

anicca

What's new in search

The Cambridge Digital Marketing
Conference
July 9th 2015

By Ann Stanley
Managing Director of Anicca Digital



Our brands



Digital & Search Marketing
(Paid advertising, SEO,
PPC,
Analytics, ecommerce)

**Generating more leads,
sales and profit**



Marketing training (and
qualifications) for
business professionals

Educating your team



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

Building your brand



Technical consultancy in
web, Analytics,
conversions and
ecommerce

**Delivering technical
Excellence**

Contents

1. The digital marketing landscape
2. Recent changes to the Google algorithm and how to avoid getting a Google penalty
3. Essential tools and techniques to help you carry out your own SEO
4. Sofa.com case study using SEO Monitor to reveal “not-provided” keyphrases

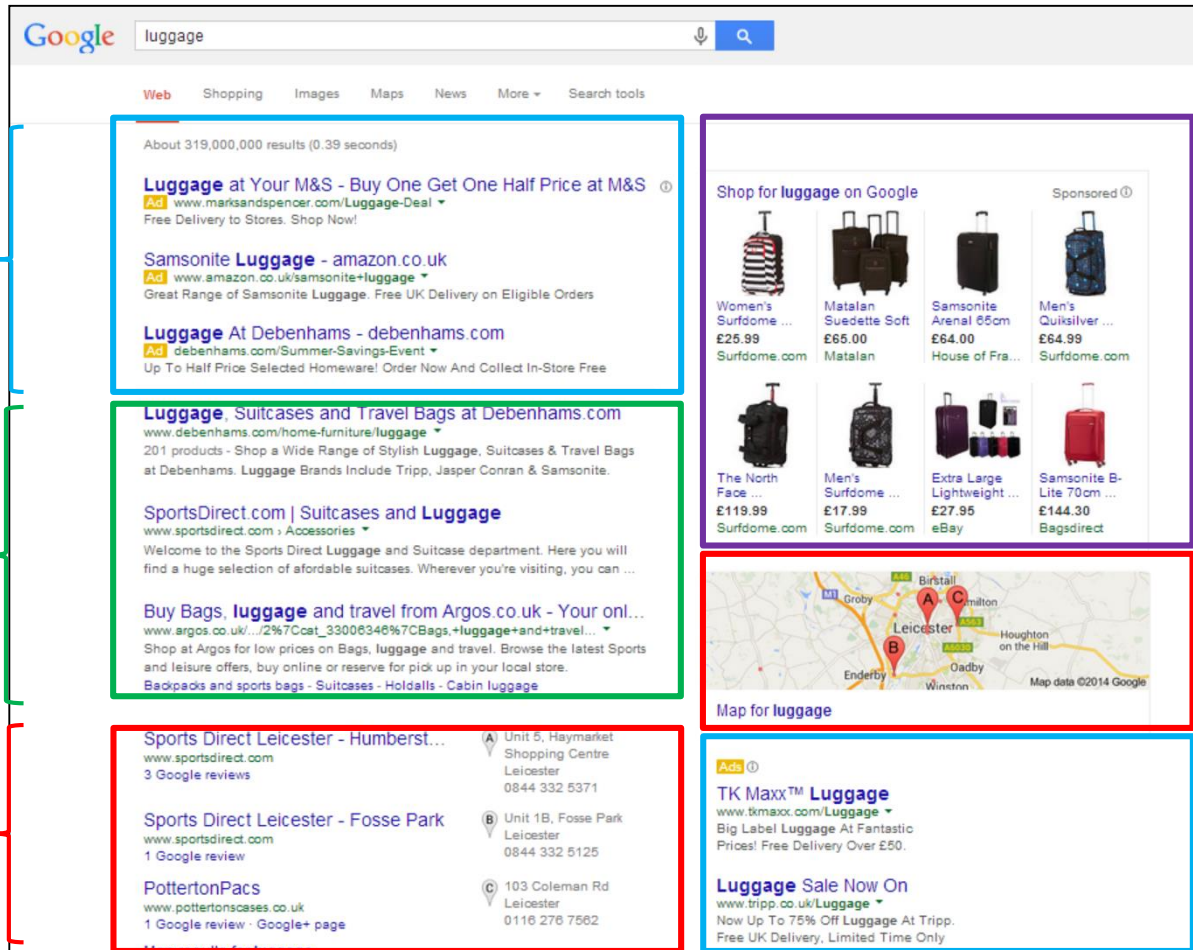
1: The Digital Marketing Landscape

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)

Google results for 'luggage'*



Pay per click ads (via AdWords)

Organic or natural search results

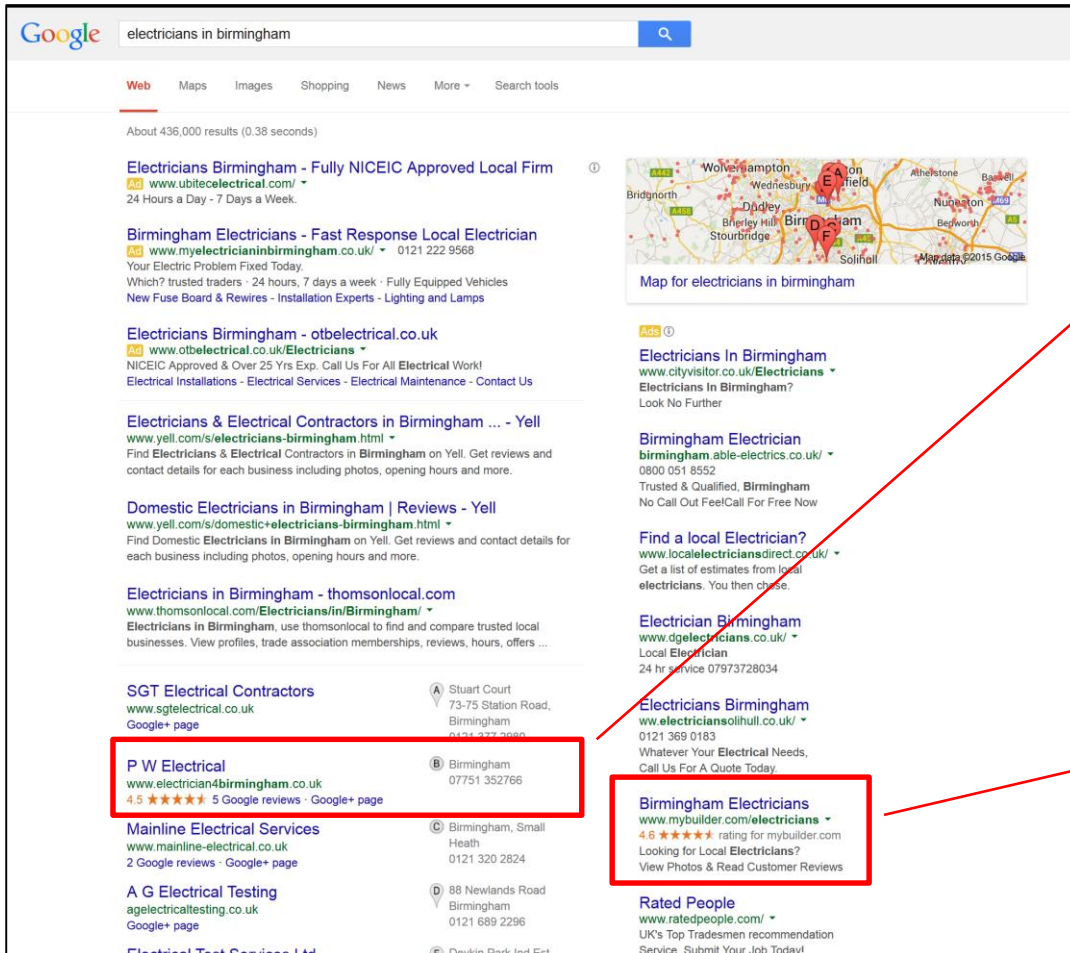
Shopping Ads (paid ads via AdWords)

Google My Business listings

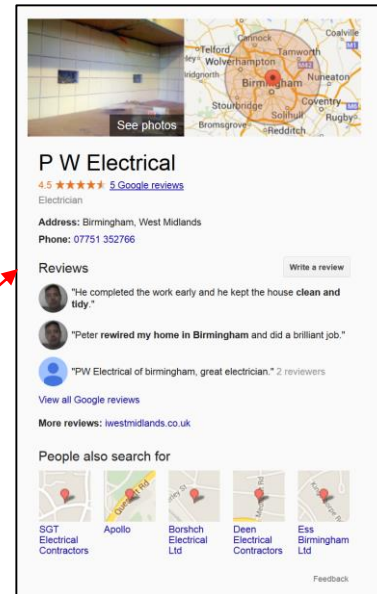
Pay per click text ads (via AdWords)

*luggage chosen to illustrate different types of results

Searching for local services – Review stars

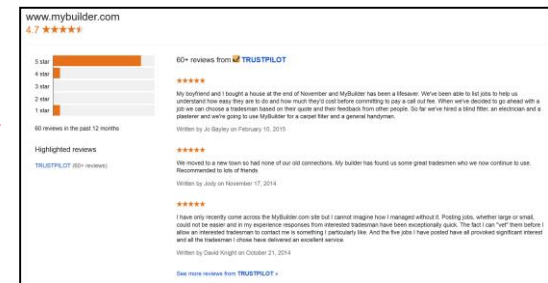


Google search results for "electricians in birmingham". The search bar shows "electricians in birmingham" with a search icon. Below the search bar are tabs for "Web", "Maps", "Images", "Shopping", "News", "More", and "Search tools". The results show approximately 436,000 results in 0.38 seconds. Several search results are visible, including "Electricians Birmingham - Fully NICEIC Approved Local Firm", "Birmingham Electricians - Fast Response Local Electrician", "Electricians Birmingham - otbelectrical.co.uk", "Electricians & Electrical Contractors in Birmingham ... - Yell", "Domestic Electricians in Birmingham | Reviews - Yell", "Electricians in Birmingham - thomsonlocal.com", "SGT Electrical Contractors", "P W Electrical", "Mainline Electrical Services", "A G Electrical Testing", and "Rated People". A map of Birmingham is also shown, with a red circle highlighting the area around the city center. A red box highlights the "P W Electrical" listing, and another red box highlights the "Birmingham Electricians" listing on MyBuilder.com.



Google My Business page for "P W Electrical". The page shows a photo of the interior of the business, a map of Birmingham, and the business name "P W Electrical" with a 4.5-star rating and 5 Google reviews. The address is "Birmingham, West Midlands" and the phone number is "07751 352766". There are two reviews visible: "He completed the work early and he kept the house clean and tidy." and "Peter rewired my home in Birmingham and did a brilliant job." The page also shows "People also search for" with suggestions like "SGT Electrical Contractors", "Apollo", "Borshch Electrical Ltd", "Deen Electrical Contractors", and "Ess Birmingham Ltd".

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



MyBuilder.com profile for "P W Electrical". The profile shows a 4.7-star rating and 60+ reviews from TRUSTPILOT. The profile includes a photo of the business, a map of Birmingham, and a detailed description of the services offered. There are two highlighted reviews visible, both with 5-star ratings. The first review is from "David Knight" on October 21, 2014, and the second is from "John Bayley" on February 10, 2015.

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

Reviews.co.uk packages

	Start-up £29 per month Sign Up Now	POPULAR Business £69 per month Sign Up Now	Custom Call 01162 530618 Call Us
Types of Services			
Review Invitations (Per Month)	200 Invites	3000 Invites	Unlimited
Company Review Collection	✓	✓	✓
Stars in Google & Bing	✓	✓	✓
Magento Product Review Collection	✗	✓	✓
Shopify Product Review Collection	✗	✓	✓
Custom Product Review Collection	✗	✗	✓
Product Reviews In Google Shopping	✗	✗	✓
In-Store Review Collection	✗	✗	✓
Advanced Reporting	✗	✓	✓
Core Features			
Stars in your Google AdWords	✓	✓	✓
Automated Review Collection	✓	✓	✓
Review Management	✓	✓	✓
Reply To Reviews	✓	✓	✓
Review Checker	✓	✓	✓



- Independent reviews of your service and/or products
- Email your customers for reviews
- Right to reply
- Verified results uploaded into Google
- >30 reviews and 3.5 rating will automatically appear in PPC ads
- Use widgets or Schema to appear next to organic result
- Display reviews on your site to increase conversion rate

2: Google Algorithm Updates

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

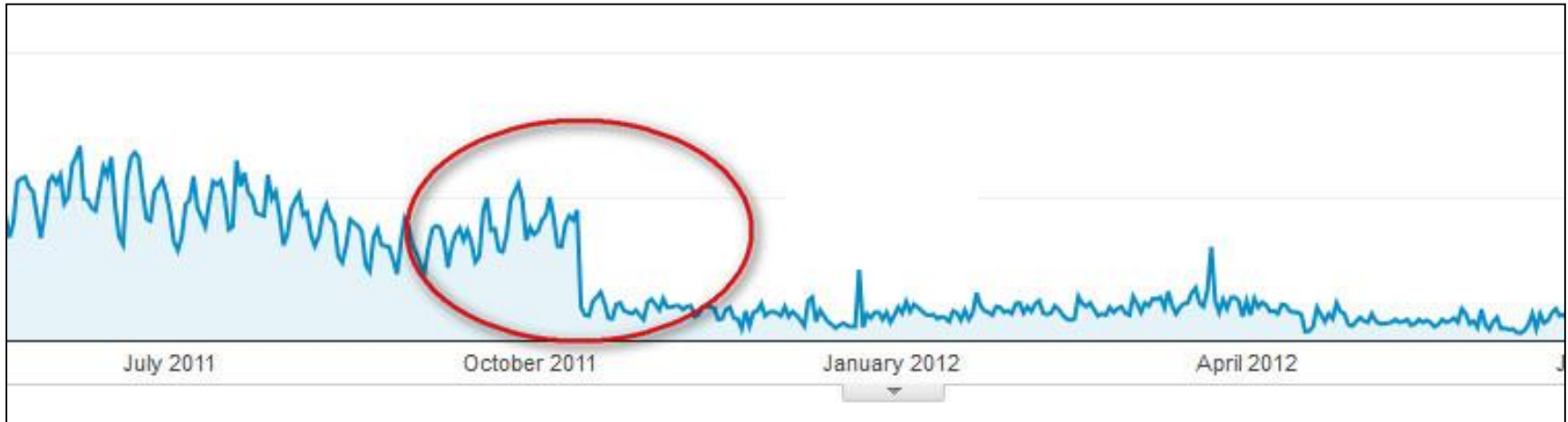


When: February 2011

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

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](#)

When: September 2014

Target: Sites with low quality content.

More precise and will allow more high-quality small and medium-sized sites to rank better

What Google said: *"Based on user (and webmaster!) feedback, we've been able to discover a few more signals to help Panda identify low-quality content more precisely."*

Panda
4.0 & 4.1



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

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.

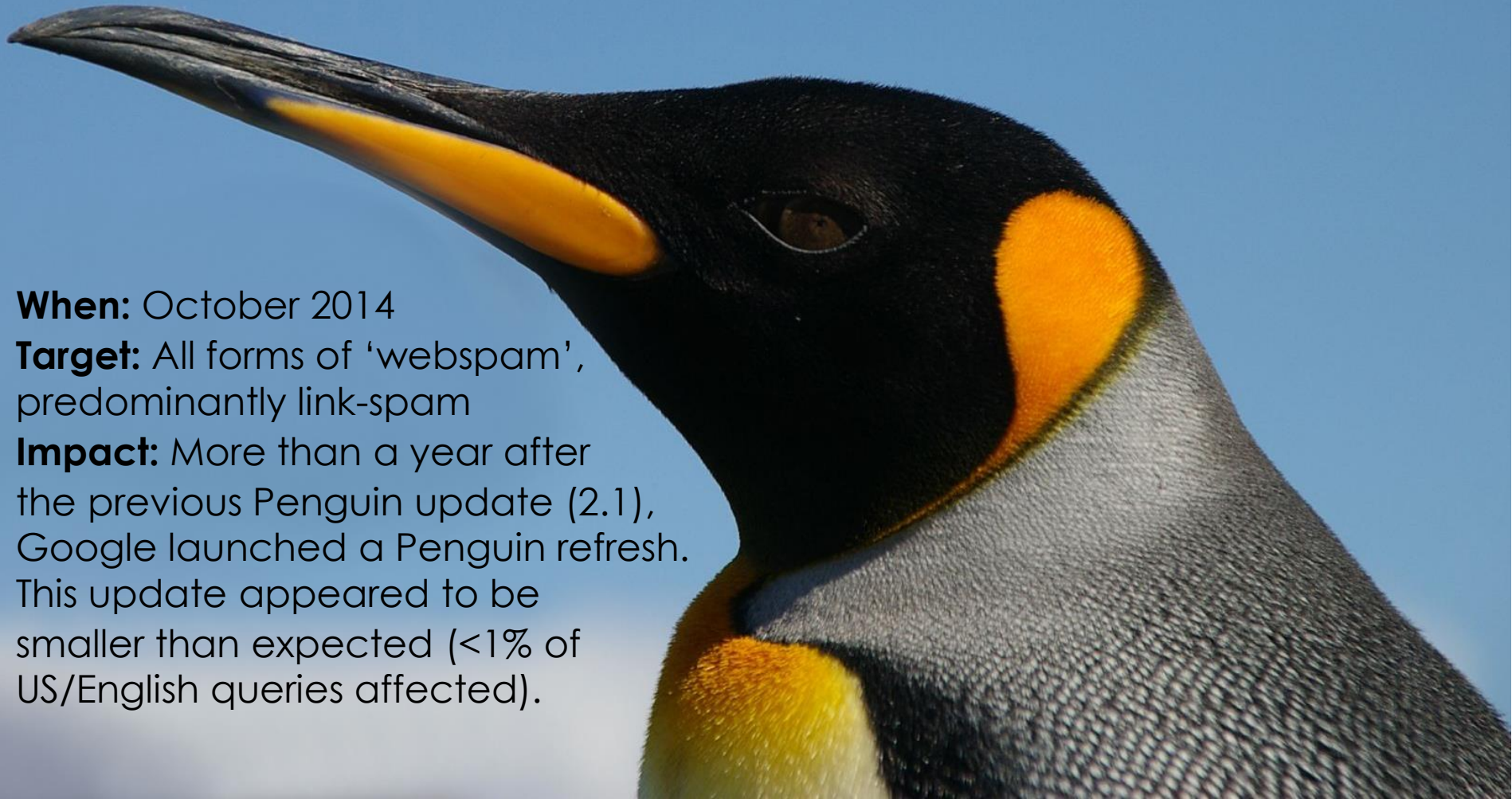


Penguin 3.0

When: October 2014

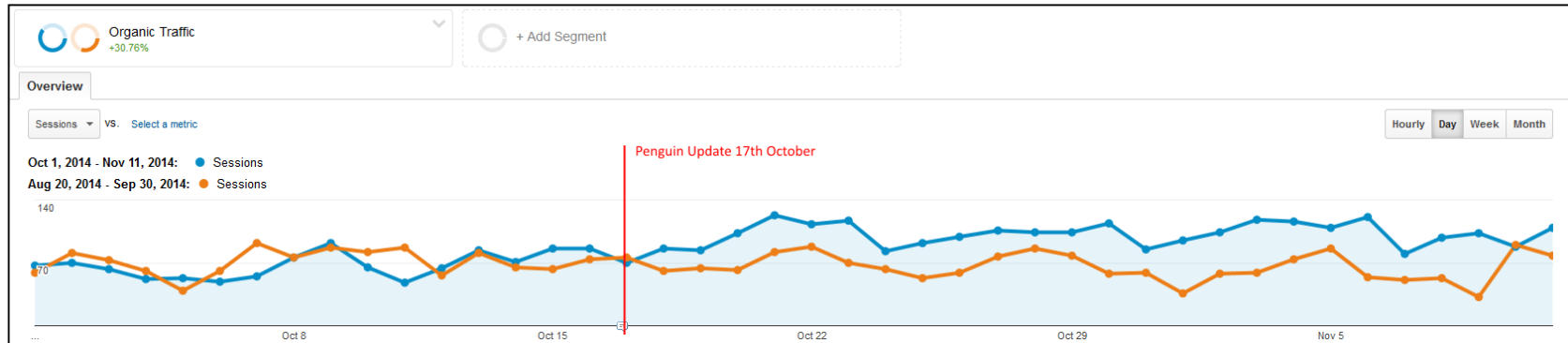
Target: All forms of 'webspam', predominantly link-spam

Impact: More than a year after the previous Penguin update (2.1), Google launched a Penguin refresh. This update appeared to be smaller than expected (<1% of US/English queries affected).

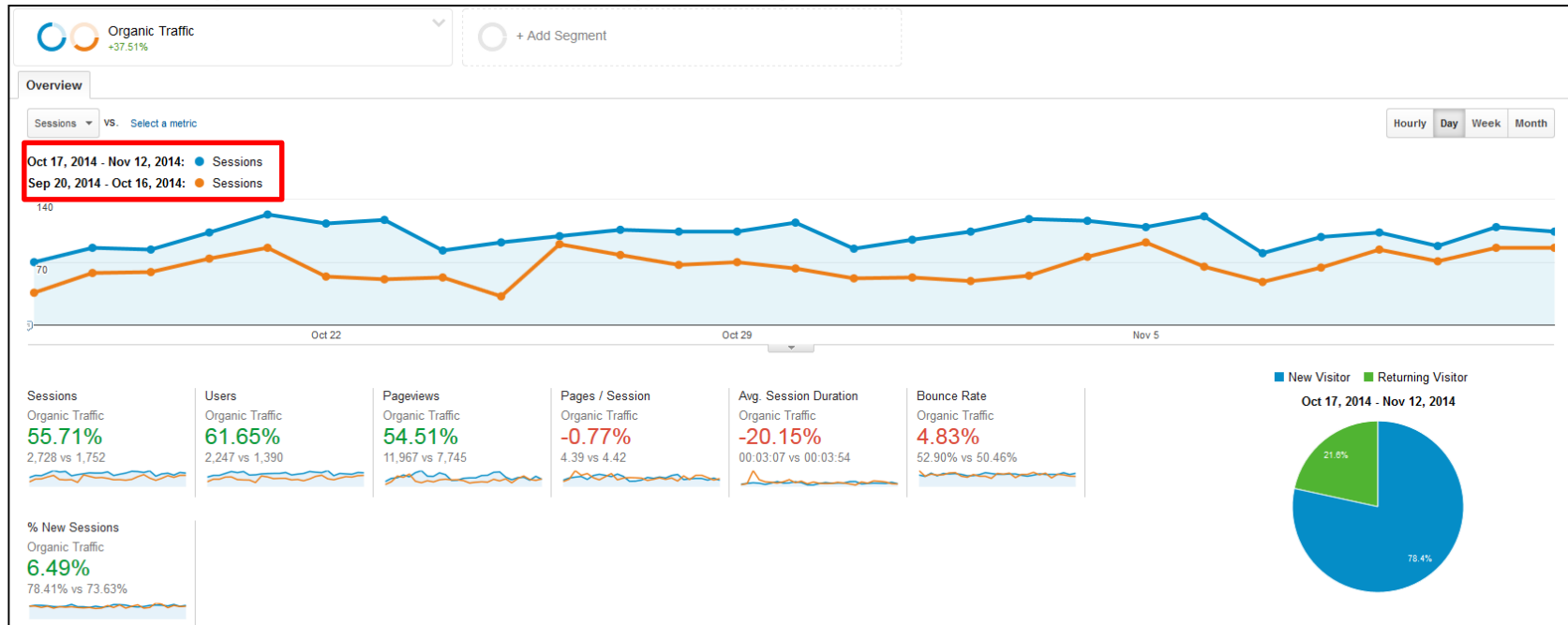


Penguin 3.0 Recovery

Month on month improvement at time of recovery



Year on year increase after penalty recover



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



Knowledge graph

+Ann Search Images Mail Drive Calendar Sites Groups Contacts More -

Google orange vs apple juice ann@anicca.co.uk 4 + Share 

Web Images Maps Shopping Videos More Search tools

About 3,570,000 results (0.39 seconds)

		
	Orange	Apple juice, unsweetened
Amount per	100 g	100 g
Calories	47	46
	% Daily Value	
Vitamin C	53.2 mg 88%	0.9 mg 1%
Total Carbohydrate	12 g 4%	11 g 3%

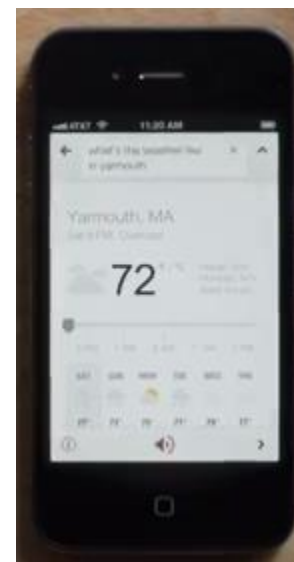
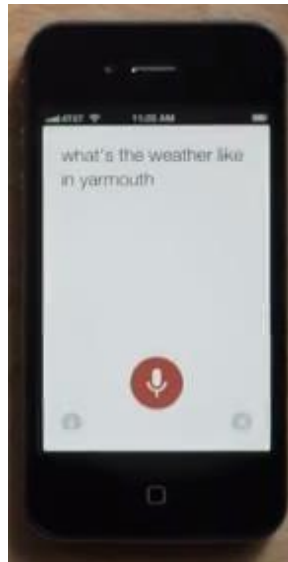
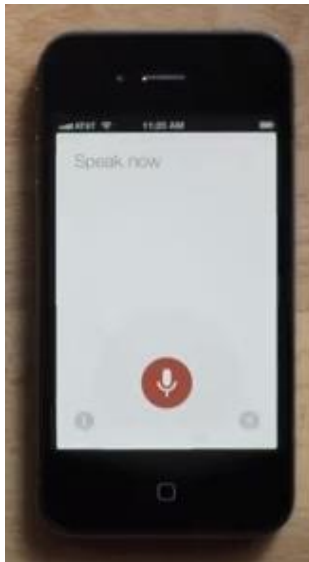
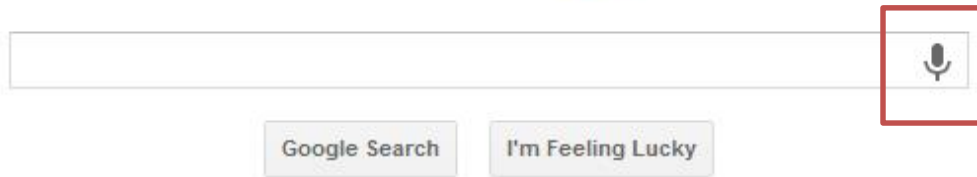
[Take Two: Orange vs. Apple Juice - Cooking Light](#)
www.cookinglight.com › Eating Smart › Smart Choices
Take Two: **Orange vs. Apple Juice**. Click to Enlarge. Both of America's most popular juices are delicious, low-calorie beverages with many nutrients and no fat.

[Apple Juice or Orange Juice? - Real Simple](#)
www.realsimple.com/food-recipes/recipe...favorites/...or.../page3.html
The better choice: **Orange juice**. When comparing **apples to oranges**, OJ is the clear favorite. Eight ounces of 100 percent natural **juice** has more than twice the ...

[Orange Juice Versus Apple Juice - Calorie, Fat, Protein, Fiber ...](#)
www.sparkpeople.com/food-vs-food.asp?...orange-juice-apple-juice...

Voice-enabled Search

Google



When: July 24th 2014

Target: Local results

Impact: This new local search algorithm ties deeper into Google's web search capabilities, including the hundreds of ranking signals used in web search along with search features like Knowledge Graph, spelling correction, synonyms and more. This new algorithm also improves Google's distance and location ranking parameters.



Pigeon

Payday Loan

When: Payday Loan 3.0 June 12th 2014

Target: Designed to target specific sectors like payday loans and porn

Impact: Official statements suggested that 2.0 targeted specific sites, while 3.0 targeted spammy queries.



April 21st – Mobilegeddon!

- Each page on your site will be 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
- After 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

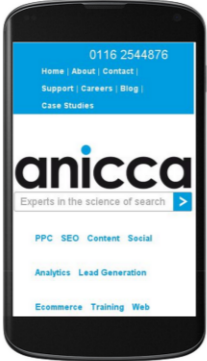
http://www.anicca.co.uk ANALYZE

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.

Show resources



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](#).

Mobile Desktop

79 / 100 Speed

Should Fix:

- Leverage browser caching
 - Show how to fix

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

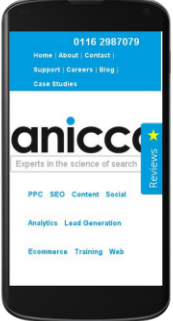
96 / 100 User Experience

Consider Fixing:

- Size tap targets appropriately
 - Show how to fix

4 Passed Rules

- Show details



Other Google Changes

Structured data and rich snippets

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.

- Less than 1% of site 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 and 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!

3: Essential tools and techniques to help you carry out your own SEO

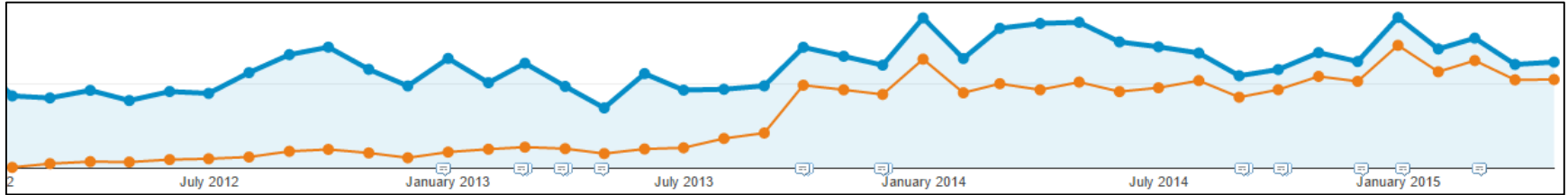
Tools for SEO

Tool	Purpose	Technical SEO	On-site	Off-site	KPI/ Tracking
Google Analytics	Tracking and user behaviour		✓		✓
Google Webmaster tools (and Bing)	Site information and updating Google/Bing	✓	✓	✓	✓
AdWords Keyword Planner/Bing Ads	Keyphrase research and search volumes		✓		
Moz*	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	✓	✓		✓

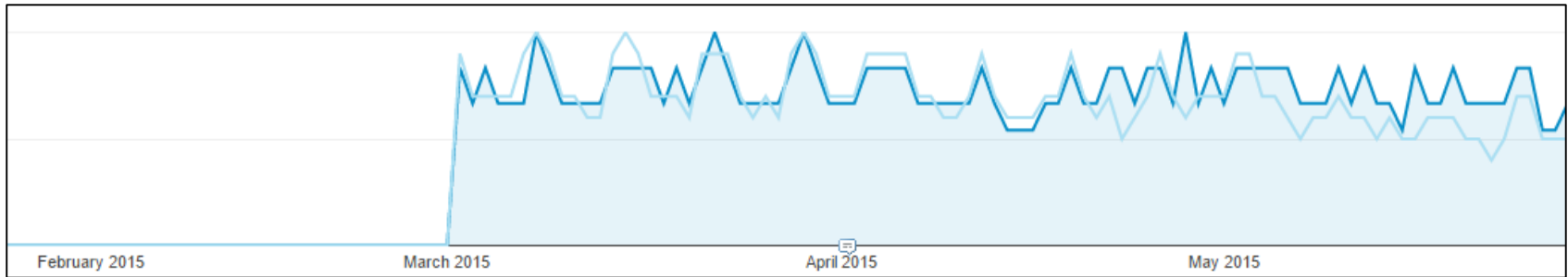
*Freemium or paid tool

4: Sofa.com case study using SEO Monitor to reveal “not-provided” keyphrases

The problem of “not-provided” data in SEO



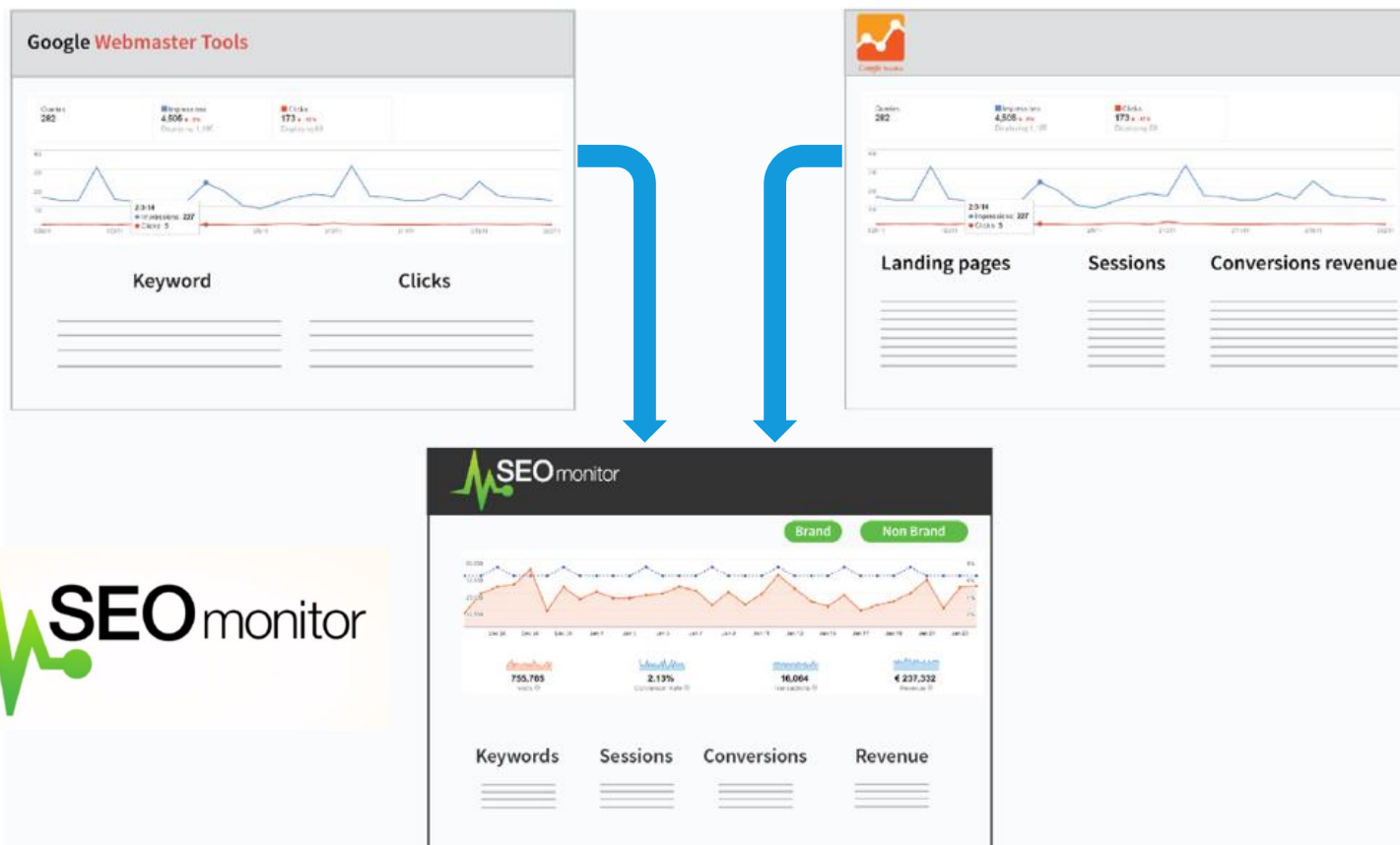
You can get some data from **Webmaster Tools/Search Console** but only 3 months



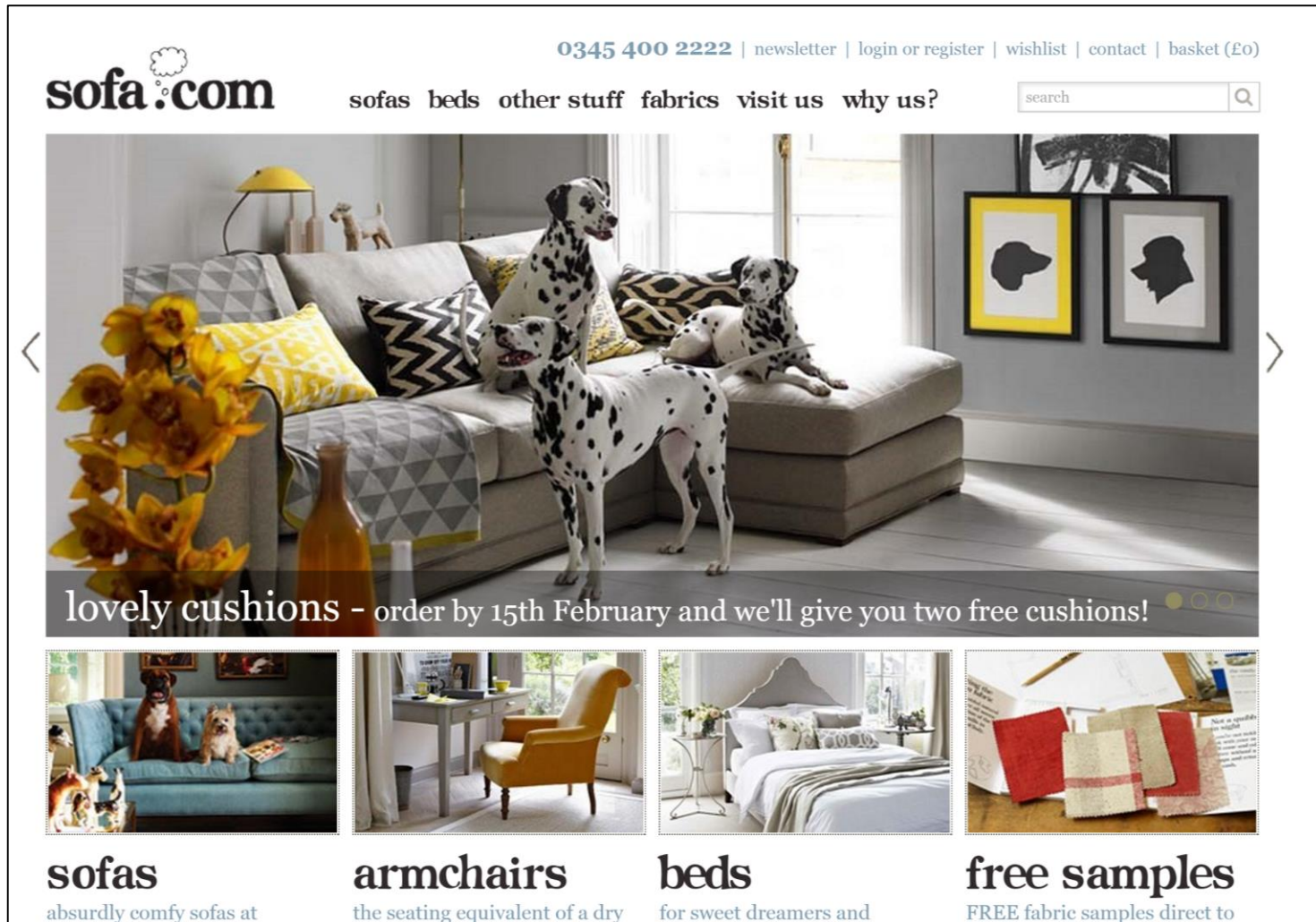
Query	Impressions ?	Clicks ?	Average Position ?	CTR ?
sofa	200,000 (25.12%)	18,000 (26.25%)	3.4	9.00%
sofas	200,000 (25.12%)	8,000 (11.67%)	7.4	4.00%

SEO Monitor Unlocks “Not provided” data

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



Case Study – Sofa.com



sofa.com 0345 400 2222 | newsletter | login or register | wishlist | contact | basket (£0)

sofas beds other stuff fabrics visit us why us? search

lovely cushions - order by 15th February and we'll give you two free cushions!

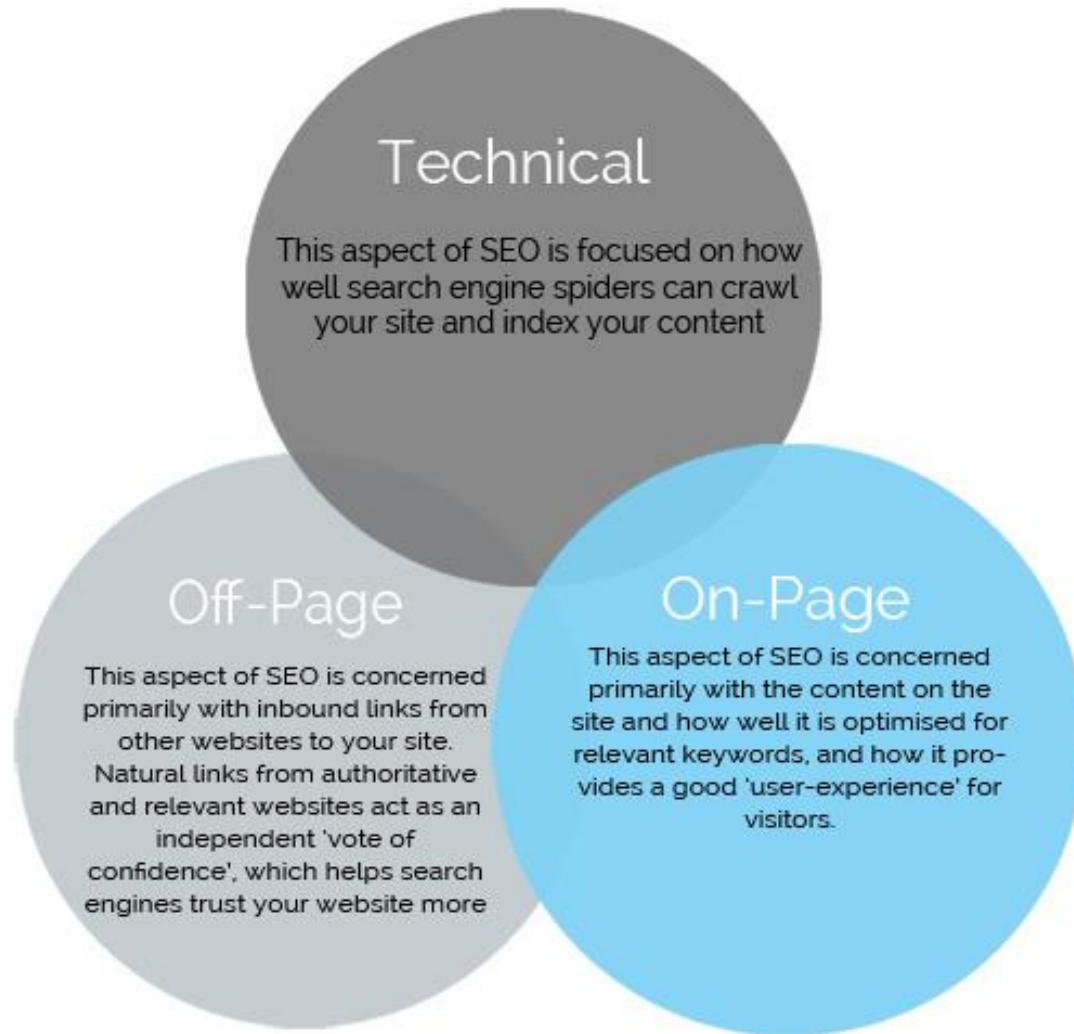
sofas
absurdly comfy sofas at

armchairs
the seating equivalent of a dry

beds
for sweet dreamers and

free samples
FREE fabric samples direct to

Key aspects of the SEO project



Site authority - can sofa.com compete with big budget TV advertisers?

	Moz Domain Authority	Moz Domain Links	Ahrefs Domain Rank	Ahrefs Domain Links
sofa.com	44	1,269	56	11,954
dfs.co.uk	46	803	56	6,713
furniturevillage.co.uk	45	4,452	57	7,253
scs.co.uk	36	1,503	52	4,577
harveysfurniture.co.uk	41	1,703	54	8,338

- Surprisingly the big budget advertisers did not have a significantly higher site authority as compared to sofa.com
- The poorer ranks for some of the target keywords (such as sofa, sofas, corner sofa and sofa bed) was likely to be due to technical and on-page issues (identified in the initial site audit)
- SEO Monitor allowed us to determine what keyphrases were driving traffic, which landing pages were found for each keyphrase and which keyphrases would be the best opportunities for an SEO project

Rankings vs competitors (October)

This shows the raw data for 3,764 keyphrases identified before the target keyphrases and groups were agreed

All keywords (3,764) Download CSV				 sofa.com	 furniturevillage.co.uk	 dfs.co.uk	 scs.co.uk
Keyword	Search Volume ⁱ	Avg. CPC ⁱ	Rank ⁱ	Rank ⁱ	Rank ⁱ	Rank ⁱ	
1. sofas ↗	135,000	\$ 2.76	17 -	2 -	1 -	3 -	
2. beds ↗	135,000	\$ 2.54	39 -	7 -	11 -	20+ -	
3. jo malone ↗	90,500	\$ 0.50	99+ -	20+ -	20+ -	20+ -	
4. sofa ↗	74,000	\$ 3.10	10 -	2 -	1 -	3 -	
5. sofa beds ↗	74,000	\$ 2.13	31 -	3 -	2 -	20+ -	
6. corner sofa ↗	60,500	\$ 1.92	28 -	2 -	1 -	3 -	
7. sofa-bed ↗	40,500	\$ 1.99	33 -	8 -	3 -	20+ -	
8. cushions ↗	40,500	\$ 0.58	99+ -	20+ -	20+ -	20+ -	
9. sofa bed ↗	40,500	\$ 1.96	31 -	8 -	3 -	20+ -	
10. sophie thompson ↗	33,100	\$ 0.21	63 -	20+ -	20+ -	20+ -	
11. leather sofas ↗	33,100	\$ 2.50	47 -	1 -	2 -	3 -	
12. free samples ↗	33,100	\$ 0.45	86 -	20+ -	20+ -	20+ -	
13. headboards ↗	27,100	\$ 1.26	64 -	13 -	20+ -	20+ -	

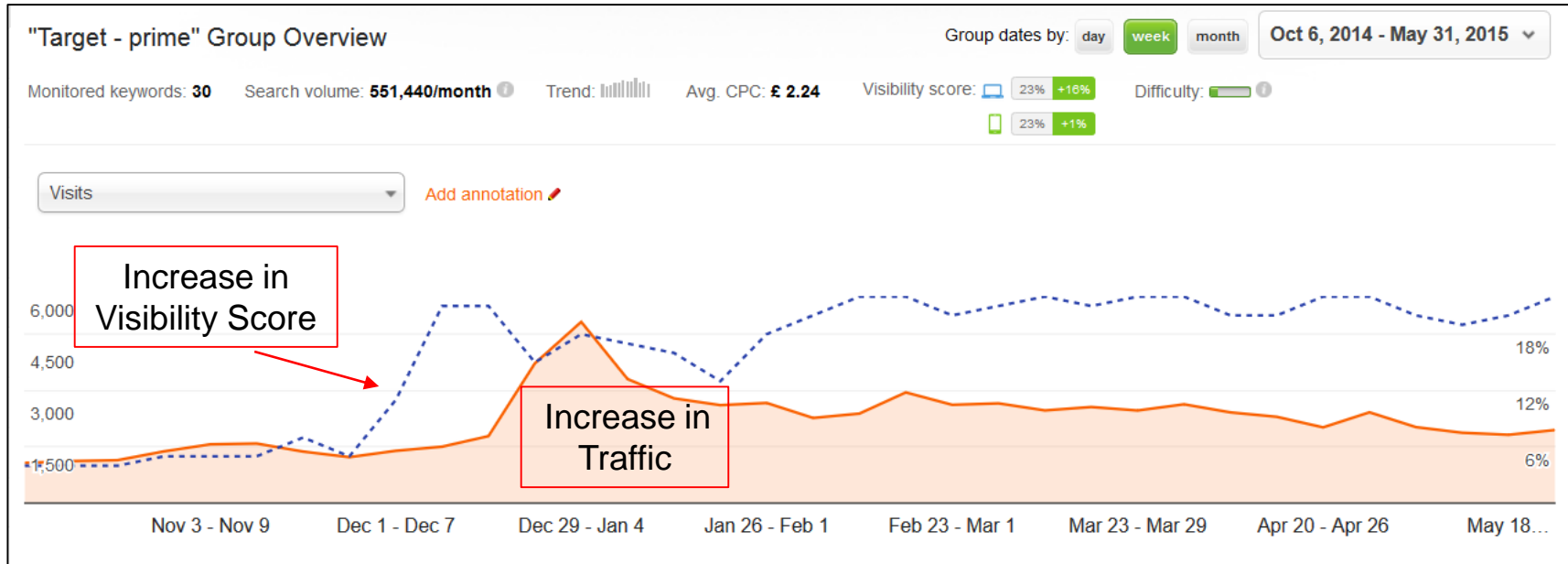
Using SEO Monitor to understand “not provided” traffic and conversions (at the start of the project)

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

Using SEO Monitor to understand Keyword Difficulty and Opportunities

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	

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%				

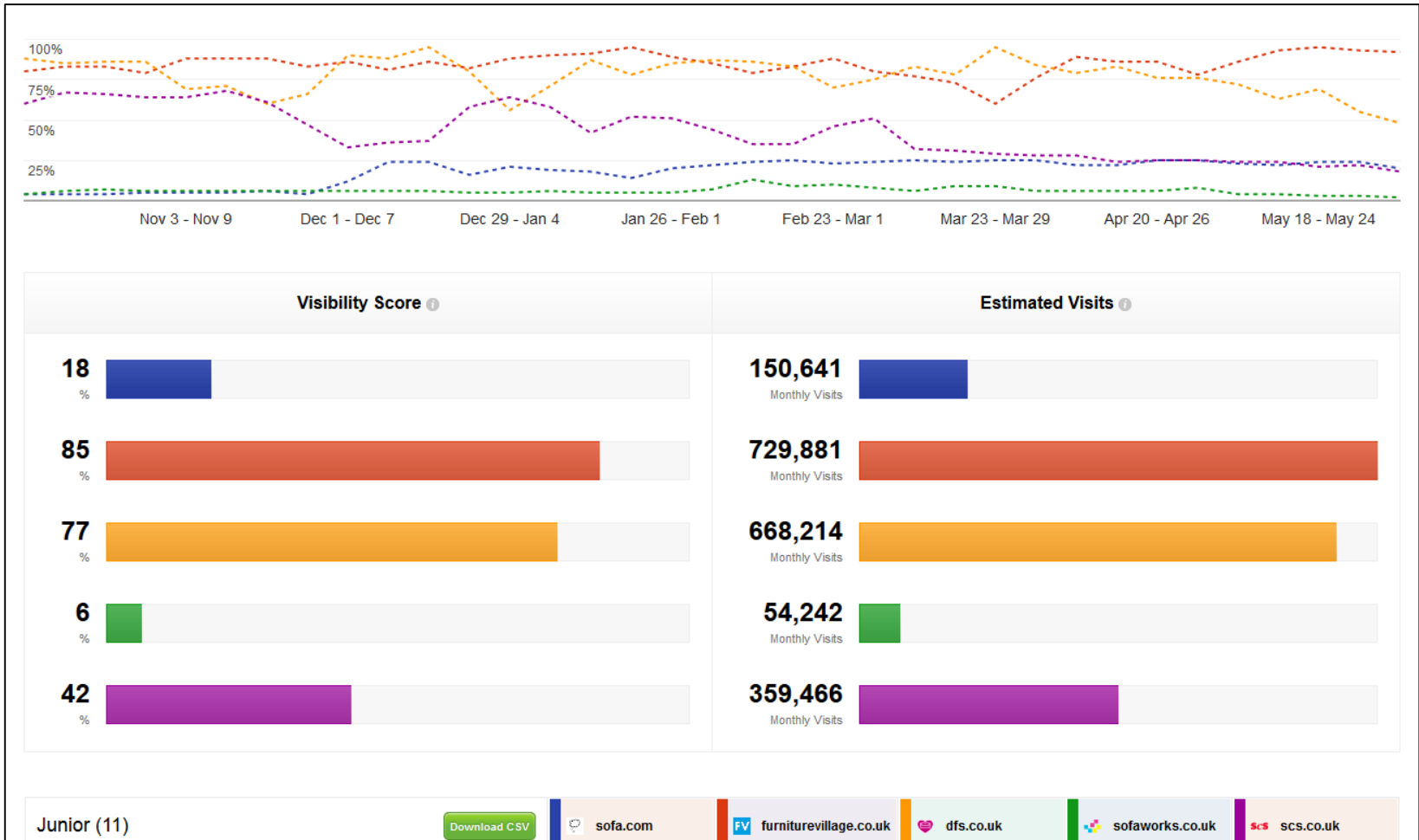
Competitor rankings and Visibility Score (June 7th compared to Oct 6th)

Junior (11)		Download CSV		sofa.com		furniturevillage.co.uk		dfs.co.uk		sofaworks.co.uk		scs.co.uk	
Keyword	Search Volume	Avg. CPC	Rank	Change	Rank	Change	Rank	Change	Rank	Change	Rank	Change	
1. sofas	135,000	\$ 2.74	8	+10	1	+1	4	-3	N/A	-	10	-7	
2. sofa	90,500	\$ 2.80	2	+8	1	+1	5	-4	N/A	-	11	-8	
3. sofa beds	74,000	\$ 1.71	22	+6	3	+3	5	-3	20+	-	N/A	-	
4. corner sofa	60,500	\$ 2.06	25	+2	1	+1	2	-1	12	-7	4	-1	
5. sofa bed	49,500	\$ 1.55	20	+12	3	+5	6	-3	18	-	N/A	-	
6. leather sofas	33,100	\$ 2.51	60	-13	1	-	3	-1	7	-2	2	+1	
7. corner sofas	22,200	\$ 2.38	30	-4	1	+1	2	-1	11	-5	5	-1	
8. armchair	14,800	\$ 1.53	16	+10	8	-2	N/A	-	20+	-	20+	-	
9. footstools	12,100	\$ 0.93	14	+7	11	-4	9	-	20+	-	20+	-9	
10. leather sofa	9,900	\$ 2.05	59	-15	2	+1	1	-	4	+2	3	-1	
11. velvet sofas	880	\$ 1.35	1	-	3	+5	14	-5	18	-4	20+	-	

Increase in Visibility Score compared with competitors

7% →













← 24%



Forecasting for future SEO project

























Forecast for future SEO work

Step 1 – select group of keyphrases and target positions

<input type="checkbox"/>	Group name	Search vol.	Difficulty	Target
<input type="checkbox"/>	Armchairs (141)	84,590		Select ▾
<input type="checkbox"/>	Brand (1)	10		Select ▾
<input type="checkbox"/>	Chaise (51)	15,110		Select ▾
<input type="checkbox"/>	Classic and... (42)	10,230		Select ▾
<input type="checkbox"/>	Colours (233)	92,300		Select ▾
<input type="checkbox"/>	Corner sofas (190)	160,870		Select ▾
<input type="checkbox"/>	Fabric (225)	119,430		Select ▾
<input type="checkbox"/>	Footstools (70)	73,550		Select ▾
<input type="checkbox"/>	Four seater (22)	6,690		Select ▾
<input type="checkbox"/>	General sofas (92)	75,010		Select ▾
<input checked="" type="checkbox"/>	Junior (11)	472,480		Top 3 ▾
<input type="checkbox"/>	JuniorB (0)	0		Select ▾



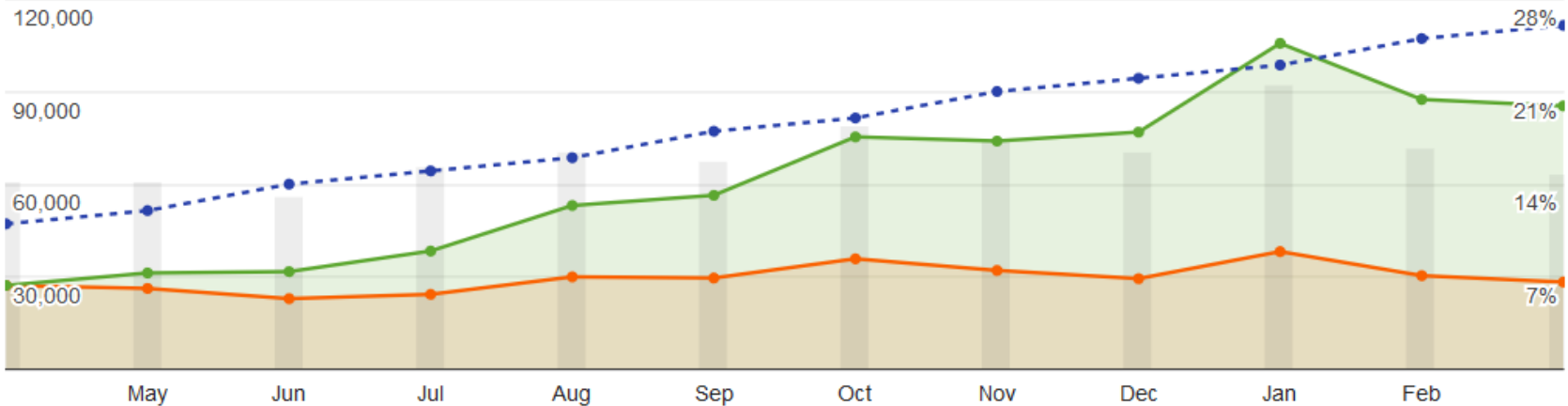
Current ranking for these keyphrases

Keyword	Rank	Change	Op.	Search volume	CPC	Diff.	Bounce rate	Organic Visits	Conv. rate
1. sofas	5	+13		135,000	1.81 £		14%	19,456	0.2%
2. corner sofa	16	+11		60,500	1.74 £		38%	1,545	0.08%
3. sofa beds	18	+10		74,000	1.60 £		34%	1,804	0.08%
4. sofa bed	16	+16		40,500	1.70 £		35%	830	0.08%
5. corner sofas	22	+4		22,200	2.09 £		42%	622	0.08%
6. leather sofas	58	-11		33,100	2.26 £		58%	307	0.03%
7. footstools	17	+4		12,100	0.72 £		67% 	54	0.52%
8. armchair	15	+11		12,100	1.25 £		23%	598	0.19%
9. leather sofa	56	-12		8,100	1.99 £		146% 	30	0.06%
10. sofa	1	+9		74,000	1.88 £		14%	36,057	0.22%
11. velvet sofas	1	-		880	1.25 £		36%	705	0.04%

Step 2 – Projected non-branded traffic (all traffic to the site) with and without SEO project

Time frame: 12 months

SEO performance in time: manual



Visibility Score:



Key take-aways

- There are now tools such as SEO Monitor that provide “not provided” keyword data
- Having all the essential data in one dashboard (such as keyphrase positions, search volumes, Difficulty Score and Opportunities); makes the initial process of determining keyword targets and topic groups much faster than traditional SEO techniques
- Performance tracking, reporting and forecasting is easy with SEO Monitor’s Visibility Score and positions (for your own site and your competitors)

Thank you
Book your free demo ad 14-day
trial of SEO Monitor

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