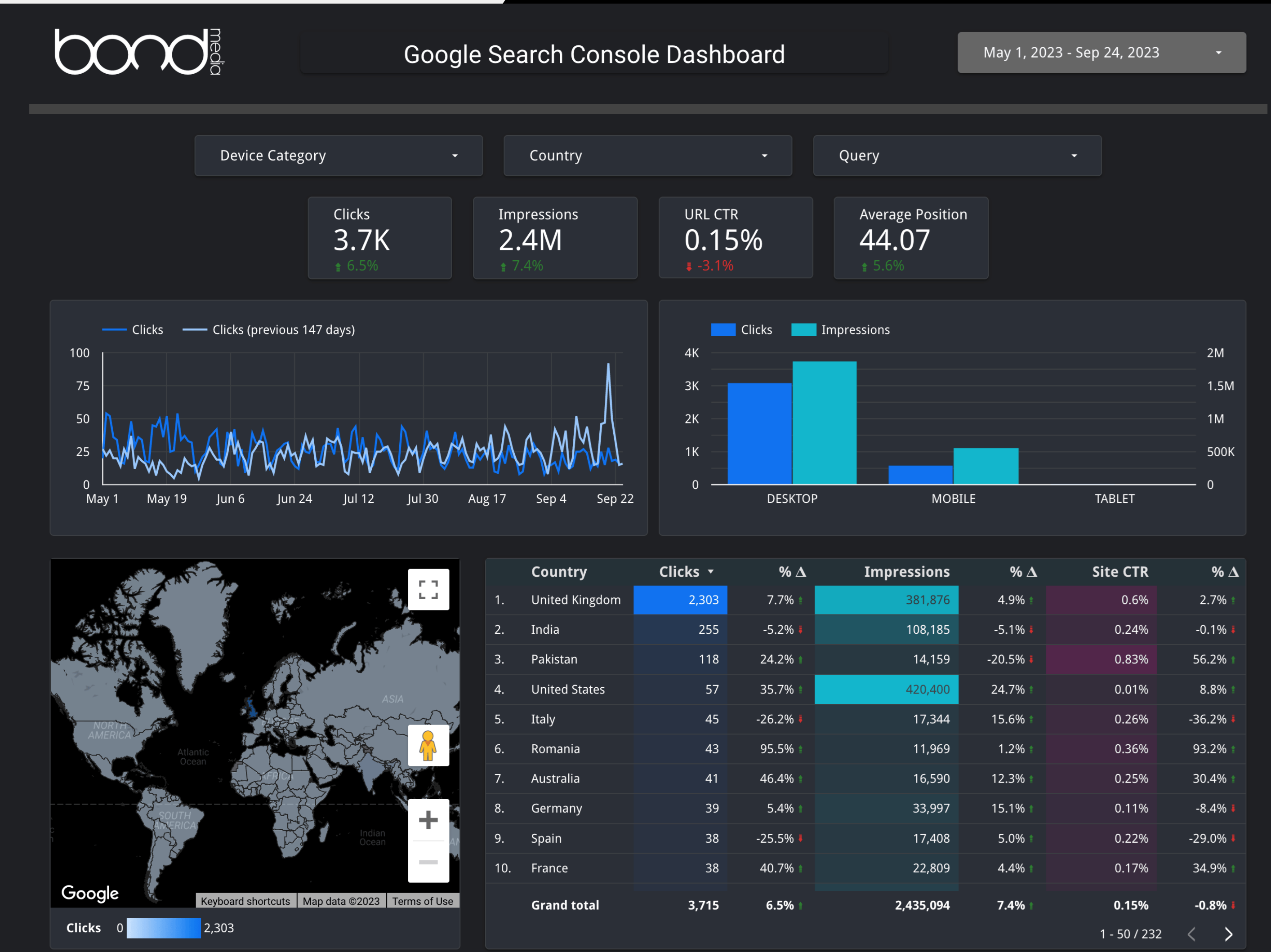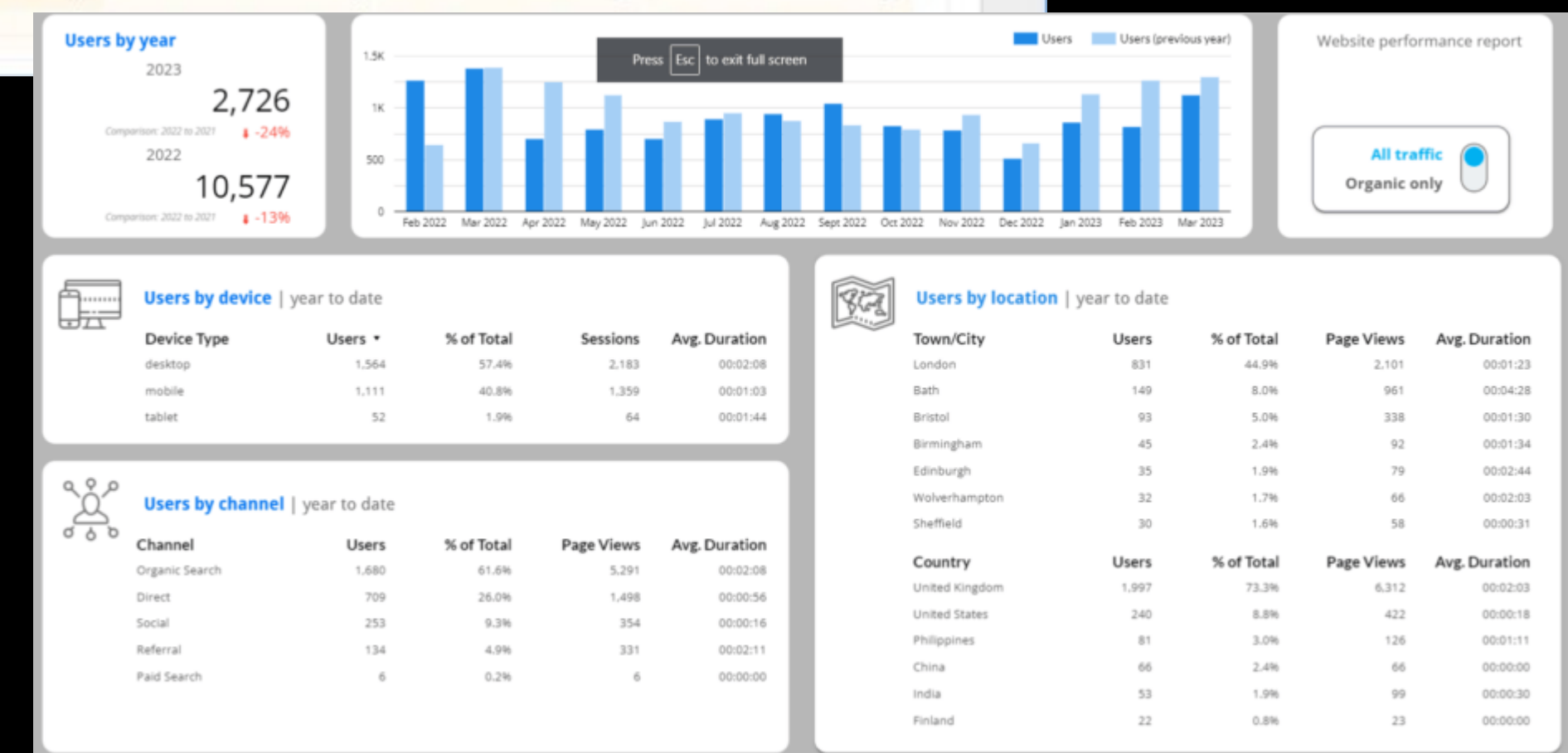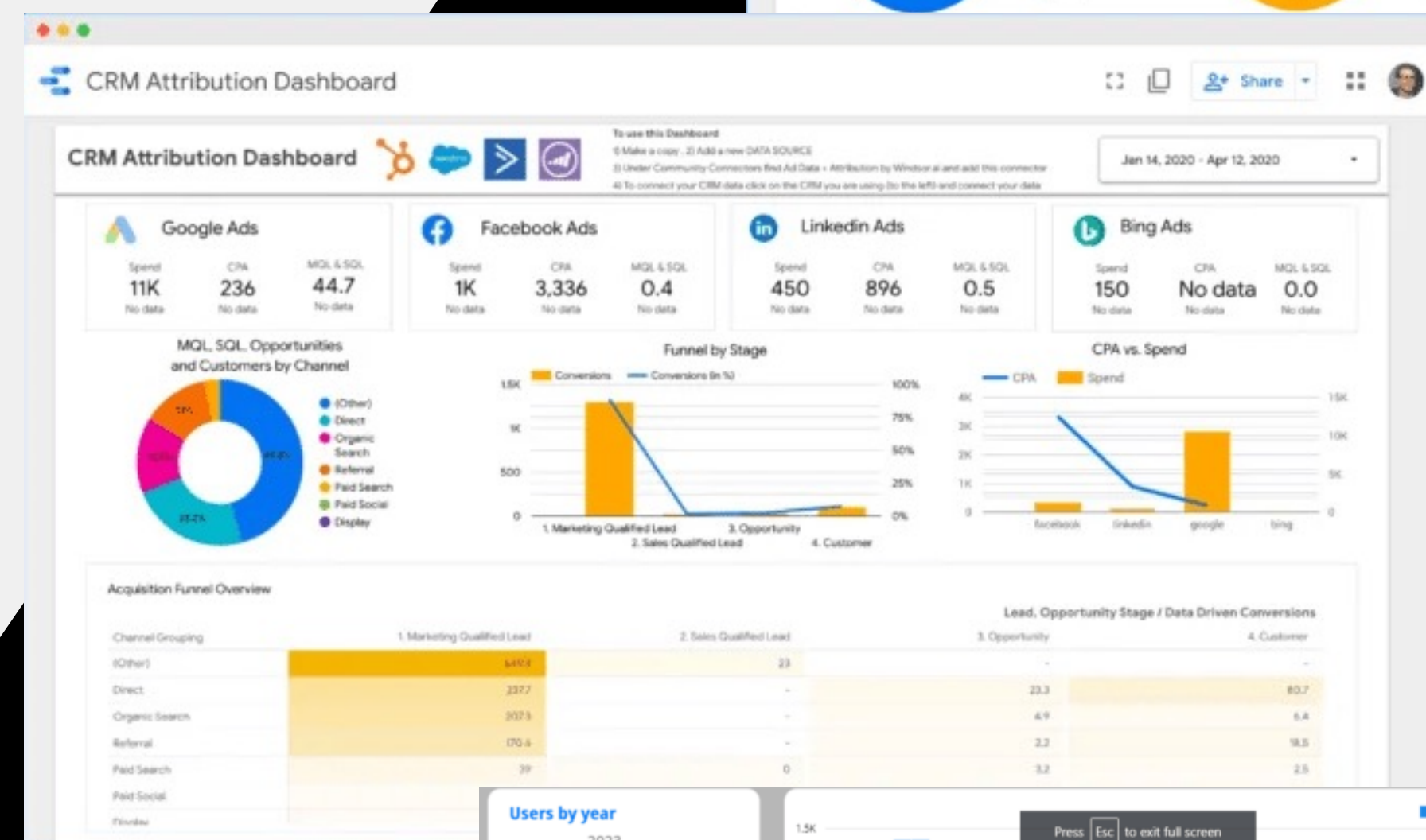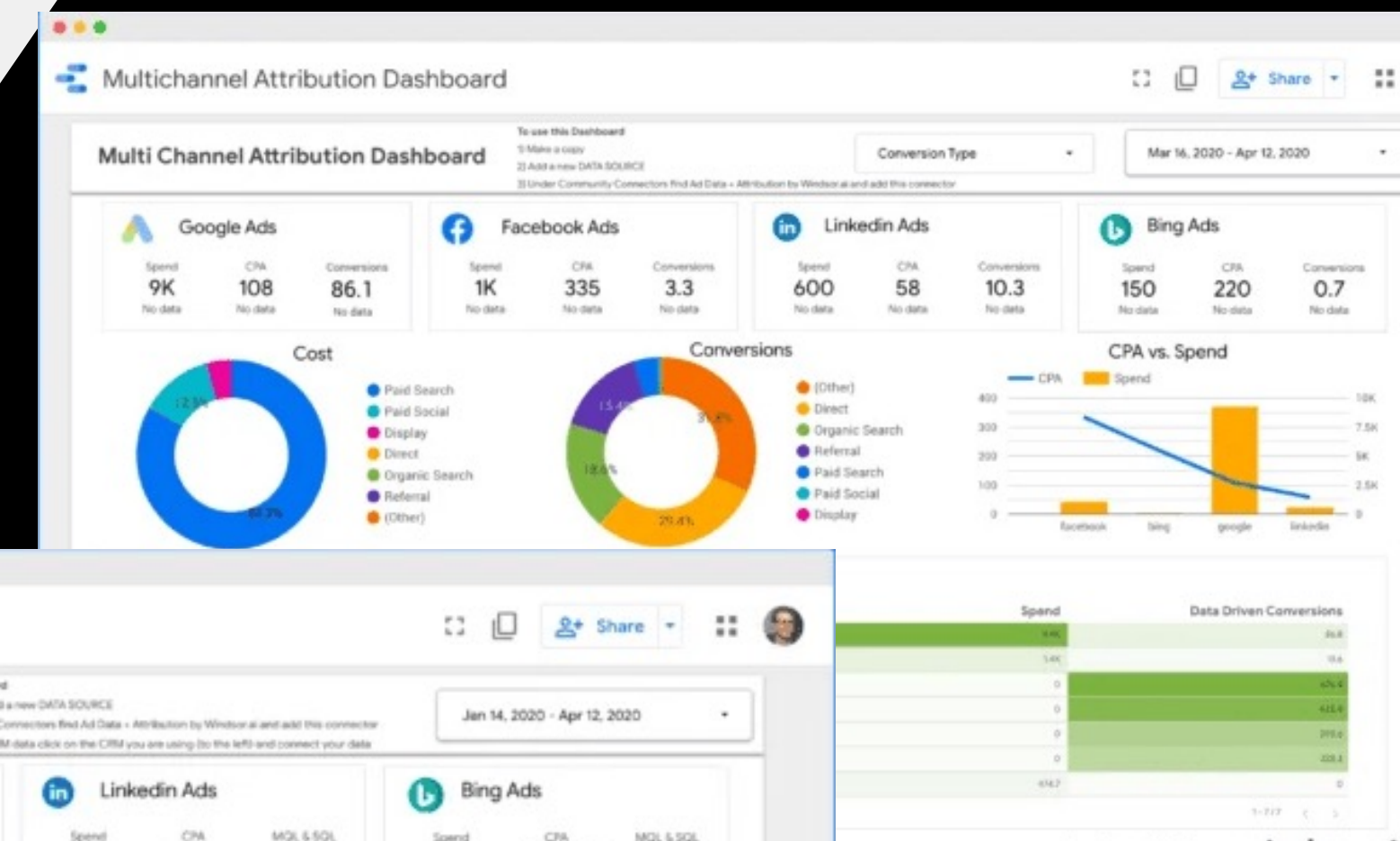
Google Looker Studio (continued)

Custom reports and dashboards

Google Looker Studio allows you to create custom dashboards that display the data in a variety of way. In line with your requirements, and the needs of the people accessing the data we will make suggestions on how the data can be organised so that information can be seen and acted upon.

Ready to get started with us?
—

Visit our website

https://www.bondmedia.co.uk/services/

Get in touch:

Anthony Mixides

am@bondmedia.co.uk

020 8886 4890

We welcome any questions you may have about this proposal

Bond Media

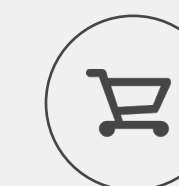**9 Silver Street Enfield Town EN1 3EF**

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SEO