

Search Engine Optimisation

**Unbeatable ROI delivered within an
integrated cross-channel framework to
maximise customer growth**



The challenge

SEO is a well-established discipline. Yet continuous changes to Google's algorithm – such as including unlinked references to content - call for equally continuous evolution in search strategy.

Today's challenge is to find and deliver measurable improvements in revenue and profit from organic search more successfully than your competitors.



The solution

Using new tooling, QueryClick pre-qualifies content with increased accuracy, driving higher performance SEO for larger businesses. PR successes may be mapped back to SEO and the impact on revenue calculated, helping to predict winning activity and gain buy-in from the wider business. QueryClick bridges the link gap and brings link-building back to life.

Typically operating within a wider multichannel strategy, our SEO campaigns integrate enriched audience data into long-tail, keyphrase targeting strategies, accelerating the capture of new customers with higher average order and lifetime value, quickly and efficiently.



Benefits

- Each strategy is customised to match increased ROI with high, new, cross-channel customer growth
- Technical barriers to conversion such as canonicalisation and mobile TTFB performance are framed within a business-case-led approach to issue prioritisation, so you always know the business rationale for change
- We work both on-site and consultatively, eliminating inter-team barriers. Our strategists procure the necessary skillsets from across QueryClick to develop an effective, technical SEO platform
- A transparent rate card system provides complete flexibility



Outcomes



EE: QC delivered an increase in organic revenue of £65.2 million from drastically improved rankings, having migrated T-Mobile and Orange UK onto the EE platform in 2014/15



F&F (Tesco): In our first six months with F&F, QC delivered a 75% increase in organic traffic for target kids clothing terms yielding over £6.7 million in organic revenue



ORIGINAL

Hunter Boots: QC effected a 99% year-on-year increase in generic Organic traffic in the first 12 months, representing over 85% of new customers from digital channels



M&Co: QC's multichannel strategy drove an increase in Organic revenue of 53% in 2017, ultimately the result of a 138% increase in first page rankings for target generic keyphrases



Technical notes

All strategies include:

- **SEO audits and technical strategy:** alongside a wider 'issue impact assessment', a standalone audit prioritises actions in terms of their complexity/potential impact on resolution
- **Data-led Digital Engagement Strategy:** using our *SwiftLink* (see separate datasheet) tool, we understand the likely potential for success of content projects before any creative work is proposed
- **Data-driven content marketing:** our data-led approach extends into content strategies, which are a component of an always-on SEO strategy that maximises ROI
- **Project management:** best-in-class project management tools measure our performance to the agreed objectives transparently
- **Training:** on-site engagement helps push your campaign forward, removing the friction from applying deep change in your enterprise-level digital marketing strategy

See additional datasheet – *SEO Service Details* – for additional information.