



SEO tips and tools for franchise and local businesses


2 & 3 October 2015 | NEC, Birmingham

By Ann Stanley
Managing Director of Anicca Digital



Our services

Generating Leads,
Sales and Profit



Digital and Search
Marketing (Paid advertising,
SEO, PPC, ecommerce
marketing)

Educating Your
Team



Marketing training (and
qualifications) for business
professionals

Building Your
Brand



Owned and Earned media
(SEO, Content, PR, Social,
Email, MAS)

Local and
Affordable Visibility



SEO, PPC, Social for local
and growing companies
with smaller budgets



Some of our clients



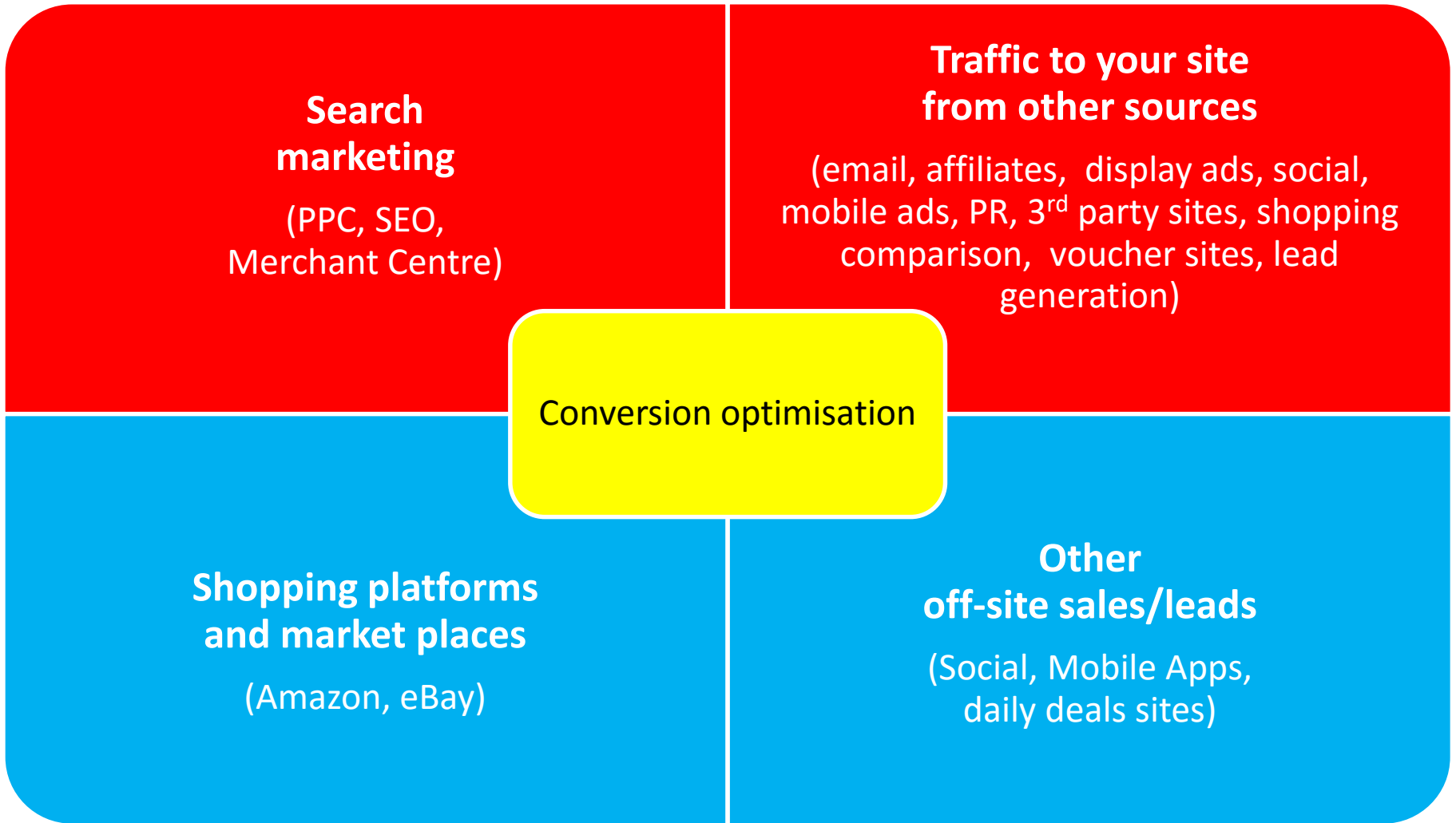
Contents

1. The digital marketing landscape
2. Maximising your visibility in the local Google search results
3. Understanding Search Engine Optimisation (SEO) - a beginners' guide
4. Recent changes to the Google algorithm and how to avoid getting a Google penalty
5. The importance of mobile
6. Essential tools and techniques to help you carry out SEO

1: The Digital Marketing Landscape

Overview of marketing channels

On-site Sales/Conversions



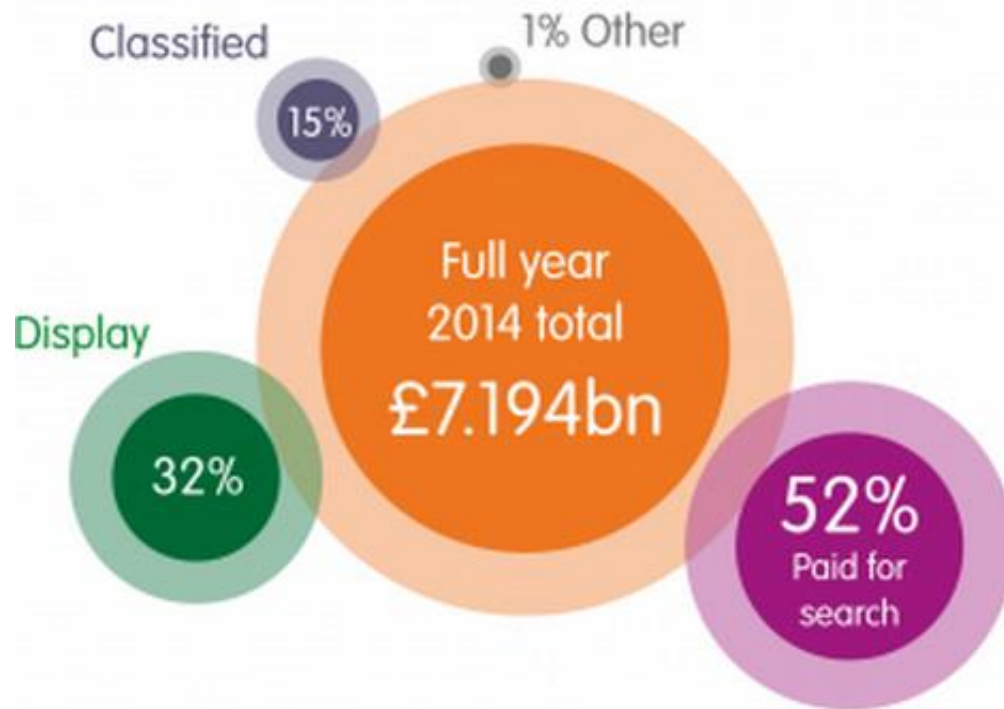
Conversion optimisation

Shopping platforms and market places
(Amazon, eBay)

Other off-site sales/leads
(Social, Mobile Apps, daily deals sites)

Off-site Sales/Conversions

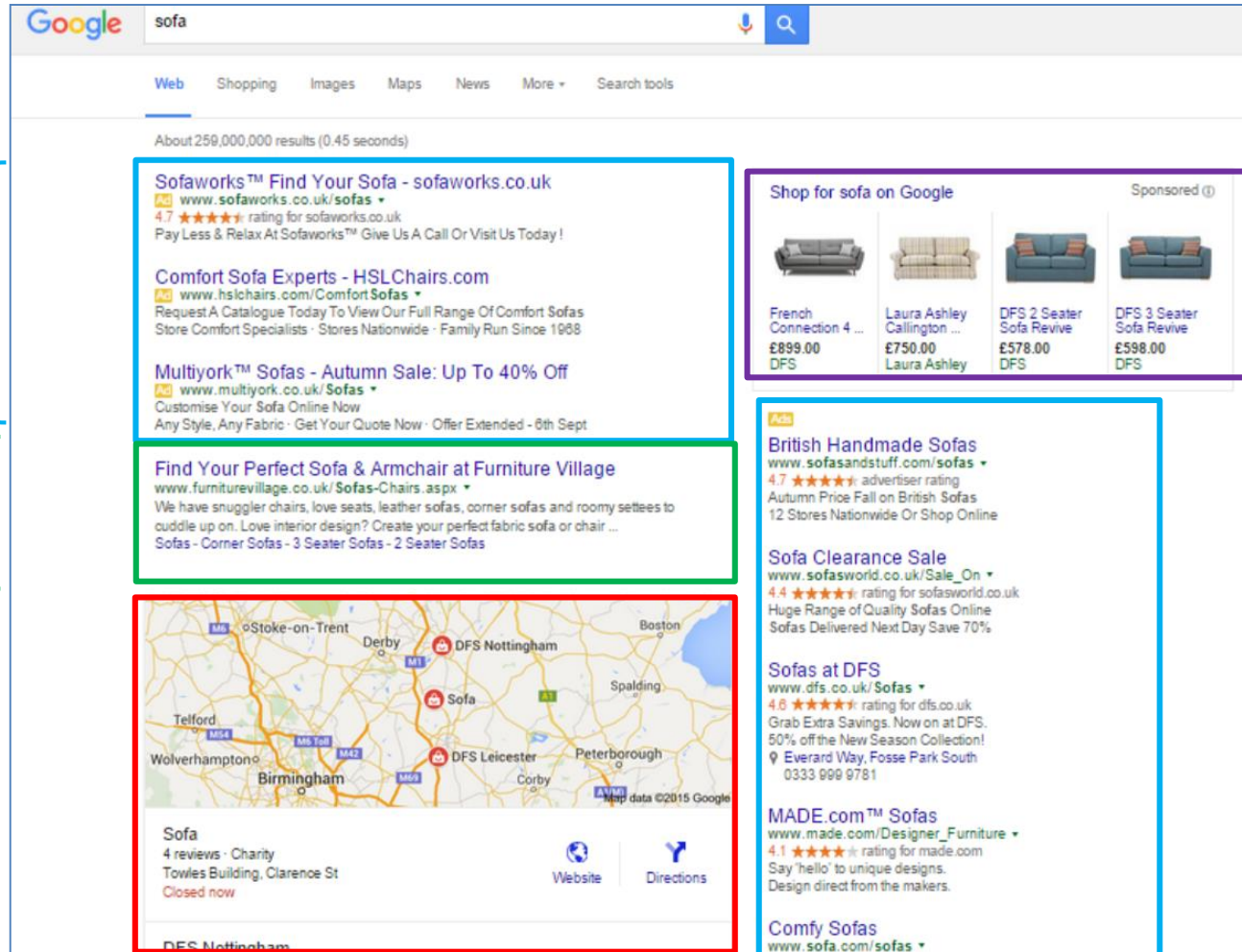
Digital advertising in the UK – (2014 full year results)



- UK digital ad spend in 2014 reached record high of **£7.194 billion** with **14%** year-on-year growth
- **Mobile** reached **£1.62 billion** of this, representing **23%** of total. Mobile had **63%** year-on-year growth, driven by social, video and in-app ads
- **Social ads** grew **65%** year-on-year to **£922m** with 56% on mobile (£517m)

2: Maximising your visibility in the local Google search results

Google results for 'sofa'*



Pay per click ads (via AdWords)

Shopping Ads (paid ads via AdWords)

Organic or natural search results

Pay per click text ads (via AdWords)





Google new Local listings "Stack"

*sofa chosen to illustrate different types of results





Google Shopping Ads – “new” features

Aggregated product ratings

Shop for hotpoint fridge freezer on Google

 Hotpoint First Edition Fridge £219.00 AO.com	 Hotpoint Extra Frost Free ... £376.00 AO.com	 Hotpoint FFU4DX Fridge £549.00 Currys	 Hotpoint Quadrio ... £543.93 Marks Electric
		★★★★★ (89)	★★★★★ (1k+)






Google Certified Shop

 Canon EOS 70D EF-S ... \$1,239.20 Canon	 13-Piece Set: Canon EOS ... \$478.00 Nomorera..	 Canon - Eos Rebel T3i Dslr \$549.99 Best Buy	 Canon - Eos Rebel T5 Dslr \$499.99 Best Buy
---	--	---	--

Local inventory listings





Shop for samsung tv on Google

Sponsored ⓘ

 Samsung UE46F5300 ... £479.00 Argos	 Samsung Led Tv ... £219.00 AO.com	 Samsung UE48H6670 ... £649.00 Currys	 Samsung 24H4003 24 ... £139.00 Argos	 Samsung UE60H6200 ... £1,049.00 Currys
		📍 In store		📍 In store

Merchant Promotions

Shop for smeg refrigerator on Google

 Smeg Refrigerator ... £649.00 AO.com	 Smeg Right Hand Hinge ... £971.00 AO.com	 Smeg FAB28QV1 ... £978.93 The Gas Sup...	 Smeg Left Hand Hinge ... £972.00 AO.com
		👉 Special offer	

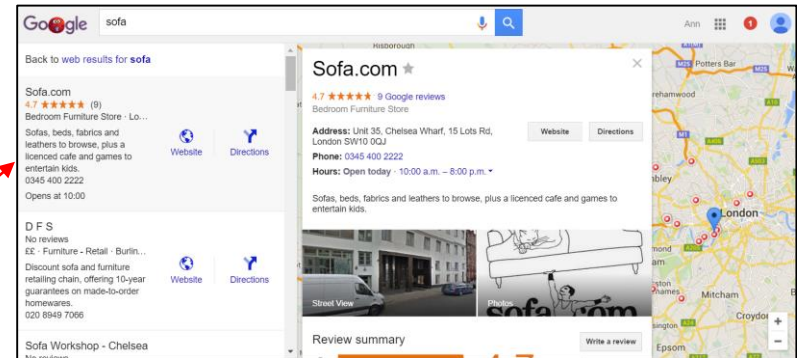
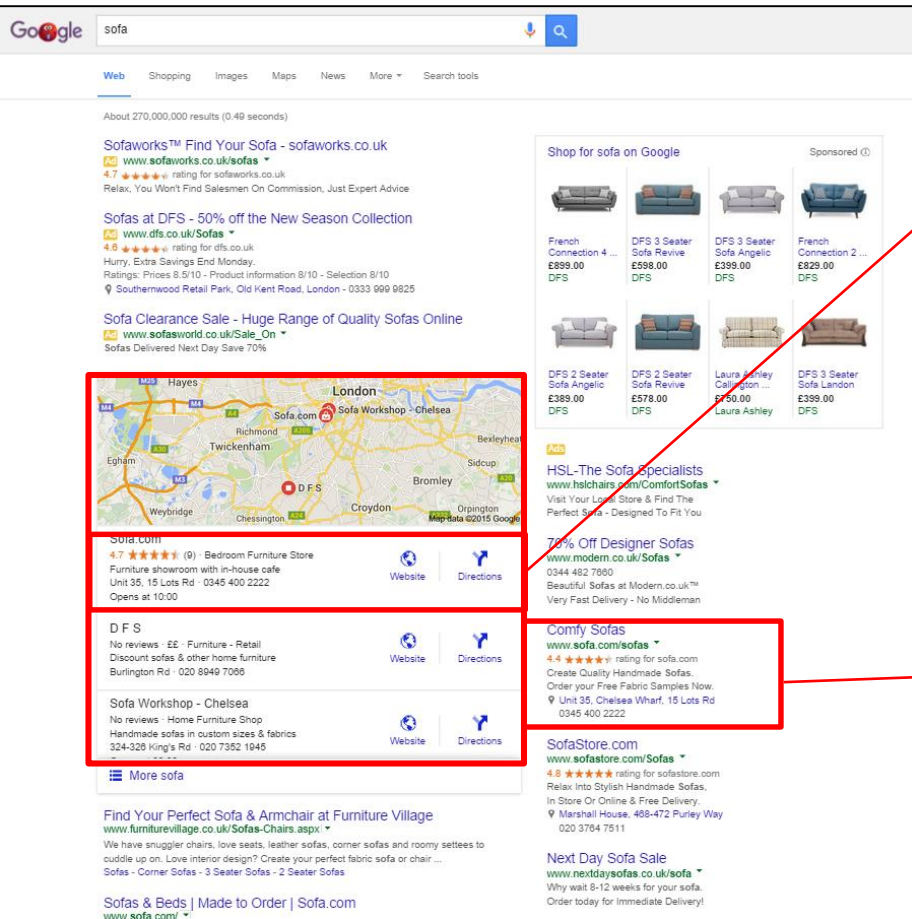
Special offer

The Gas Superstore

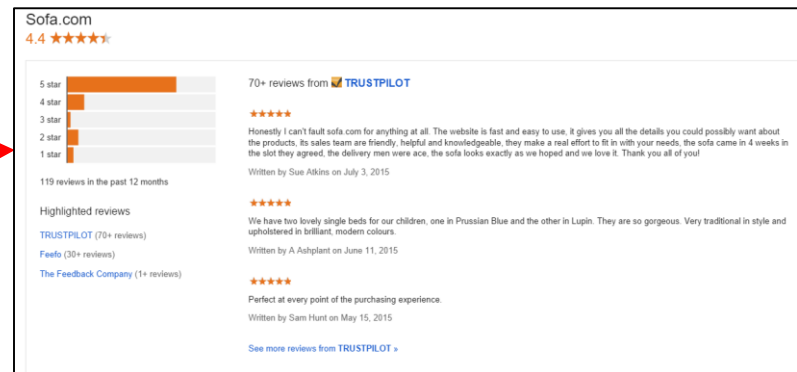
5% Off Selected Smeg
Expires in 24 days · Enter code at checkout

SPRING5 Shop

Searching for local services – only 3 show and the importance of Review stars



- Google My Business Page
- Reviews from Google
- Need >5 to show stars

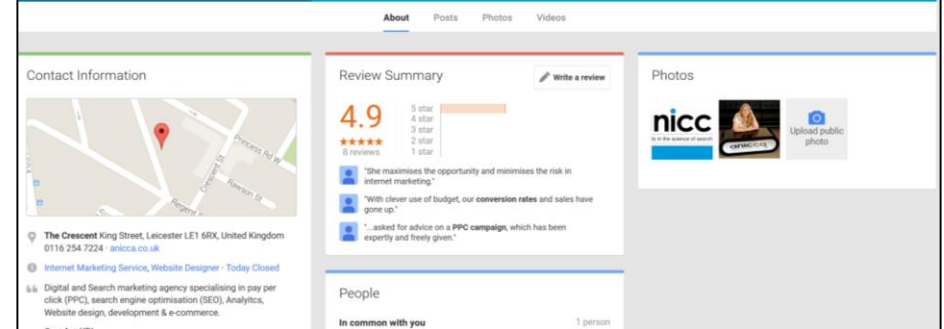
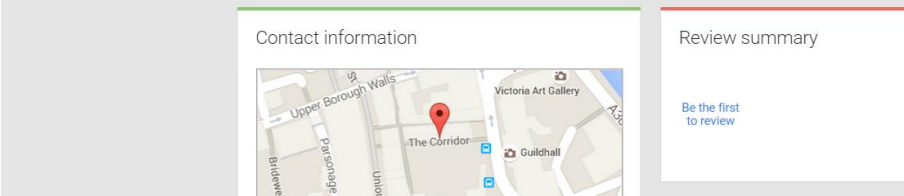
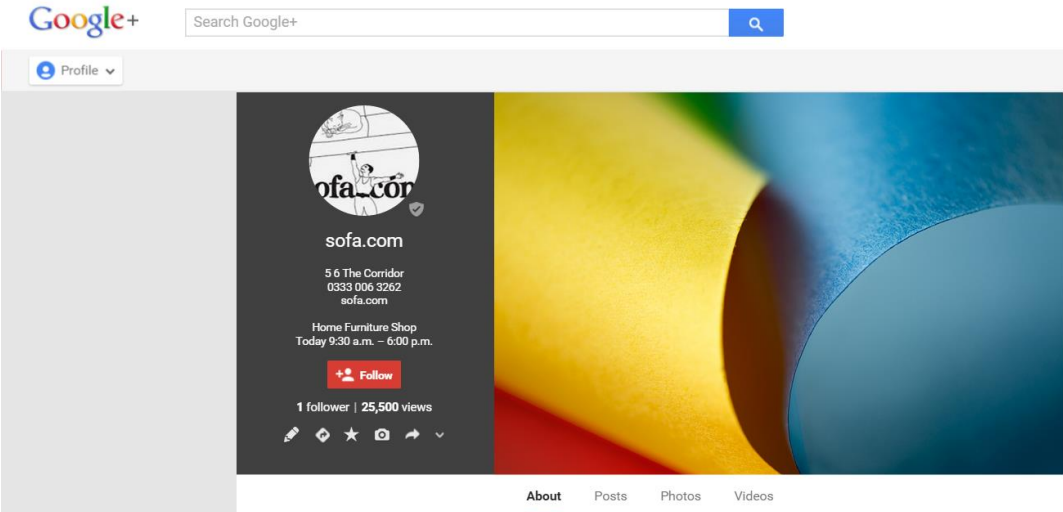


- 3rd party reviews
- Need >30 to show automatically in ads

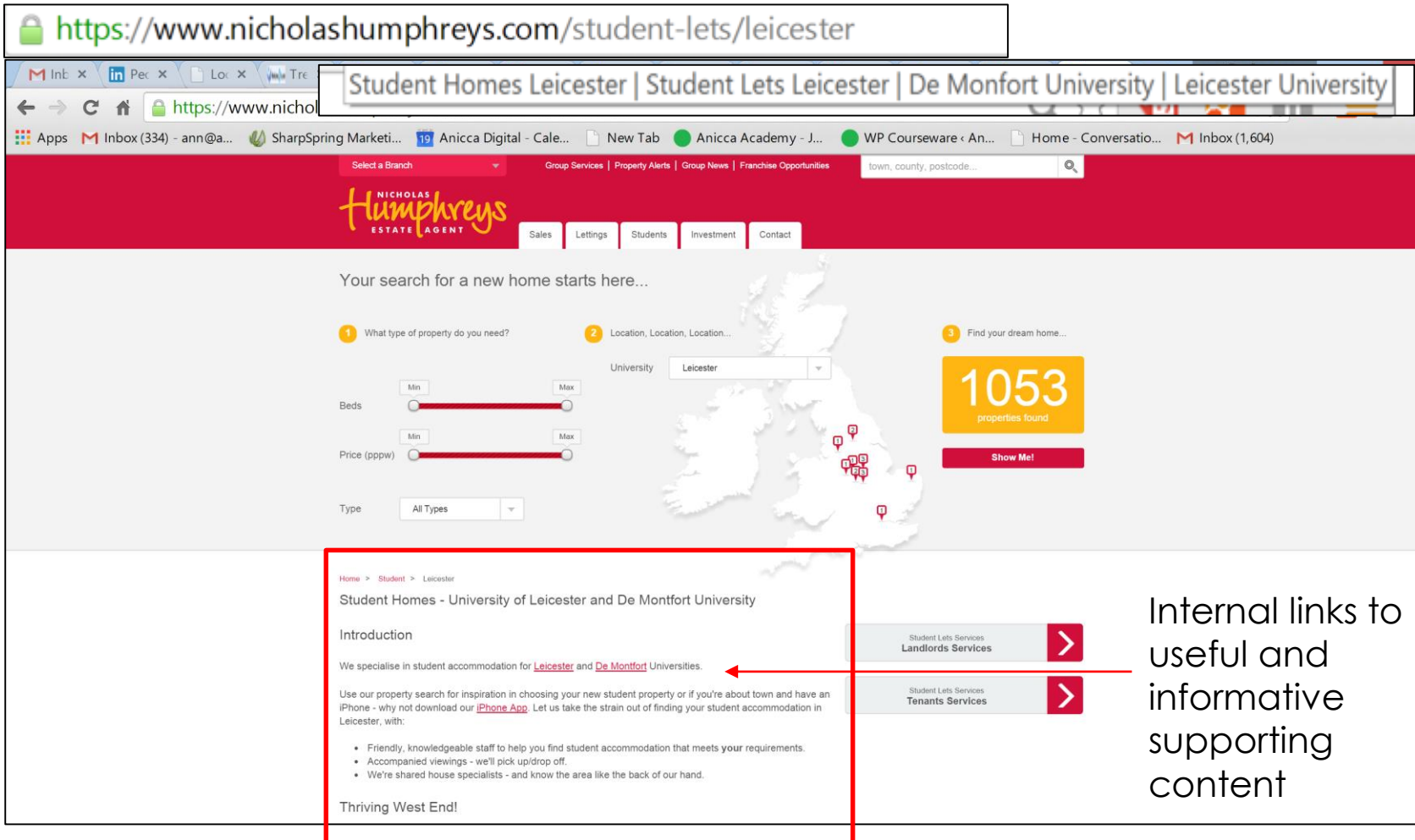
Google My Business Pages (free)

Enhance your page

- Upload a header image
- Upload a logo
- Personalise with photos and videos
- Encourage customers to give reviews (they have to be signed in)



Get found for local search phrases - Optimise a page for each city



https://www.nicholashumphreys.com/student-lets/leicester

Student Homes Leicester | Student Lets Leicester | De Monfort University | Leicester University

Select a Branch | Group Services | Property Alerts | Group News | Franchise Opportunities | town, county, postcode...

NICHOLAS Humphreys ESTATE AGENT

Sales | Lettings | Students | Investment | Contact

Your search for a new home starts here...

1 What type of property do you need? 2 Location, Location, Location... 3 Find your dream home...

University: Leicester

Beds: [Min] [Max] | Price (pppw): [Min] [Max] | Type: All Types

1053 properties found

Show Me!

Home > Student > Leicester

Student Homes - University of Leicester and De Montfort University

Introduction

We specialise in student accommodation for [Leicester](#) and [De Montfort](#) Universities.

Use our property search for inspiration in choosing your new student property or if you're about town and have an iPhone - why not download our [iPhone App](#). Let us take the strain out of finding your student accommodation in Leicester, with:

- Friendly, knowledgeable staff to help you find student accommodation that meets your requirements.
- Accompanied viewings - we'll pick up/drop off.
- We're shared house specialists - and know the area like the back of our hand.

Thriving West End!

Student Lets Services Landlords Services >

Student Lets Services Tenants Services >

Internal links to useful and informative supporting content

How to get into the Google results - free

- Organic or natural listings – search engine optimisation of your website i.e. SEO
- Map – create a free Google My Business Listing – which is part of Google+
- Images and videos – make sure these have keyphrases in the file names and tags
- News, blogs and author results – create ongoing blog content on your site or via news feed sites (PR)

How to get into the Google results - paid

- Ads – set up an AdWords (or Bing Ads) pay per click account(s) – where you bid on relevant phrases and you pay if they click on your ad
- Shopping results – feed your ecommerce database into Google Merchant Centre and Shopping ads in AdWords (so you appear in the product image ads)
- Coming soon! – Comparison Shopping Engine (CSE) results (e.g. Kelkoo) will have to appear amongst Google ads as “Alternative results”

How to get in the local search results

- **Pay (AdWords)**
 - Use local PPC ads, where you opt to only show your ads in your selected area
 - Include your phone number and address in your ads (using ad extensions). This will also give you “click-to-call” on mobiles
 - Use independent reviews, so your stars show up in your ads (you need >30 reviews with >3.5 rating)
- **Google My Business Pages**
 - Appear in the map and 3 local results by creating a strong Google My Business page (via Google+)
 - You will need a minimum of 5 Google reviews for your stars to show
- **Main organic results**
 - Get found in the local organic results for local search phrases by creating and optimising a page for each city or town (SEO)

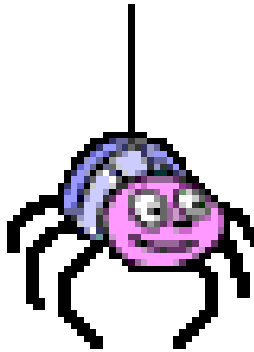
3: Understanding Search Engine Optimisation (SEO) – a beginners guide

What is SEO?

SEO stands for “search engine optimisation.” It is the process of getting higher rankings and more traffic from the “free”, “organic”, “editorial” or “natural” listings on search engines

How Search Engines Work

A search engine is made of three basic components:



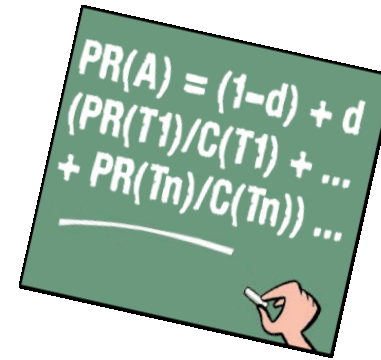
A Spider or Robot

An automated browser, it searches the web for new websites and changes to websites then views the web pages and strips out the text content



A Storage System or Database

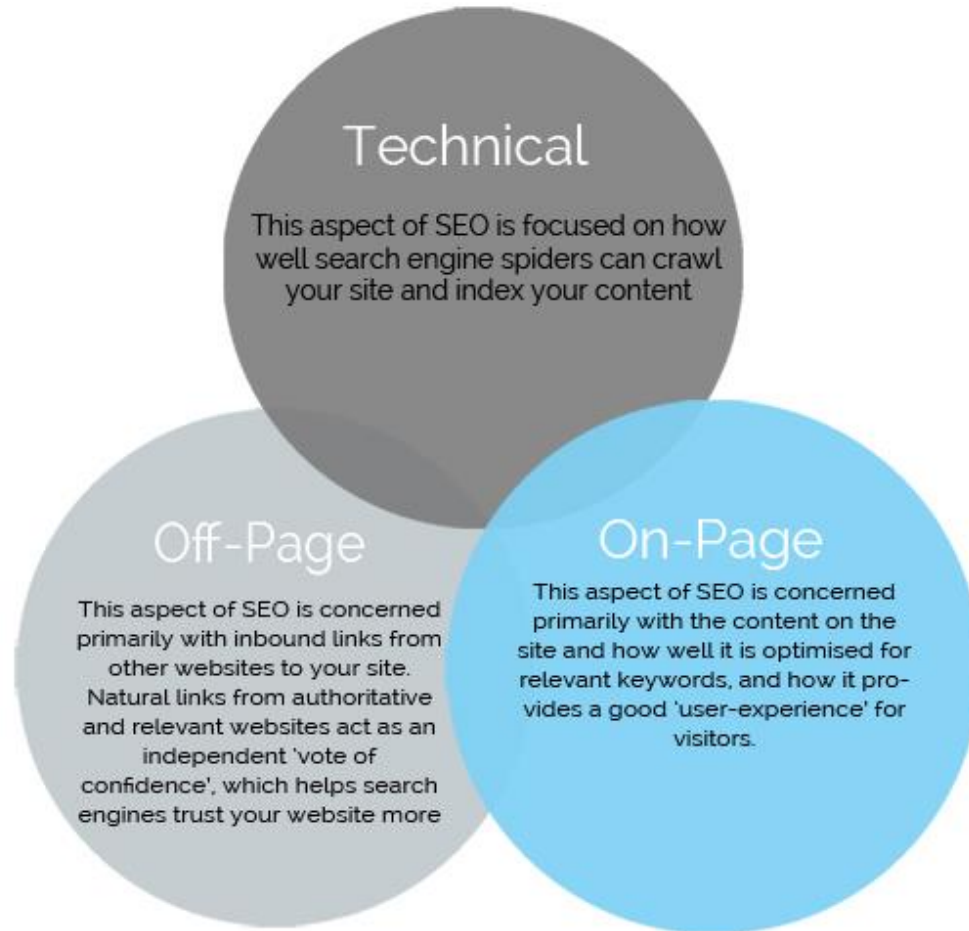
A record of all the pages viewed by the Spider



A Matching Process or Relevancy Algorithm

The rules that tell the search engine how to determine what would be relevant to your search

Key aspects of an SEO project



There are over 200 factors used in the algorithms of the major search engines!

Technical SEO

This aspect of SEO is focused on how well search engine spiders can crawl your site and index your content

Technical SEO

- Domain length and presence of keyword
- URL structure
- Redirects
- SEO “Roadblocks” – Frames, Flash, JavaScript, password protected areas etc.
- Robot.txt file
- Sitemaps
- Internal linking
- Indexing and html errors
- Site speed
- Schema
- SSL certificate

On-page optimisation

This aspect of SEO is concerned primarily with the content on the site and how well it is optimised for relevant keywords, and how it provides a good 'user-experience' for visitors.

On-page factors

- Title Tag
- Meta Tags (e.g. description)
- Content (body text)
- Heading content
- Frequency and density of phrases
- Internal Link structure
- Image tags and file names

Off-page optimisation

This aspect of SEO is concerned primarily with inbound links from other websites to your site. Natural links from authoritative and relevant websites act as an independent 'vote of confidence', which helps search engines trust your website more

Off-site SEO (website authority)

- Link earning
 - Quality of referring site
 - Anchor text – mix of text, brand, domain name, service, keyword (penalise if too many exact match keywords)
 - Mix of follow and no-follow links
 - Citation – mentions your company name but no link
- Social mentions – correlation or causation?
 - Google+
 - Authorship – images were recently removed and will only show if your post is in Google+
 - Facebook Shares
 - Reviews

4: History of Google Algorithm updates and penalties

Google regularly changes its search algorithm to ensure only the most relevant and authoritative websites are shown at the top of the search results.

The majority of algorithm updates target spammy techniques and low quality sites.

Panda



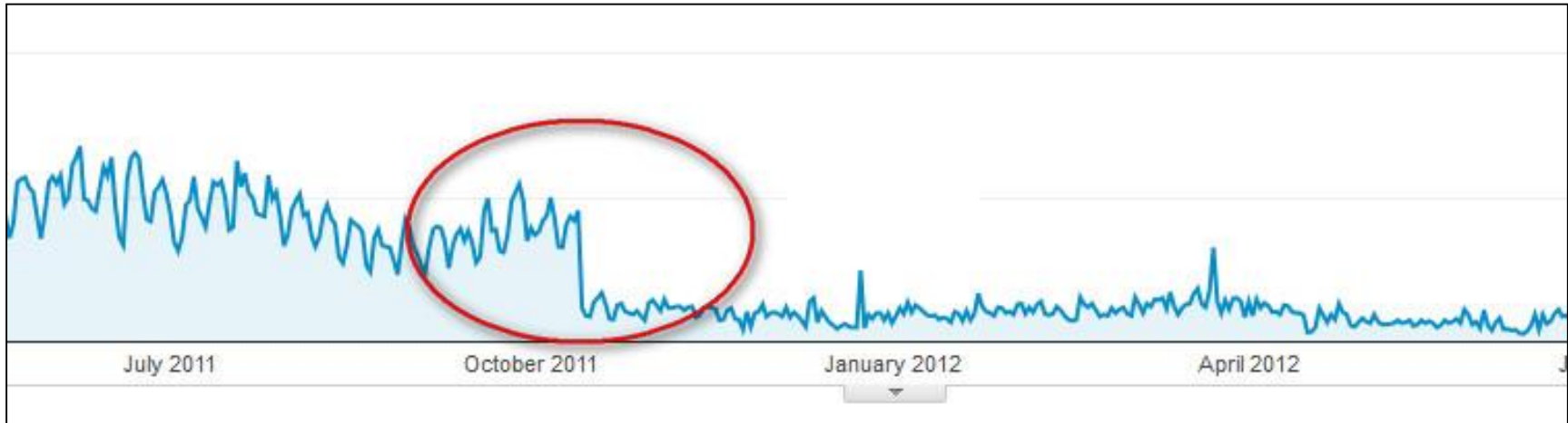
When: February 2011

Target: Sites with low quality content

Impact: At its launch Panda affected up to 12% of search results. Panda seemed to crack down on thin content, content farms, sites with high ad-to-content ratios, & a number of other quality issues

Action: Avoid having pages with little or no content, duplicate content, empty or unused pages

Google Panda Impact



- Sudden drops in traffic on a specific date
- Check search blogs for industry news on Google updates
- Check your Webmaster tools for penalty notices

Manual Actions

Site-wide matches None

Partial matches Some manual actions apply to specific pages, sections, or links

Reason

Unnatural links to your site—impacts links
Google has detected a pattern of unnatural artificial, deceptive, or manipulative links pointing to pages on this site. Some links may be outside of the webmaster's control, so for this incident we are taking targeted action on the unnatural links instead of on the site's ranking as a whole.
[Learn more](#)

[REQUEST A REVIEW](#)

Penguin



When: April 2012

Target: All forms of 'webspam', predominantly link-spam, techniques like "keyword stuffing" and "link schemes"

Impact: Initially impacted approximately 3% of English searches. Has had a long lasting influence on link building practices

Action: Avoid buying or adding your own links. Try to earn links by having good quality content, or increasing the brand of your site, so you earn links naturally

Interflora and Google's Penguin 2.0 Update

Google interflora

Web Images Maps Shopping More Search tools

About 4,060,000 results (0.17 second...)

Ads related to interflora (2)

- Interflora.co.uk - Interflora Flowers**
www.interflora.co.uk/ - ★★★★★ 3,061 seller reviews
Order Gorgeous Fresh Cut Flowers. From £19.99 including Delivery.
40 people in United Kingdom +1'd Interflora
Mother's Day Flowers Best Selling Flowers
Same Day Flower Delivery Birthday Flowers
- Interflora.ie - Flowers by Interflora**
www.interflora.ie/
Order Quality Flower Bouquets Hand Delivered by Interflora.
- Interflora Flowers - interflorflowers.com**
www.interflorflowers.com/
Shop Flower Arrangements Online at Interflora Flowers Today.
- Interflora Voucher Codes - Interflora Discount Voucher Codes**
www.vouchercodes.co.uk/interflora.co.uk
The latest Interflora voucher codes, discount codes and discount vouchers.
Grab a free Interflora voucher code and save money at www.interflora.co.uk.
- Interflora SEO Penalty Analysis 2013 - Martin MacDonald**
martinmacdonald.net/interflora-seo-penalty/
by martin macdonald - in 1,499 Google+ circles
2 days ago - my opinions on: Interflora SEO Penalty Analysis 2013
post updated February 23, 2013.
- Interflora Flowers (interfloraUK) on Twitter**
https://twitter.com/InterfloraUK
The latest from Interflora Flowers (@InterfloraUK). The flower experts. Sleaford.
- Tesco Flowers From Interflora Delivered To Your Door**
www.tescofreshflowers.com/
Send great value flowers hand delivered to your door with same day and next day delivery across the UK.



What are “unnatural links”

- Unnatural Links are links that you control, create or buy; as compared with natural links which are generated by real users who value your content enough to link to it.
- Typically found in sites where you can upload the link yourself e.g. unedited directories, article sites
- Often contain “exact match keyphrases” in the anchor text of the link or may be present on every page on the site
- Examples of unnatural links already on the “black list”
 - Buying links using exact match anchor text
 - Blog/forum comments (which are done solely for the link)
 - Guest Posts which are posted on irrelevant sites (which are low-quality)
 - Article directories (which are used to create a link)
 - Online PR/syndication (done solely for SEO purposes with no valuable content)
 - Web designers with exactly the same link at the bottom of every site they build
- Removing unnatural links to avoid a Penguin penalty
 - You have to get other site to remove links to your site
 - or “Disavow” links in Google Webmaster Tools (now called Search Console)

Hummingbird



When: Released to coincide with Google's 15th birthday (August 20th, 2013)

Target: Major change which focuses on the way we ask a series of questions in context ("**semantic search**"), rather than us searching on a deliberate string of keyphrases

This will help with the use of voice search, as it is similar to the way we speak rather than what we type in

Impact: Results often include the knowledge graph which contains the answers - so users can get what they want to know without leaving Google (especially when using Google Now on a mobile)


Semantic search

Google

Web Images Maps Shopping More Search tools

About 273,000 results (0.25 seconds)

[Images for pictures the transamerica building](#) - Report images



SAN FRANCISCO'S TRANSAMERICA BUILDING GETS LEED GOLD

Google

Web Images Maps Shopping

About 2,200,000 results (0.66 seconds)

[Using previous search](#) Undo

1,065' (325 m)
Transamerica Pyramid, Height


Other Google Changes

Rich snippets (that include “structured data” or “Schema Mark-up” on the site)

Argyle Mustache Socks [MustacheStuff.com](#)
[mustachestuff.com](#) › [Shop](#) › [Products](#) ▼
 ★★★★★ Rating: 5 - 1 vote - \$9.00 - In stock
 Jun 12, 2012 - Blue argyle awesomeness is about to rock your socks on. These sweet **Argyle Mustache Socks** are 75% cotton, 20% polyester, 5% spandex ...

NEC (National Exhibition Centre, Birmingham) | [The List](#)
<https://www.list.co.uk/place/52354-nec/> ▼
 The busiest and largest **exhibition** centre in the whole of the land, the **National Exhibition Centre** contains the multi-purpose LG Arena and hosts everything from
 Fri, Feb 20 [Caravan, Camping And Motorhome Show 2015](#)
 Sat, Feb 21 [Caravan, Camping And Motorhome Show 2015](#)
 Sun, Feb 22 [Caravan, Camping And Motorhome Show 2015](#)

London Theatre Tickets, Reviews and News | [WhatsOnStage](#)
[www.whatsonstage.com/london-theatre/](#) ▼
 Get the latest info on all **London theatre** playing in the West End, Off-West End and Fringe theatres. Read show reviews, and buy **London theatre** tickets.
 Sat 11 Apr [Bugsy Malone](#)
 Thu 16 Apr [American Buffalo](#)
 Thu 23 Apr [Romeo and Juliet](#)

Ultimate apple pie | [BBC Good Food](#)
 [www.bbcgoodfood.com/recipes/2052/ultimate-apple-pie](#) ▼
 ★★★★★ Rating: 4.6 - 92 votes - 2 hrs 30 mins - 695 cal
 Try this sumptuous Bramley **apple pie** - simple to make and great to prepare in advance for a dinner party.

A-Derma Skin Care Cream 50ml - [Boots](#)
[www.boots.com](#) › [Beauty](#) › [Skincare](#) › [Face](#) › [Moisturisers](#) ▼
 ★★★★★★ Rating: 3.5 - 2 reviews - £6.25 - In stock
 29 Oct 2014 - Designed for delicate and sensitive skin, **A-Derma Skin Care Cream** is a fragrance-free nourishing and soothing moisturiser suitable for ...

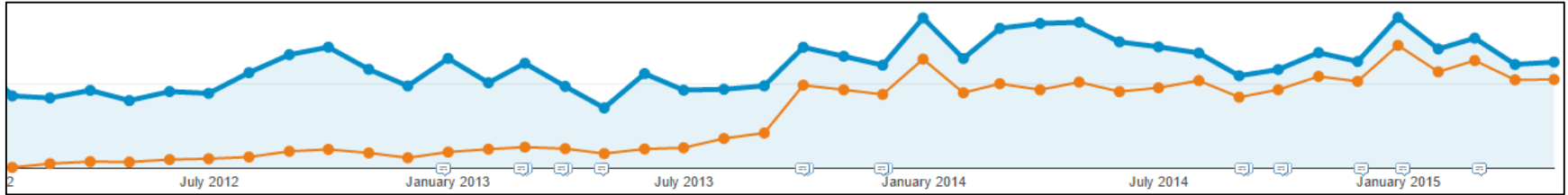
Showcase Cinema De Lux Leicester (7 Highcross Lane ...
<https://film.list.co.uk/cinema/44304-showcase-cinema-de-lux-leicester/> ▼
 Showcase Cinema De Lux Leicester. Add to favourites. 7 Highcross Lane, Leicester, LE1 4SD view map. Box office 0871 220 1000; Website ...
 28 Sep - 1 Oct [Legend](#)
 29 Sep - 8 Oct [The Intern](#)
 2 Oct - 8 Oct [Macbeth](#)

- Less than 1% of sites used Schema or structured data
- Identify any elements of the site that can be marked up using schema (refer to [schema.org](#) for more information).
- Highlight any additional information that could be marked up.
- Mark up individual elements such as business name, address, phone number, opening times and reviews.

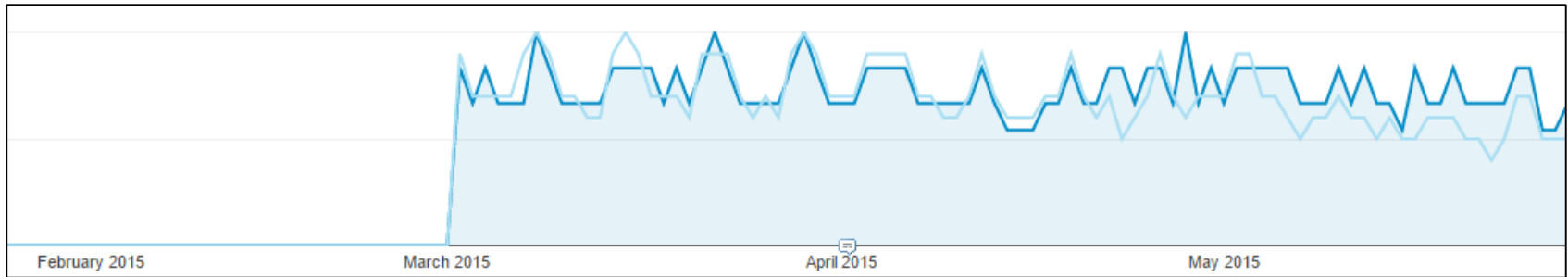
HTTPS/SSL – secure websites – ranking factor?

- August 6th 2014
- Google announced that they would be giving preference to secure sites
- Adding encryption would provide a "lightweight" rankings boost!
- Involves redirects, new Search Console account etc. – so there will be some developer time

The problem of “not-provided” data in SEO



You can get some data from **Webmaster Tools/Search Console** but only 3 months

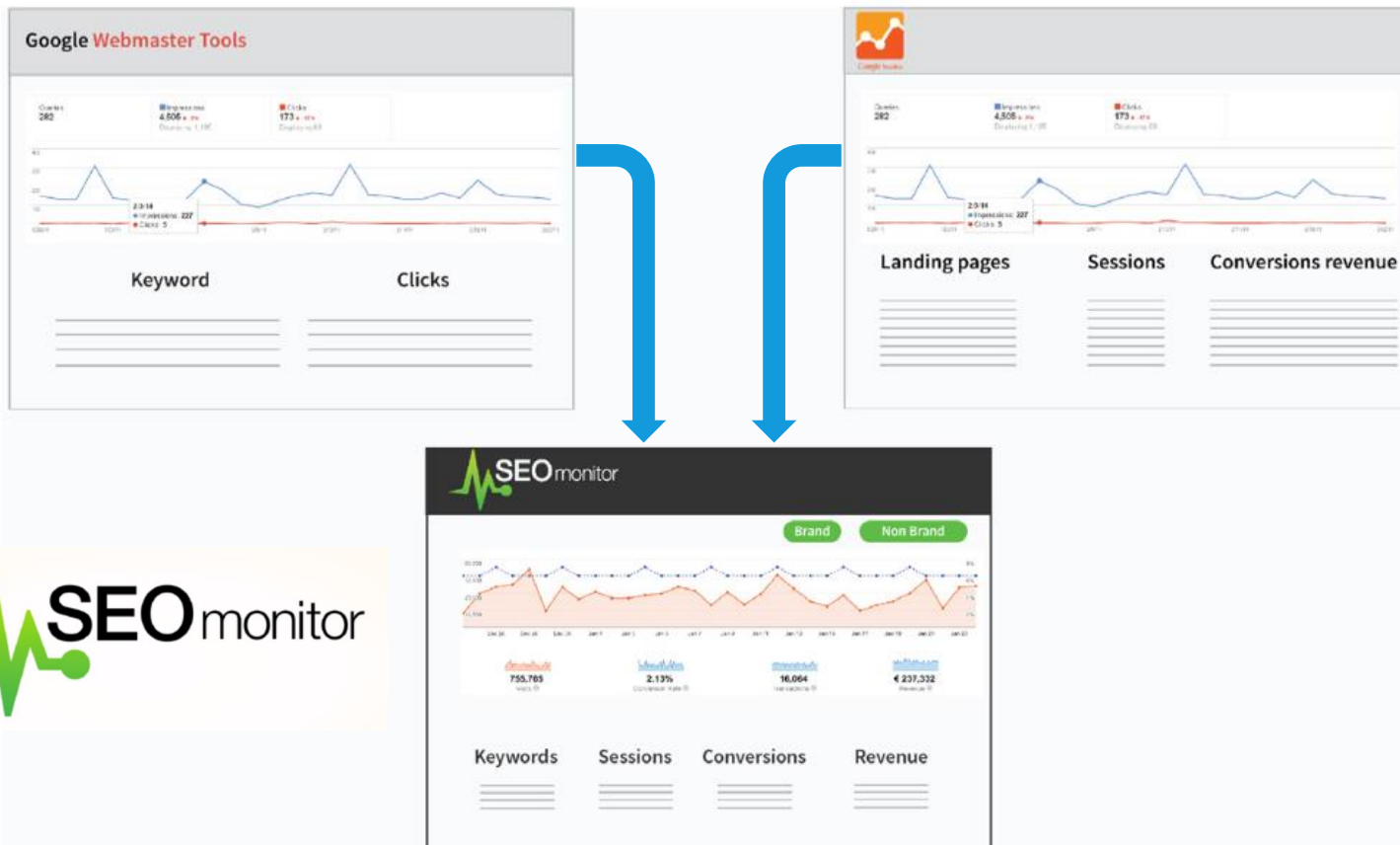


Query	Impressions ?	Clicks ?	Average Position ?	CTR ?
sofa	200,000 (25.12%)	18,000 (26.25%)	3.4	9.00%
sofas	200,000 (25.12%)	8,000 (11.67%)	7.4	4.00%

Our solution for not-provided keyphrases

- SEO Monitor

- SEO Monitor uses data from **Analytics, Webmaster tools/Search Console, AdWords, SEMrush and Majestic**
- Provides estimated Google.xxx organic traffic and conversions by keyphrase (using the landing page as the common factor)



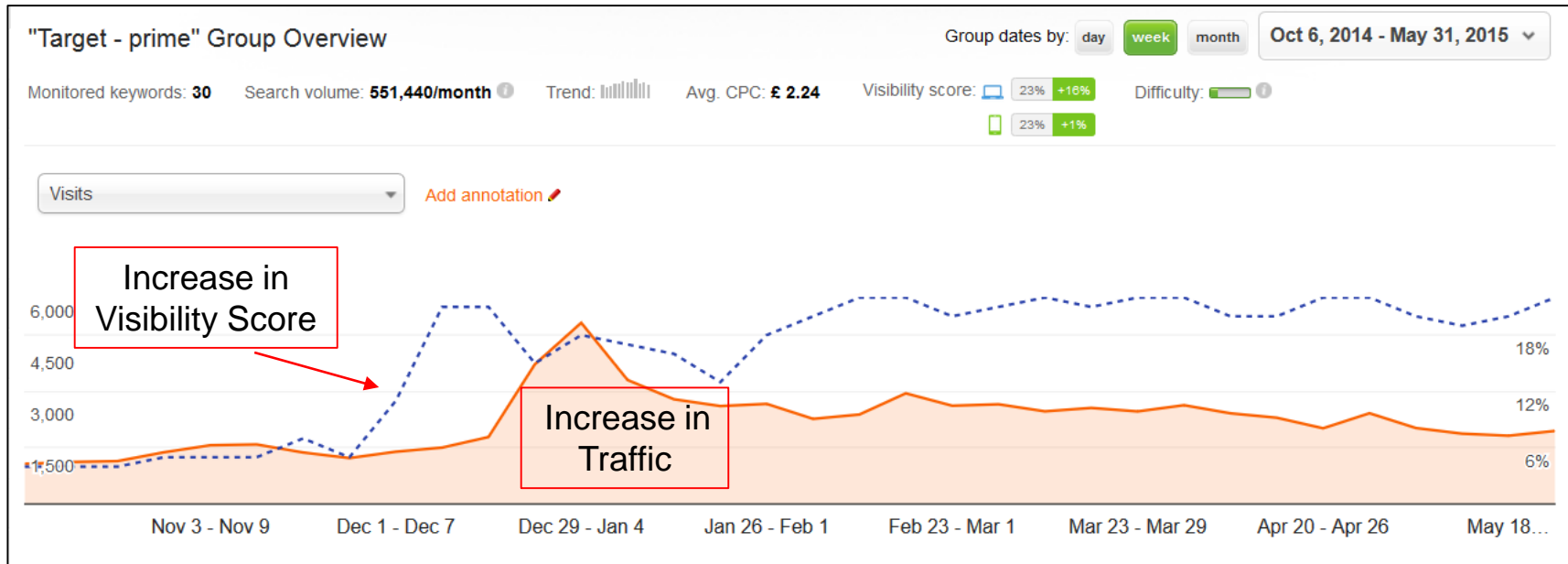
Using SEO Monitor to understand “not provided” traffic and conversions

<input type="checkbox"/>	Keyword		Visits ▼	Bounce rate	Conv. rate	Transactions	Revenue	Group
<input type="checkbox"/>	sofa	↗	7,179	14.02%	1.1%	8	£1,100	📁 Junior and 1 more
<input type="checkbox"/>	sofas	↗	5,597	13.99%	1.1%	8	£1,100	📁 Junior and 1 more
<input type="checkbox"/>	small corner sofa	↗	124	44.71%	0.8%	0	£0	📁 Target - corner sofas and 1 more
<input type="checkbox"/>	corner sofa	↗	404	30.4%	0.9%	0	£0	📁 Junior and 3 more
<input type="checkbox"/>	sofa beds	↗	367	31.18%	1.1%	0	£0	📁 Target - prime and 1 more
<input type="checkbox"/>	armchairs	↗	277	21.91%	1.1%	0	£0	📁 Target - prime and 1 more
<input type="checkbox"/>	velvet sofa	↗	217	35.93%	0.9%	0	£0	📁 Target - prime and 1 more
<input type="checkbox"/>	corner sofa bed	↗	191	15.31%	1.1%	0	£0	📁 Sofa beds
<input type="checkbox"/>	upholstered beds	↗	181	23.67%	0.8%	0	£0	📁 SEO Opportunities
<input type="checkbox"/>	corner sofas	↗	162	44.84%	0.8%	0	£0	📁 Junior and 3 more
<input type="checkbox"/>	sofa bed	↗	157	31.29%	1.1%	0	£0	📁 Junior and 2 more
<input type="checkbox"/>	velvet sofas	↗	152	35.78%	0.8%	0	£0	📁 Junior and 2 more
<input type="checkbox"/>	armchair	↗	140	21.09%	1.1%	0	£0	📁 Junior and 2 more
<input type="checkbox"/>	love seat	↗	137	29.26%	0.8%	0	£0	📁 Loveseat

Using SEO Monitor to understand Keyword Difficulty and Opportunities (start of project)

3,764 Keywords match your criteria		Status	Info				Traffic & Tran			
<input type="checkbox"/>	Keyword	Rank	Change	Op.	Search volume	CPC	Diff.	Bounce rate	Organic Visits	
<input type="checkbox"/>	1. sofas	18	-		135,000	2.76 £		13%	108	
Target <input type="button" value="Top 3"/>		Estimated additional visits ~ 23,764 visits / month		Estimated additional revenue N/A		Estimated AdWords Cost ~ 65,651 £ / month				
<input type="checkbox"/>	2. beds	35	+4		135,000	2.54 £		17%	17	
<input type="checkbox"/>	3. jo malone	99+	-		90,500	0.50 £		N/A	0	
<input type="checkbox"/>	4. sofa	10	-		74,000	3.10 £		11%	732	
<input type="checkbox"/>	5. sofa beds	29	-1		74,000	2.13 £		40%	55	
<input type="checkbox"/>	6. corner sofa	29	-2		60,500	1.92 £		52%	53	
<input type="checkbox"/>	7. sofa bed	31	+1		40,500	1.96 £		39%	10	
<input type="checkbox"/>	8. cushions	99+	-		40,500	0.58 £		19%	1	

Sofa.com case study – 8 months of results for 30 target keyphrases

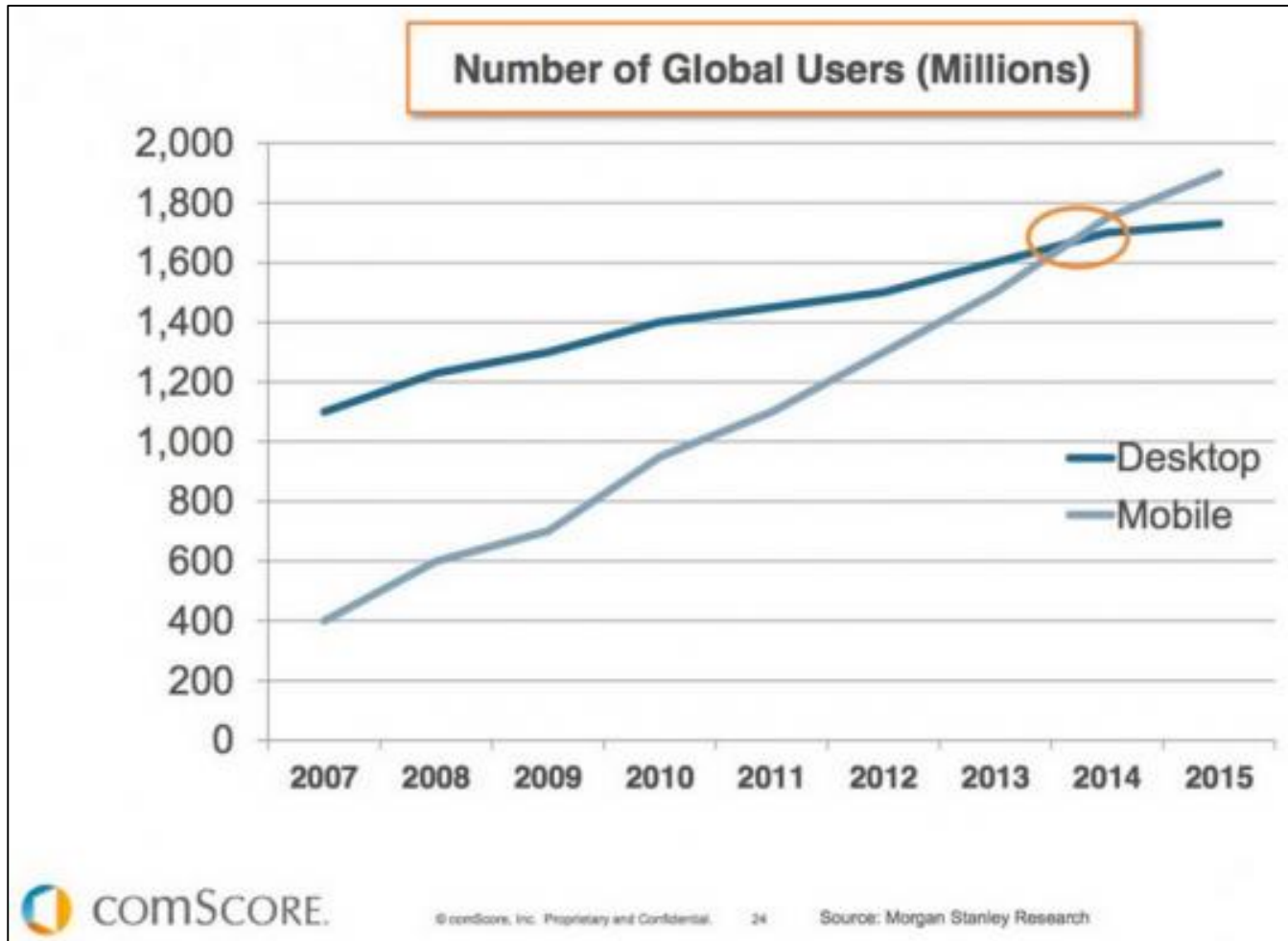


Keyword	Rank	Change	Op.	Search volume	CPC	Diff.	Bounce rate	Organic Visits	Conv. rate	Conv.	Revenue
1. sofas	9	+9		135,000	£ 2.74		15%				
2. sofa	2	+8		90,500	£ 2.80		14%				
3. sofa beds	21	+7		74,000	£ 1.71		35%				
4. corner sofa	29	-2		60,500	£ 2.06		39%				
5. sofa bed	20	+12		49,500	£ 1.55		35%				
6. leather sofas	62	-15		33,100	£ 2.51		60%				
7. corner sofas	24	+2		22,200	£ 2.38		43%				
8. armchairs	19	+10		18,100	£ 2.34		25%				
9. armchair	16	+10		14,800	£ 1.53		24%				
10. footstools	14	+7		12,100	£ 0.93		77%				

4: Importance of mobile

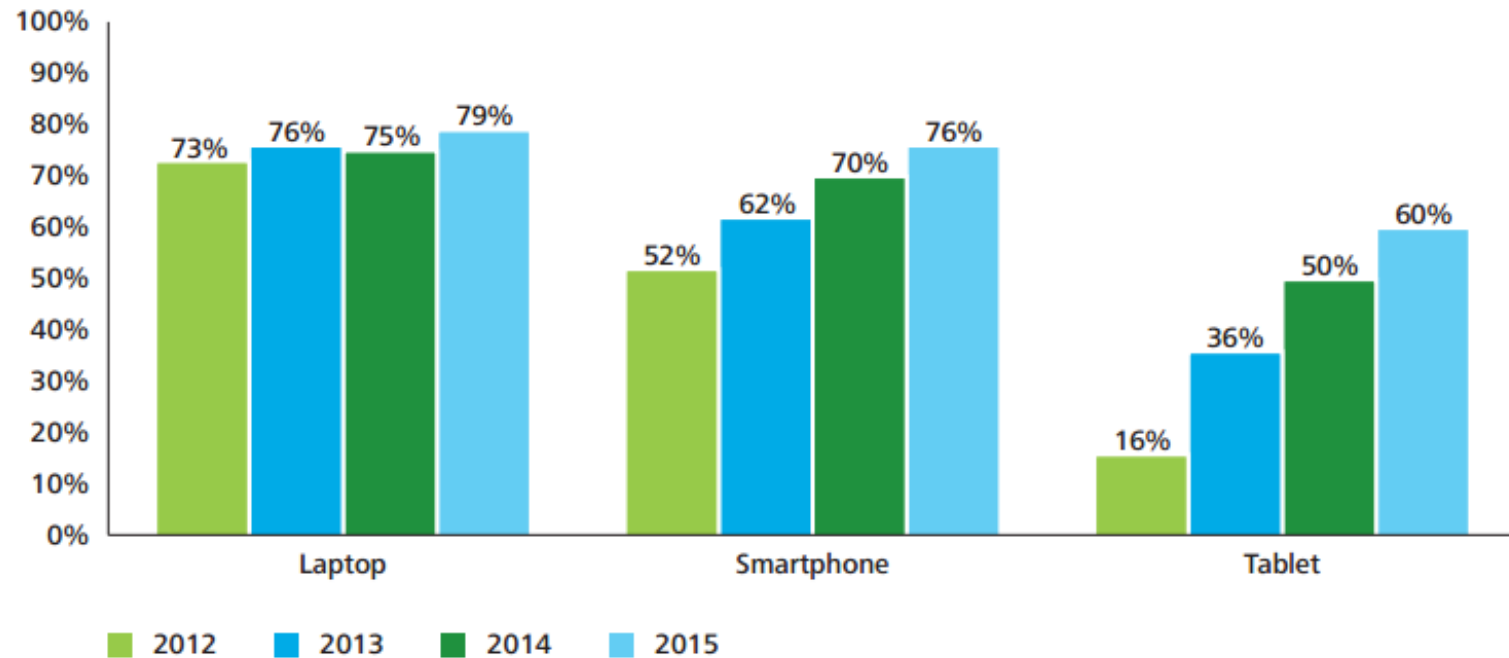
Growth in mobile - stats

Global users by device



UK – Growth in Smart Phone and Tablet ownership

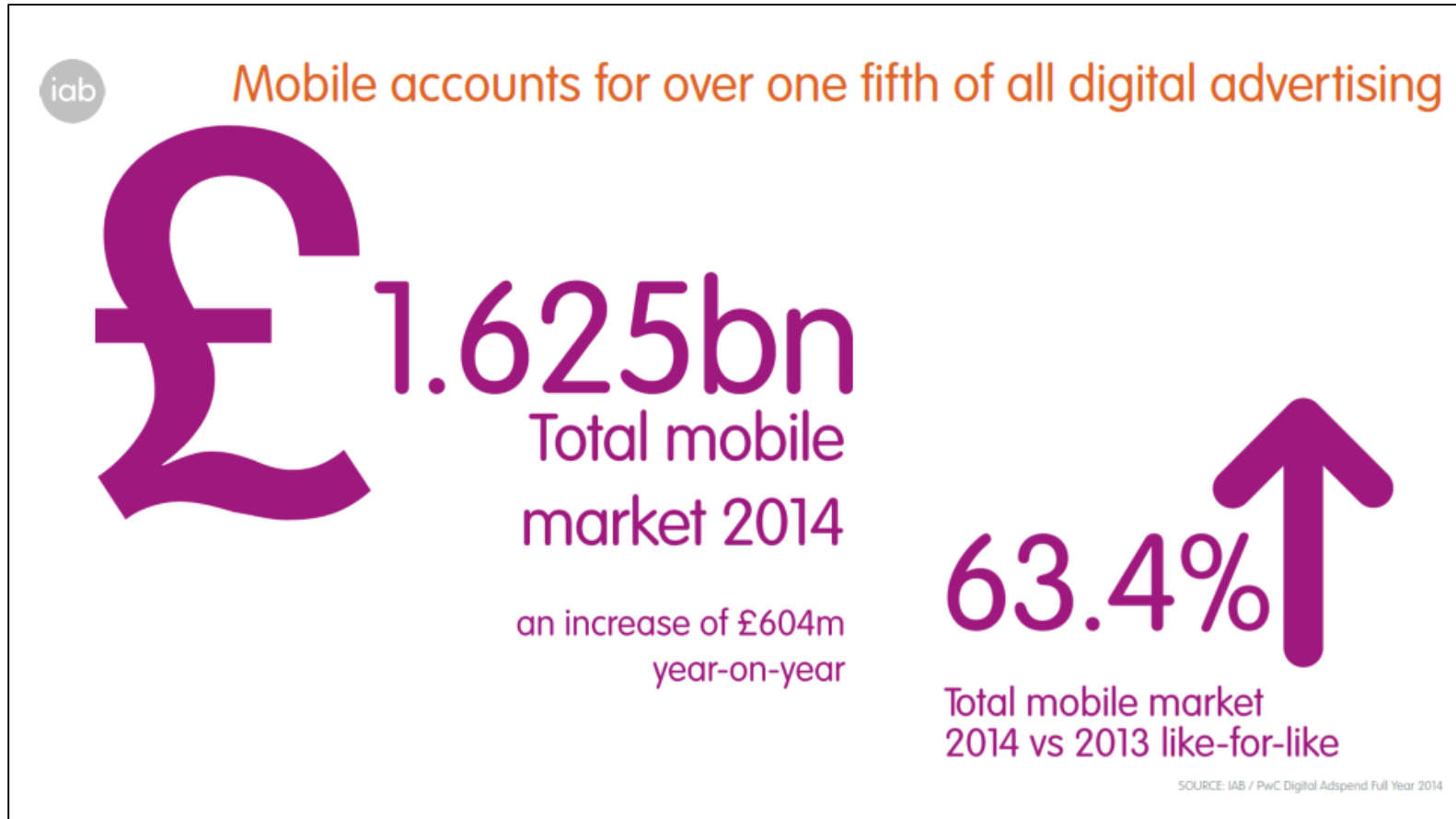
Figure 5. Laptop, smartphone and tablet ownership among UK adults, 2012-15
 Question. Which, if any, of the following devices do you own or have ready access to?



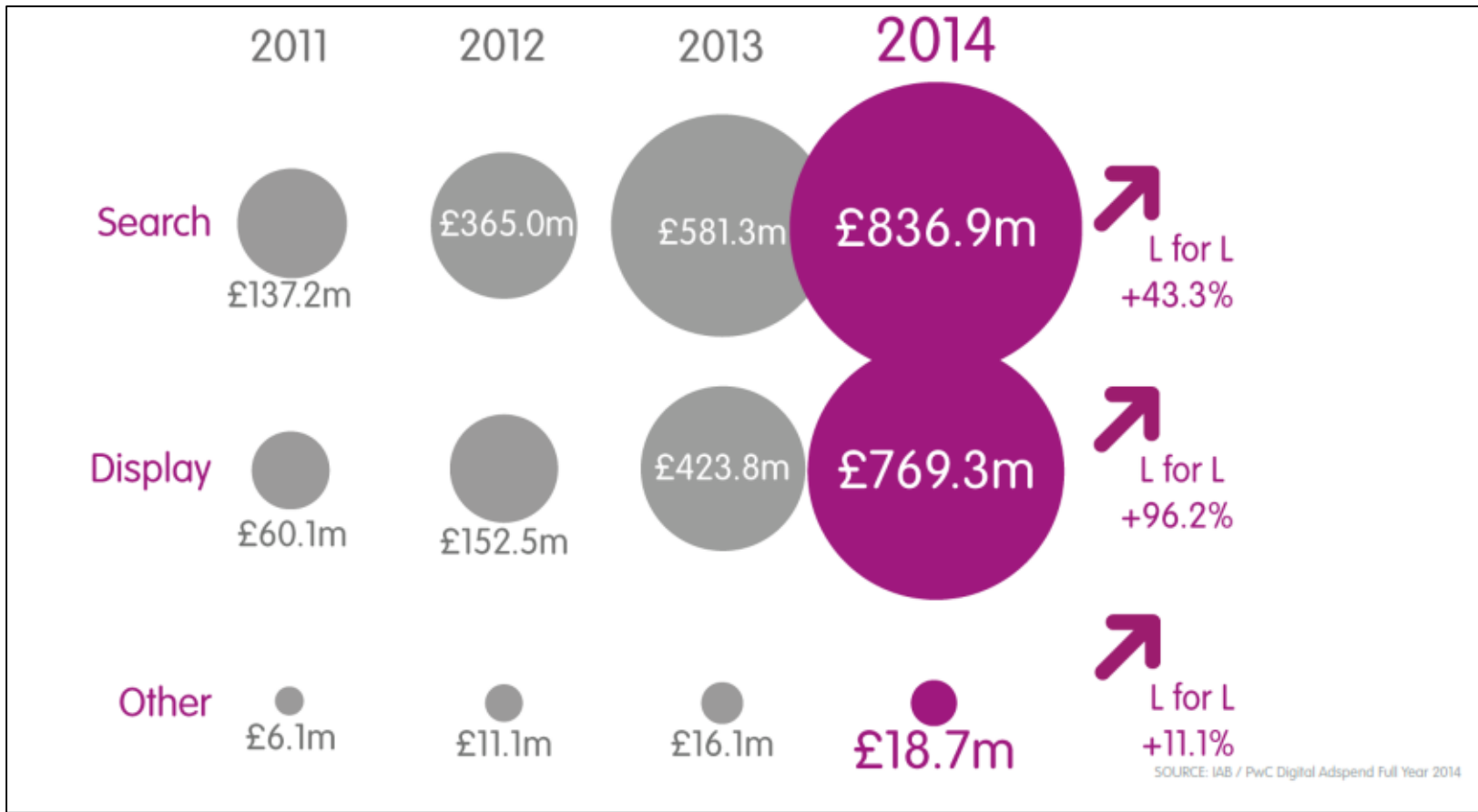
Weighted base (2012/2013/2014/2015): All respondents (2,060/4,020/4,000/4,000)

Source: UK edition, Deloitte Global Mobile Consumer Survey, May-Jun 2012, May 2013, May 2014, May-Jun 2015

Mobile share of UK advertising



Mobile growth by type



Different behaviour on mobile

Mobile research – starting point

Search is the most common starting point for mobile research



48%
Start on
Search Engines

42%

Automotive

41%

Home & Garden

38%

Apparel & Beauty



33%
Start on
Branded Websites

31%

Finance

31%

Apparel & Beauty

27%


Automotive



26%
Start on
Branded Apps

36%

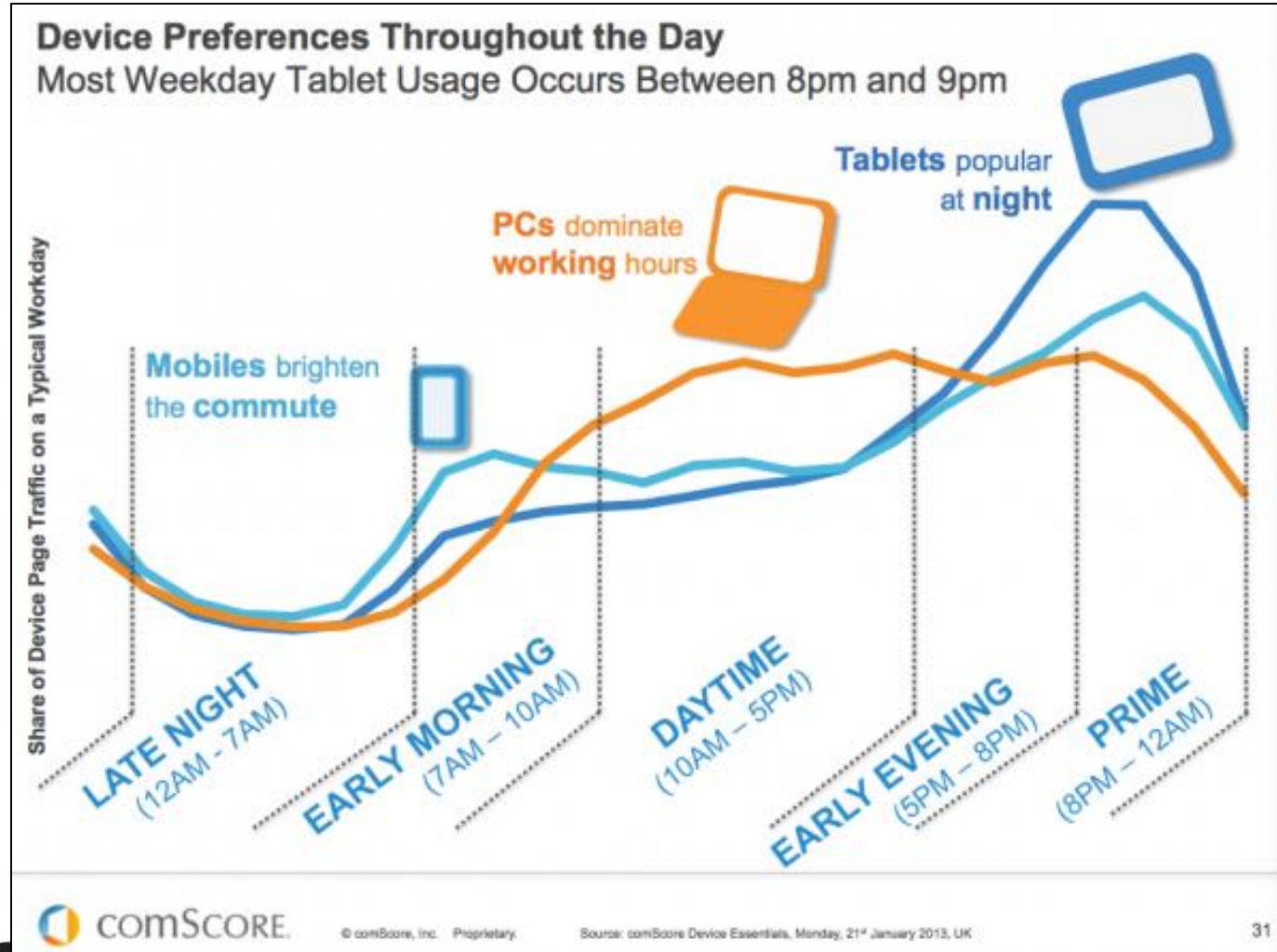
Finance

22%

Electronics

21%

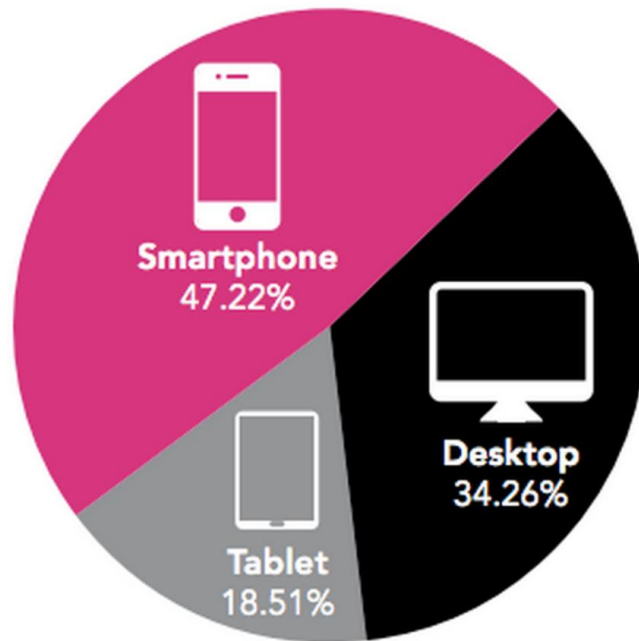
Apparel & Beauty

Device preference by time of day



Email opening rates by device

66% of emails were opened on a smartphone or tablet



What do your landing pages look like on mobiles?

[Source: Movable Ink's Q1 2014 US Consumer Device Preference Report](#)

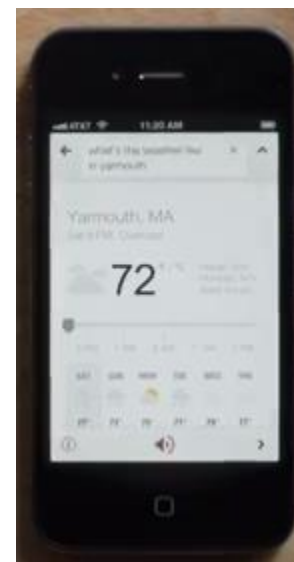
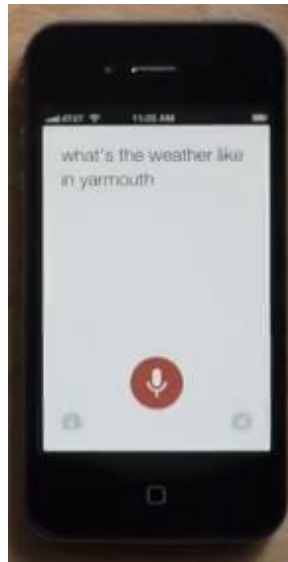
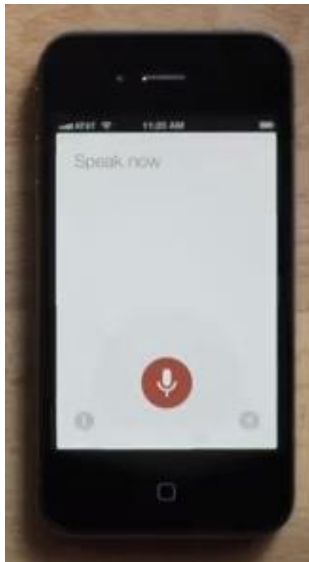
Voice-enabled Search

Google



Google Search

I'm Feeling Lucky



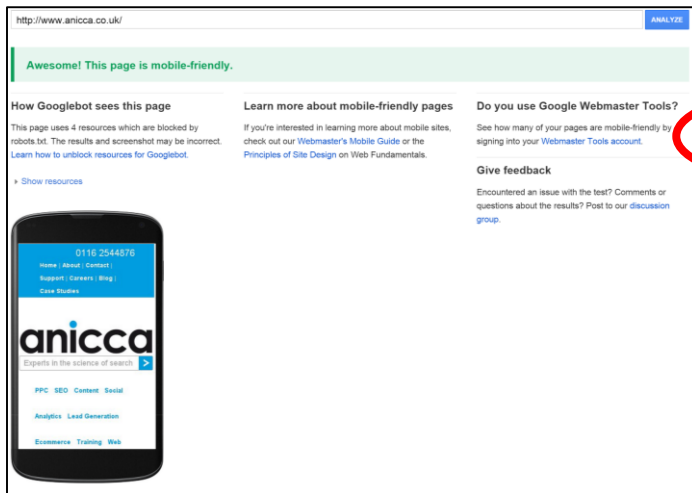
Mobile results in Google?

April 21st 2015 – Mobilegeddon!

- Each page on your site is now classed as either mobile friendly or not – and tested every time there is a relevant search
- Results can be marked as “mobile friendly” or you can run pages through mobile test
- Since April 21st “unfriendly” pages will get lower rankings on mobile search results
- Get your mobile load speed to <1 second or all ranking will suffer
- Mobile apps (Android) will achieve better rankings in mobile search result (and its worth linking your app to the your mobile pages)



Google Mobile friendly sites and speed tests



http://www.anicca.co.uk/ ANALYZE

Awesome! This page is mobile-friendly.

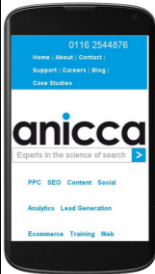
How Googlebot sees this page
This page uses 4 resources which are blocked by robots.txt. The results and screenshot may be incorrect. [Learn how to unblock resources for Googlebot.](#)

Learn more about mobile-friendly pages
If you're interested in learning more about mobile sites, check out our [Webmaster's Mobile Guide](#) or the [Principles of Site Design on Web Fundamentals](#).

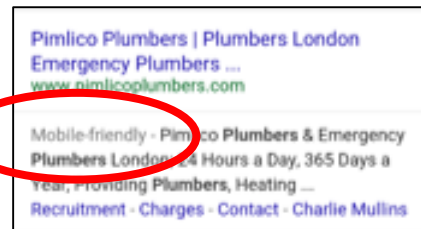
Do you use Google Webmaster Tools?
See how many of your pages are mobile-friendly by signing into your [Webmaster Tools account](#).

Give feedback
Encountered an issue with the test? Comments or questions about the results? Post to our [discussion group](#).

Show resources

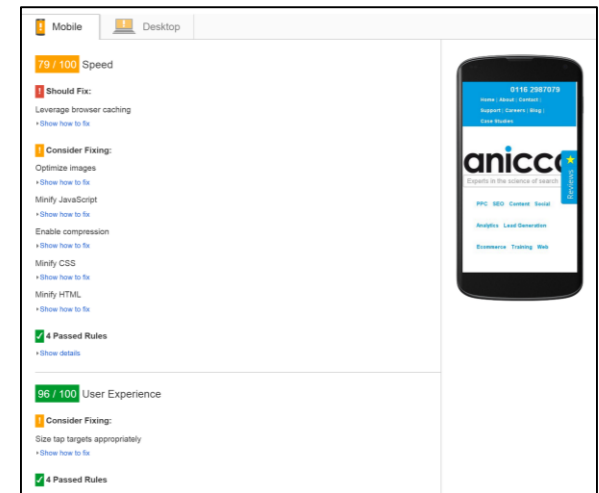


0116 2544676
Home | About | Contact
Support | Careers | Blog | Case Studies
anicca
Experts in the science of search
PPC | SEO | Content | Social
Analytics | Lead Generation
Ecommerce | Training | Web



Pimlico Plumbers | Plumbers London
Emergency Plumbers ...
www.pimlicoplumbers.com

Mobile-friendly - Pimlico Plumbers & Emergency Plumbers London 24 Hours a Day, 365 Days a Year, Providing Plumbers, Heating ...
Recruitment - Charges - Contact - Charlie Mullins



Mobile Desktop

79 / 100 Speed

1 Should Fix:

- Leverage browser caching
• [Show how to fix](#)

1 Consider Fixing:

- Optimize images
• [Show how to fix](#)
- Minify JavaScript
• [Show how to fix](#)
- Enable compression
• [Show how to fix](#)
- Minify CSS
• [Show how to fix](#)
- Minify HTML
• [Show how to fix](#)

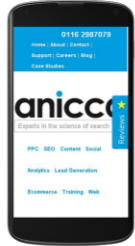
4 Passed Rules
• [Show details](#)

86 / 100 User Experience

1 Consider Fixing:

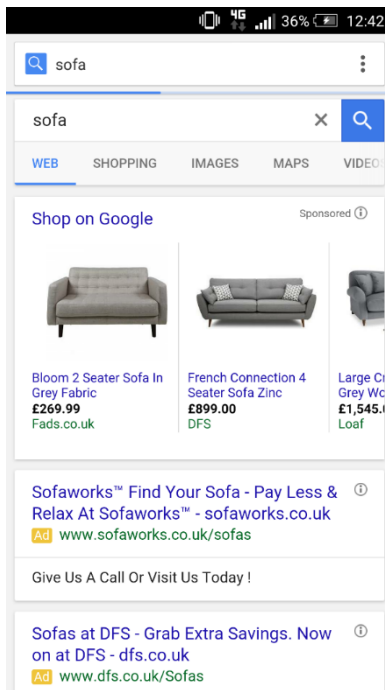
- Size tap targets appropriately
• [Show how to fix](#)

4 Passed Rules
• [Show details](#)



0116 2947079
Home | About | Contact
Support | Careers | Blog | Case Studies
anicca
Experts in the science of search
PPC | SEO | Content | Social
Analytics | Lead Generation
Ecommerce | Training | Web

Mobile results – Shopping ads

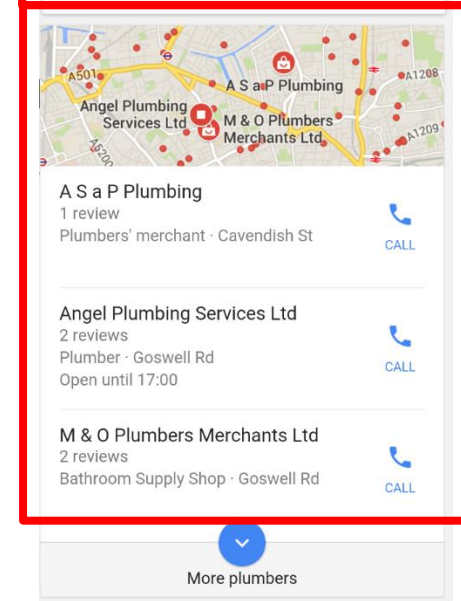
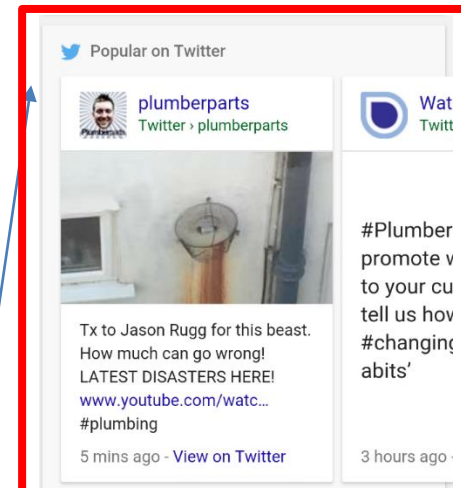
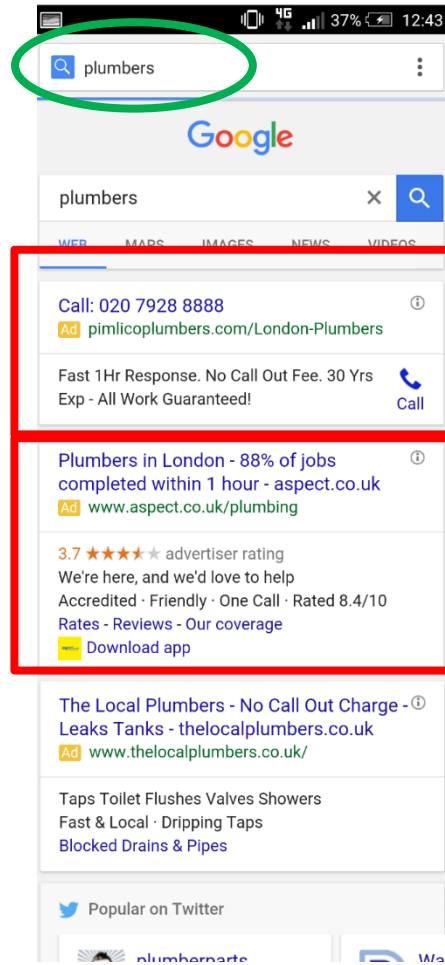
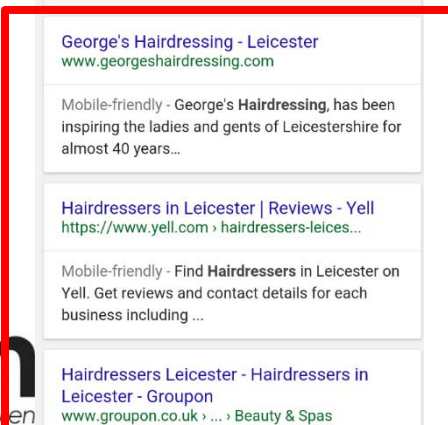
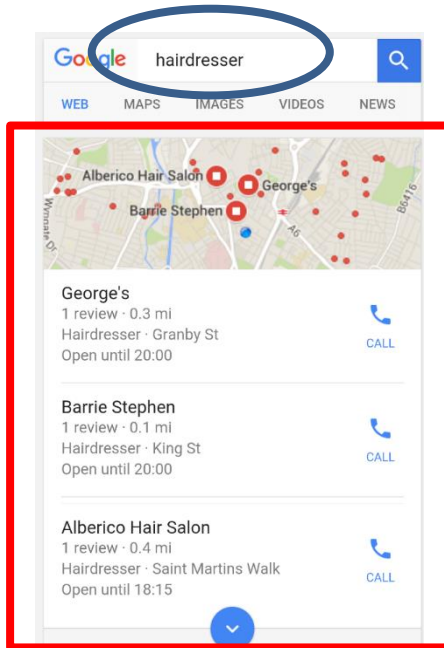


This is actually a carousel
– but most people do not notice



Normally 2 ads at the top of the results – can be 3 at the top (when there are no Shopping ads) and 3 at the bottom

Local services on mobile

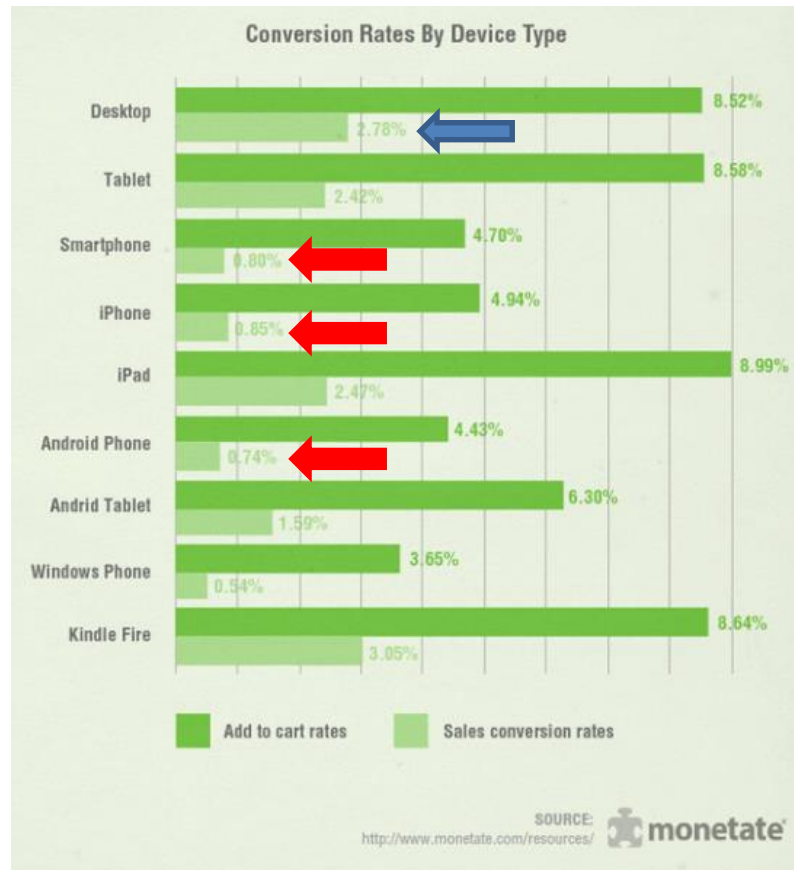


“There is an
Elephant in the
room!”

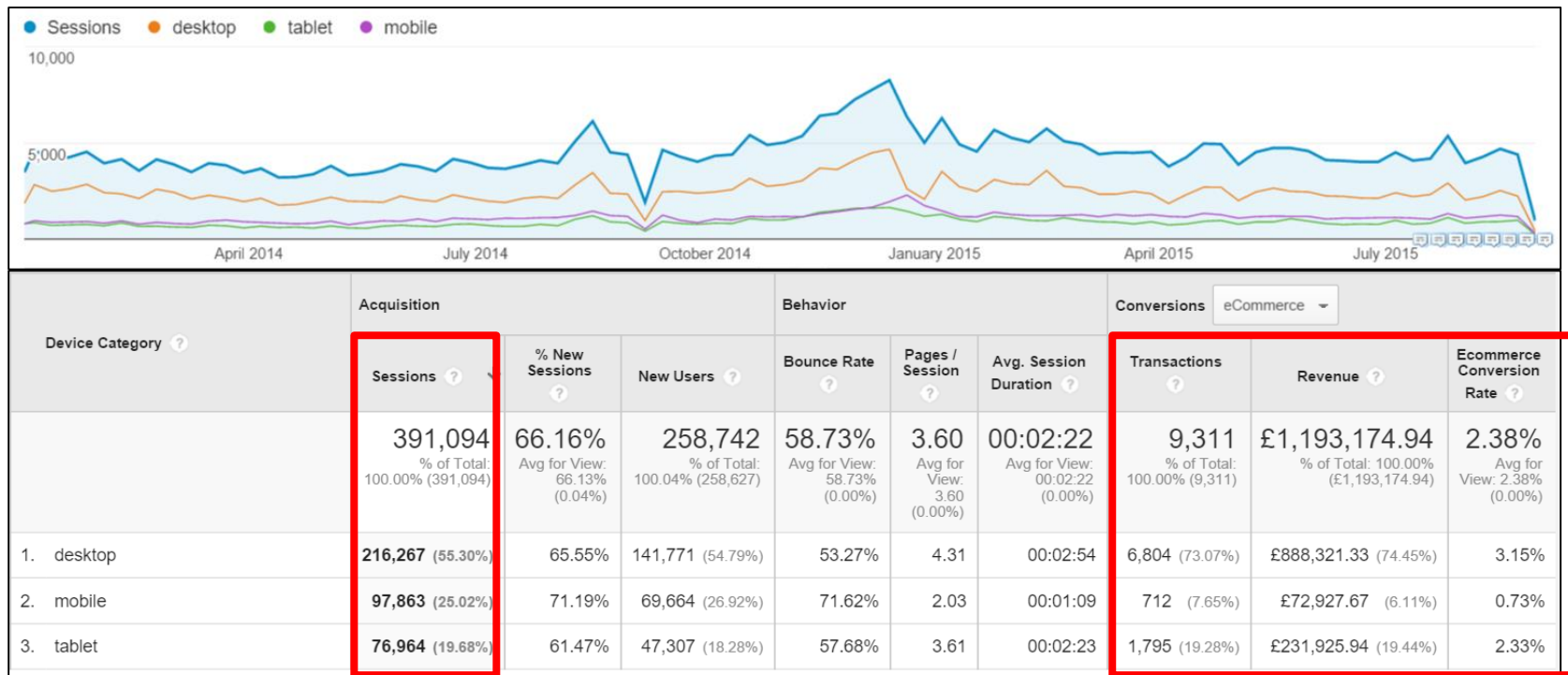
We have all this
new mobile traffic
– but does it
convert?



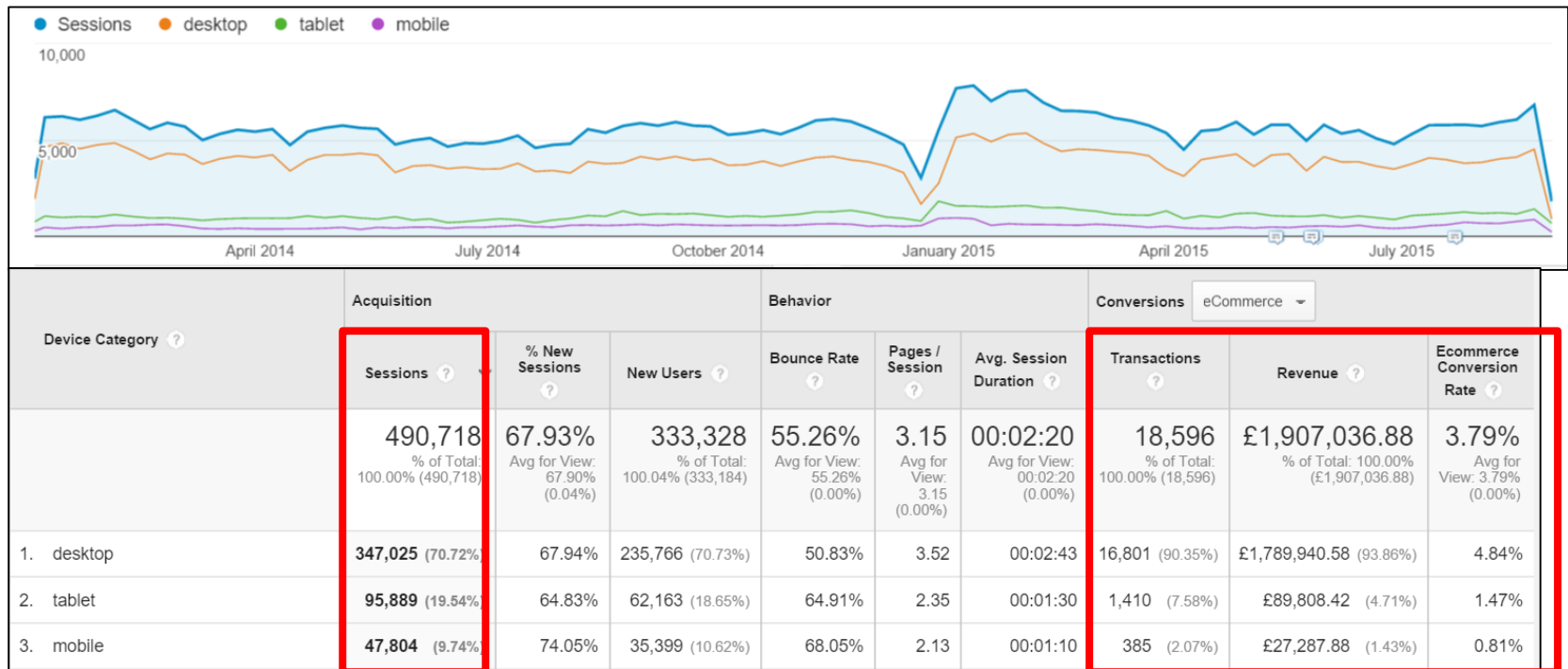
Add to cart and conversion rate by device



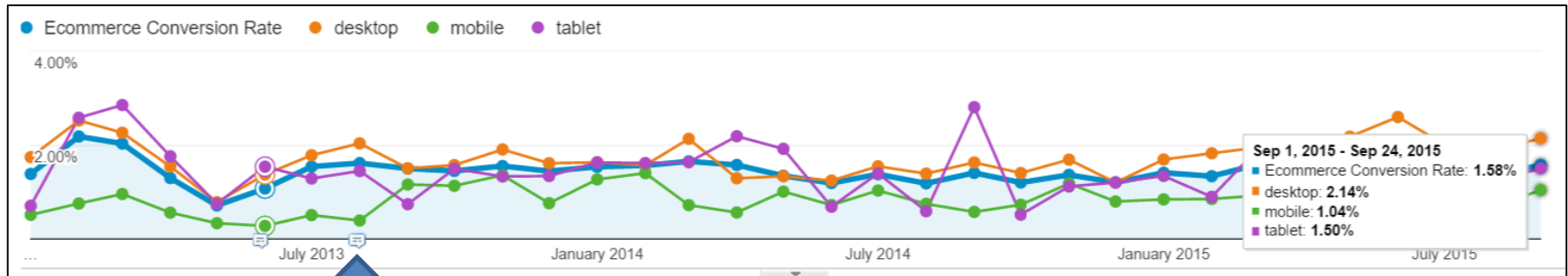
Analytics – ecommerce site selling to consumers (wines)



Analytics – ecommerce site selling to businesses (office whiteboards etc.)



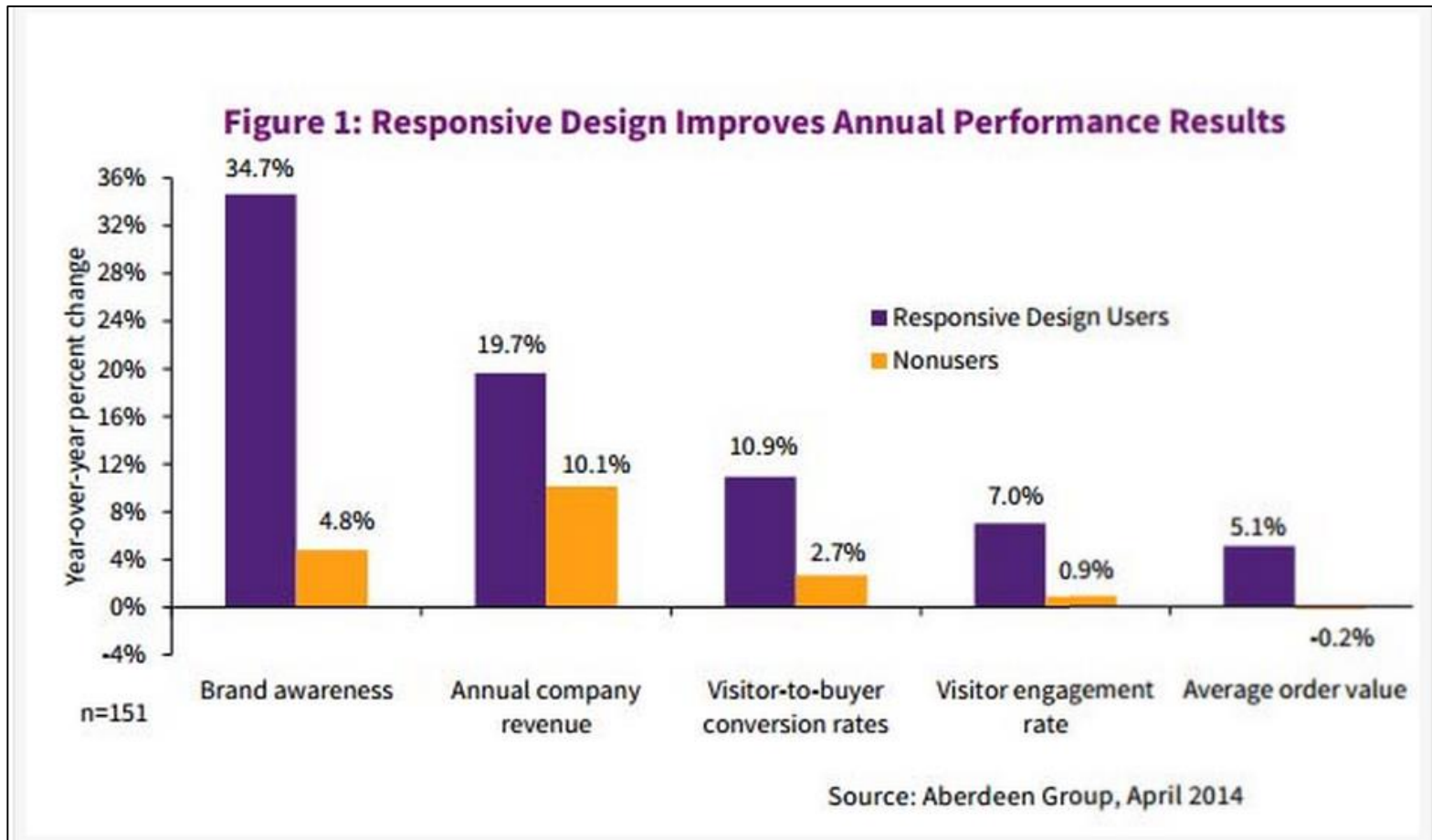
Before and after mobile responsive site went live



Summary of conversion rates

	Total	Desktops	Tablets	Mobile	Mobile vs desktop
Consumer site	2.38%	3.15%	2.33%	0.73%	23.2%
Business site	3.79%	4.84%	1.47%	0.81%	16.7%
Consumer site (non-responsive)	1.61%	2.03%	1.45%	0.39%	19.2%
Consumer site (responsive)	1.58%	2.14%	1.5%	1.04%	48.6%

Impact of responsive design



6: Essential tools and techniques to help you carry out SEO

Tools for SEO

Tool	Purpose	Technical SEO	On-site	Off-site	KPI/ Tracking
Google Analytics	Tracking and user behaviour		✓		✓
Google Search Console and Bing webmaster tools	Site information and updating Google/Bing	✓	✓	✓	✓
AdWords Keyword Planner/Bing Ads	Keyphrase research and search volumes		✓		
Moz*, Deep Crawl*	Various – crawl diagnostics, links, authority	✓	✓	✓	✓
Links e.g. AhRefs*/ Majestic*	Links, site authority			✓	
Ranking tools eg. Tools.seobook.com	Ranking positions in search engines		✓		✓
SEO Monitor*	Not-provided keyphrases, keyphrase, site/competitor rankings	✓	✓		✓

*Freemium or paid tool

Anicca Academy - Training

- 1-5 day workshops and boot camps
- SEO, PPC, Social, Analytics, email etc.
- CPD certificate and learning portal with online access to the course material
- **Next courses:**
 - **AdWords (PPC) and Analytics (5-days) - 9-13th November**
 - **Analytics (1-day) - 13th November**
 - **SEO and social media (5-days) - 11-16th January 2016**
 - **Social Media (1-day) - 16th January 2016**
- Open boot camps held at our training centre in Leicester - **only £1000 for 5 days practical training** (including VAT)
- Training for your staff either in-house or in Leicester from £600/day

Anicca Petite – services from Anicca

- Digital marketing services for local or growing businesses with less than £1,000 per month budget
- Services include local SEO, PPC and social
- Choice of **3 packages at £300, £500 and £750 per month** (plus the same amount as a set-up fee)
- Includes Analytics set-up and reporting
- Payments by standing order and recurring PayPal
- Minimum contract only 2 months for PPC and 6 months for SEO or social then rolling 1 months notice
- Regular contact with client services manager
- Flexible options to upgrade or add services

Thank you

Ann Stanley

ann@anicca.co.uk

07930 384443