

Anicca webinar – 31<sup>st</sup> March 2023

# SEO Housekeeping you cannot ignore

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# Introductions

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**Brad Longman**

Digital Strategist for SEO

I have worked in SEO for around 12 years, particularly around technical SEO as well as being involved in most web migration projects we manage at Anicca.





# About Anicca

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Supporting your digital ambitions.

We invest in relationships with businesses and brands to drive growth and succeed in what we do.

Our multi award winning agency in the heart of Leicester speaks for itself.

Established  
2007

Staff  
20+

Clients  
46+



# Our team

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Ann Stanley  
Founder & CEO



Darren Wynn  
Managing Director



Angie Longman  
Operations Director

## Directors



Ange Padfield  
New Business



Katie Downing-Howitt  
Marketing & Training



Holly Kelly  
Paid Media



Ed Truman  
Analytics & Data



Thom Shardlow  
Creative Strategy



Brad Longman  
SEO



Emil Ougendal  
Social



Katie Ford  
PR & Content

## Commercial & Strategy Team



Rajal Prajapat  
Client Services



Mark Janes  
Client Account



András Lorinczi  
Creative



Amy Hayward-Paine  
PR & Content



Rachel Cryan  
Social



James Allen  
Analyst & SEO



Jordan Munton  
Paid Media

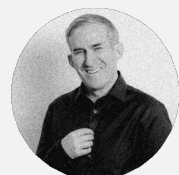
## Technical & Support Team



Ebony Hutt  
PR & Content



Anna Lomax  
Social



Pete Keyworth  
Paid Media



Zak Averre  
Content



Gurpreet Purewal  
Marketing



Lucy Hammond  
Training & Events



Salema Khatun  
Employer Liaison



# Strategy & Delivery

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We invest in relationships with businesses and brands looking to drive growth and succeed in what they do.

Whatever your brief, we can mix and match our services to best suit your needs. Our services tell you all you need to know when looking for a truly integrated agency.

## Services ↗

*Analytics*

*Creative*

*Paid Media*

*PR & Content*

*SEO*

*Social Media*

*Training*

## Outcomes ↗

*Consultancy*

*Strategy*

*Lead Generation*

*eCommerce*

*Technical Support*

*Reporting*

*Client Services*

# Our pedigree

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We have vast experience of working with companies and organisations across many industries and parts of the UK

Our deep understanding and sharp focus across digital marketing is what sets us apart from the competition, giving you comfort in knowing we are a true extension of your business.

This is also why our internationally renowned clients stay with us year after year.





What to focus your attention on

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What makes up  
SEO?

# What do we mean by SEO?

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SEO stands for Search Engine Optimisation

Search Engine Optimisation is the process of improving a website to increase your visibility in organic search results

SEO can be broken down into 3 main areas

Technical SEO - On Page SEO – Off Page SEO



# Technical SEO

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Technical SEO specifically refers to any website changes you can make that do not directly affect the on-page content of the website. This could be:

- Speed optimisation
- Image optimisation
- Meta data (page titles and meta descriptions)
- Indexation Analysis
- Site Architecture
- Response Codes (Redirects, 404 pages)

# On-Page SEO

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On-Page SEO refers to any website changes you can make directly to the content on your website. On-page tasks can include

- Key phrase Research
- Content Optimisation
- Blog Posts
- FAQ creation
- Internal Linking
- Heading Tag Structure



# Off-Page SEO

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Off-Page SEO specifically refers to any tasks completed to improve your websites organic visibility AWAY from your website, and is mainly focused around your website's Domain Authority and Link Profile. Tasks for this can include:

- Link Analysis
- Competitor Analysis
- Broken Link Building
- Digital PR
- Reviews
- Citations

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# Why is SEO Housekeeping Important?



# Think of a car

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When you buy a car, it's essential to perform regular maintenance. If you don't, then at some point down the line something will go wrong and it will not perform as it should.

**This is the exact same for your website.**

Regular maintenance of your website and SEO ensures your website remains efficient. If you don't keep up to date with Google's latest guidelines, your website could fail it's "MOT"!



# Keeping Ahead of the curve

By keeping up with regular maintenance, you can keep up with Google's latest guidelines and algorithms, as well as get ahead or stay ahead of any competitors that aren't prioritising their website.

You might notice fluctuation with traffic from time to time, this could be due to Google releasing new algorithms. If Google releases an algorithm update, you'll find information here:

<https://developers.google.com/search/updates/ranking>

## List of Google Search ranking updates



[Send feedback](#)

This page lists the latest ranking updates made to Google Search that are relevant to website owners. To learn more about how Google makes improvements to Search and why we share updates, check out our blog post on [How Google updates Search](#). You can also find more updates about Google Search on [our blog](#).

### Ranking updates release history

March 15, 2023	Released the March 2023 <a href="#">core update</a> . The rollout may take up to 2 weeks to complete.
February 21, 2023	Released the February 2023 <a href="#">product reviews update</a> . This update applies to the following languages globally: English, Spanish, German, French, Italian, Vietnamese, Indonesian, Russian, Dutch, Portuguese, Polish. The rollout was complete as of March 7, 2023.
December 14, 2022	<a href="#">Released</a> the December 2022 <a href="#">link spam update</a> . This update is global and affects all languages. The rollout was complete as of January 12, 2023.
December 5, 2022	Released the December 2022 <a href="#">helpful content update</a> , which improves our classifier and works across content globally in all languages. The rollout was complete as of January 12, 2023.
October 19, 2022	Released the October 2022 <a href="#">spam update</a> . This update is global and affects all languages. The rollout was complete as of October 21, 2022.
September 20, 2022	Released the September 2022 <a href="#">product reviews update</a> . This update applies to English-language product reviews. The rollout was complete as of September 26, 2022.
September 12, 2022	Released the September 2022 <a href="#">core update</a> . The rollout was complete as of September 26, 2022.
August 25, 2022	<a href="#">Released</a> the August 2022 <a href="#">helpful content update</a> . The rollout was complete as of September 9, 2022.
July 27, 2022	Released the July 2022 <a href="#">product reviews update</a> for English-language product reviews. The rollout was complete as of August 2, 2022.
May 25, 2022	<a href="#">Released</a> the May 2022 <a href="#">core update</a> . The rollout was complete as of June 9, 2022.
March 23, 2022	<a href="#">Released</a> the March 2022 <a href="#">product reviews update</a> . The rollout was complete as of April 6, 2022.

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# On-Page SEO Housekeeping

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# Importance of On-Page SEO

On-Page SEO is something you can directly impact on your website. Provided you have the time, you can do this type of work yourself without the need for developers to implement coding changes.

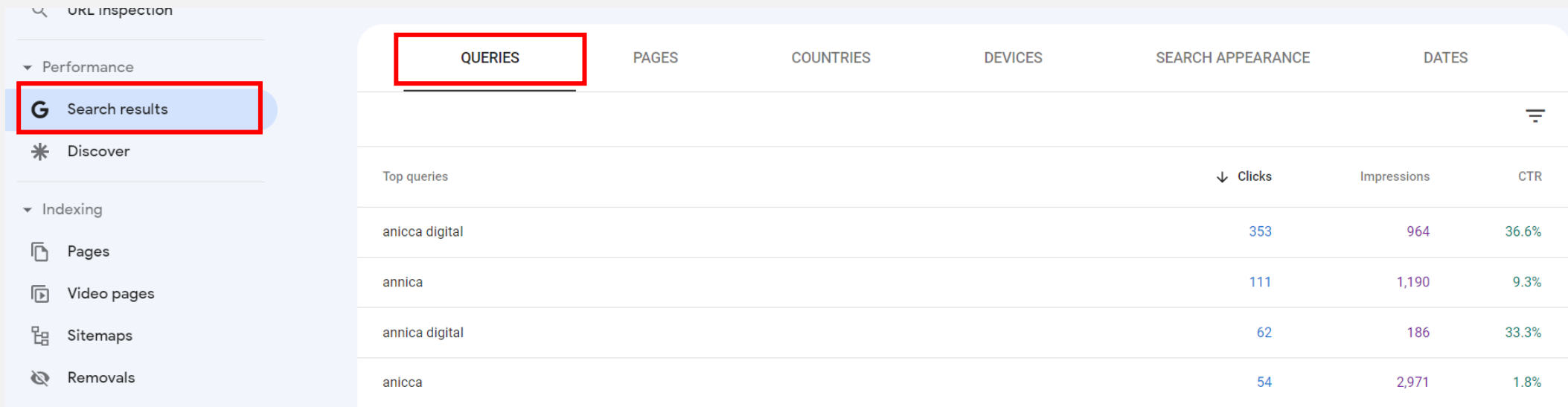
On-Page SEO involves finding relevant key phrases for your website, optimising content, creating FAQs, blogs and more.

leicestershire seo services	86%	10	1	2	+3	
leicester seo agency	87%	10	1	2	+5	
seo services leicester	73%	50	1	2	+2	
leicester seo services	86%	10	1	2	-	
seo expert leicester	74%	10	1	2	+1	
seo leicester	86%	320	2		+4	

# Finding Relevant Keywords

The first thing to do is ensure your website is targeting relevant keywords.

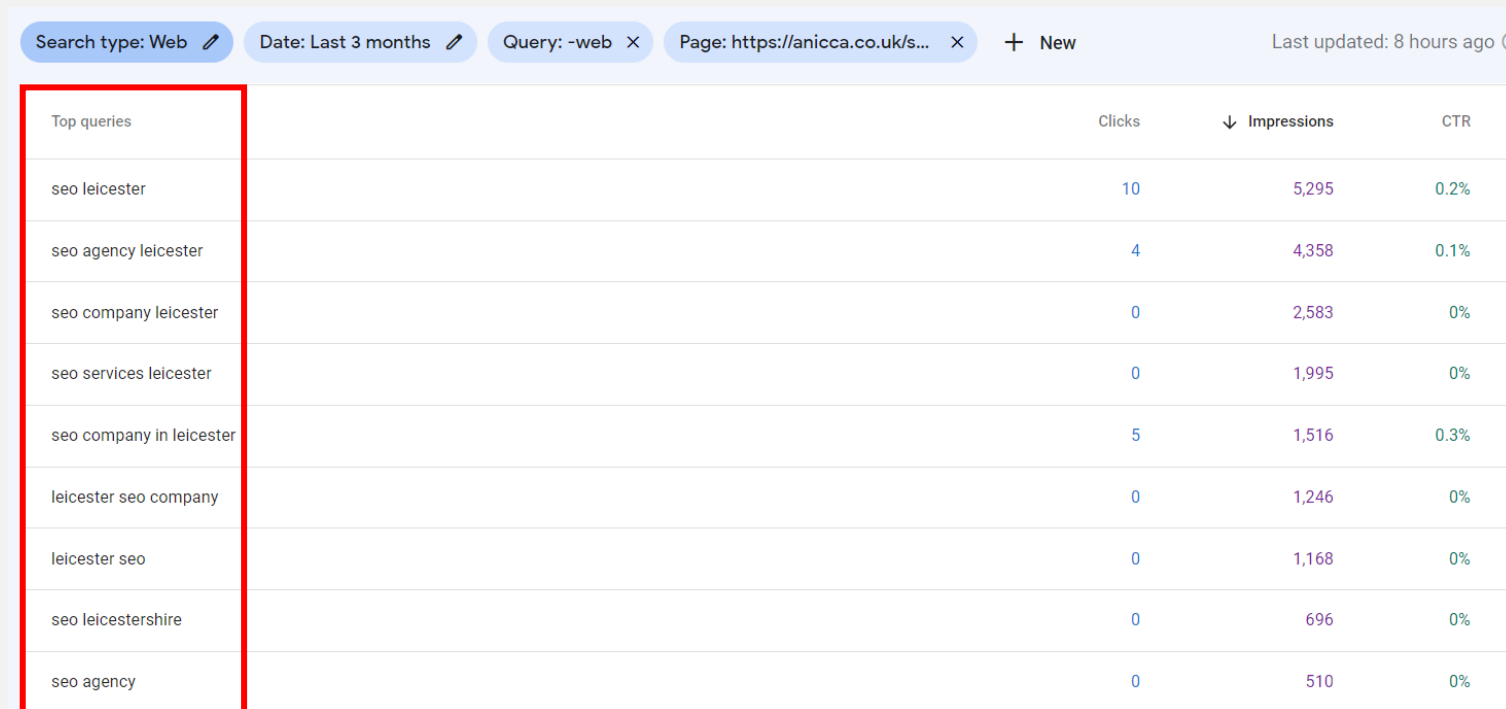
To do this, you can see what keywords are driving traffic and impressions in Search Console.



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES	
Top queries				↓ Clicks	Impressions	CTR
anicca digital				353	964	36.6%
annica				111	1,190	9.3%
annica digital				62	186	33.3%
annica				54	2,971	1.8%

# Finding Relevant Keywords

Once you're in Search Console, click through to Search Results, and on the table, click pages. Pick one of your pages, then click back to queries to see what keywords are driving impressions and traffic. Are these key phrases relevant to that page, and would your content satisfy the user's query?



Top queries	Clicks	↓ Impressions	CTR
seo leicester	10	5,295	0.2%
seo agency leicester	4	4,358	0.1%
seo company leicester	0	2,583	0%
seo services leicester	0	1,995	0%
seo company in leicester	5	1,516	0.3%
leicester seo company	0	1,246	0%
leicester seo	0	1,168	0%
seo leicestershire	0	696	0%
seo agency	0	510	0%

# Finding Relevant Keywords

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Use this data to then also filter through any key phrases you have a low CTR (Click-Through-Rate) for.

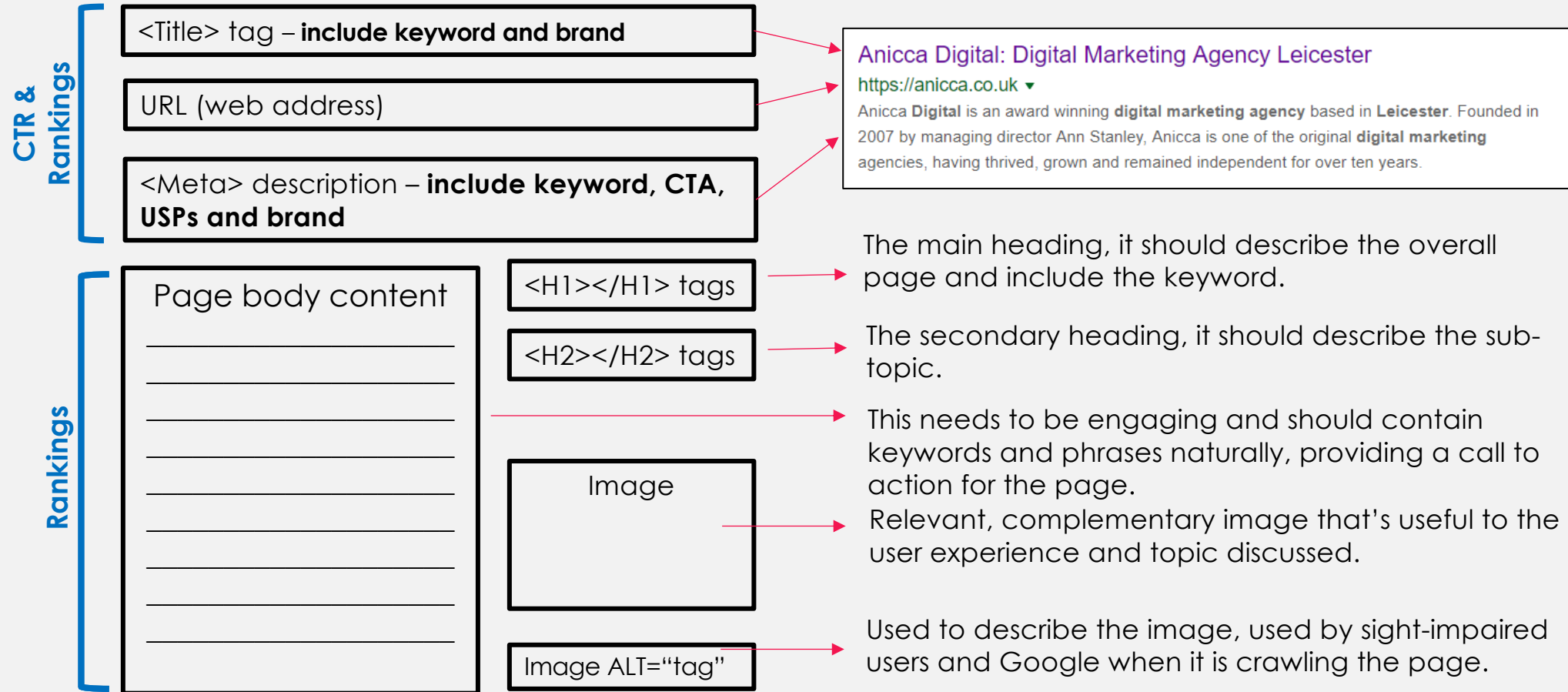
Low CTR can indicate an area of poor performance, so are those keywords not currently optimised, or are they currently on page 2/3 of Google, so generating impressions but not clicks. These are all ideal candidates for further optimisation.

It can also indicate that a page may not have enough authority to rank for much, in that case, you'll need to earn some new links to the specific landing page to build this up.

Clicks	Impressions	↓ CTR
13	182	7.1%
2	51	3.9%
5	1,516	0.3%
10	5,295	0.2%
4	4,358	0.1%
0	2,583	0%
0	1,995	0%
0	1,246	0%



# Checking Optimised Pages

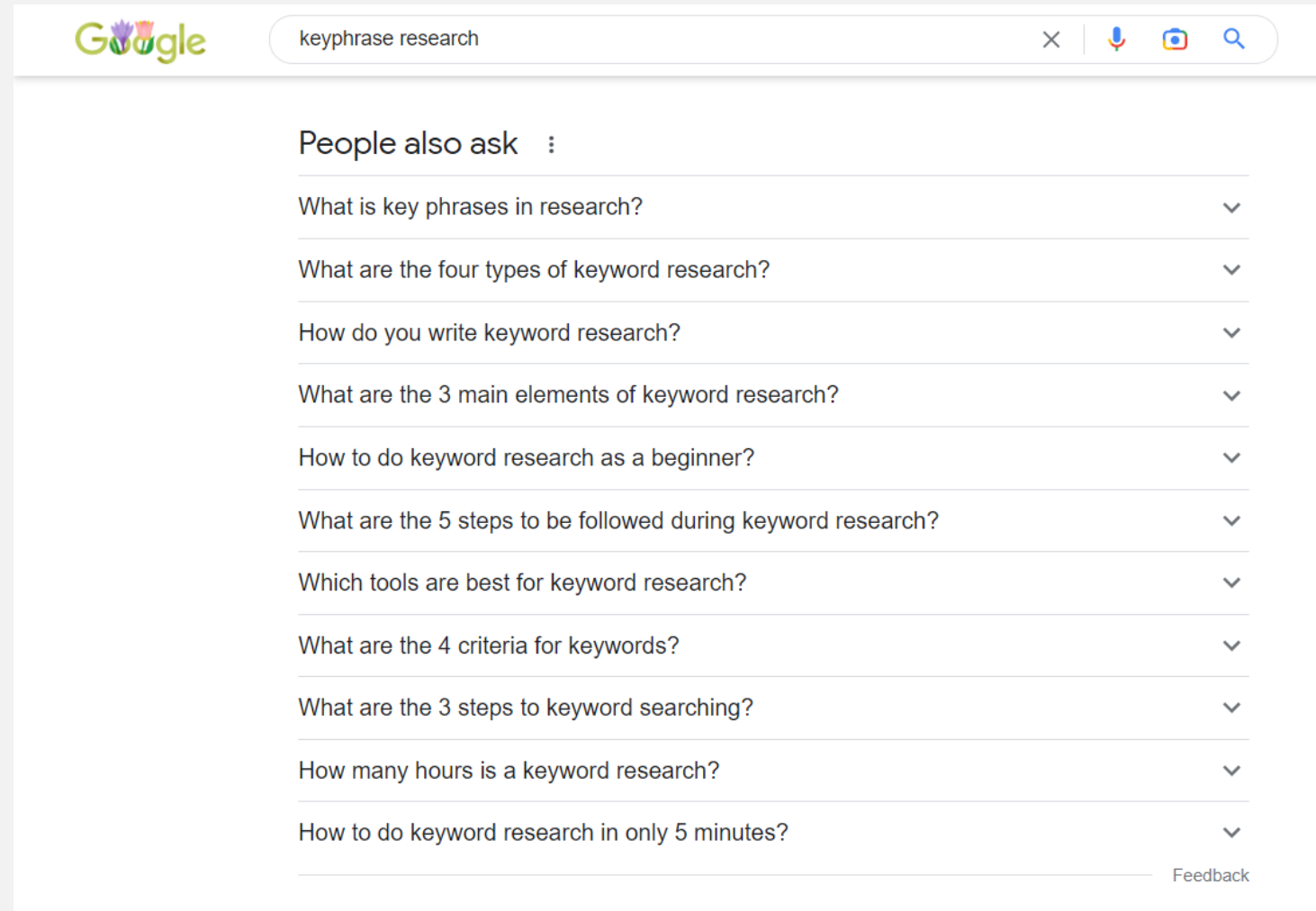


# Finding FAQ Content

Another area to focus on is FAQ's. Think about your products or services, what sort of information do people need to know?

Fortunately, Google makes this easy for us. All we need to do is Google our services and see what the 'people also ask' box says.

This data is directly from Google, so we know these questions are going to be relevant to the original search of 'key phrase research'.



The screenshot shows a Google search interface for the query "keyphrase research". The search bar contains the text "keyphrase research" and includes icons for search, voice search, and image search. Below the search bar, the "People also ask" section is displayed, listing 12 related questions, each with a downward arrow indicating it can be expanded. The questions are:

- What is key phrases in research?
- What are the four types of keyword research?
- How do you write keyword research?
- What are the 3 main elements of keyword research?
- How to do keyword research as a beginner?
- What are the 5 steps to be followed during keyword research?
- Which tools are best for keyword research?
- What are the 4 criteria for keywords?
- What are the 3 steps to keyword searching?
- How many hours is a keyword research?
- How to do keyword research in only 5 minutes?

A "Feedback" link is visible at the bottom right of the "People also ask" section.

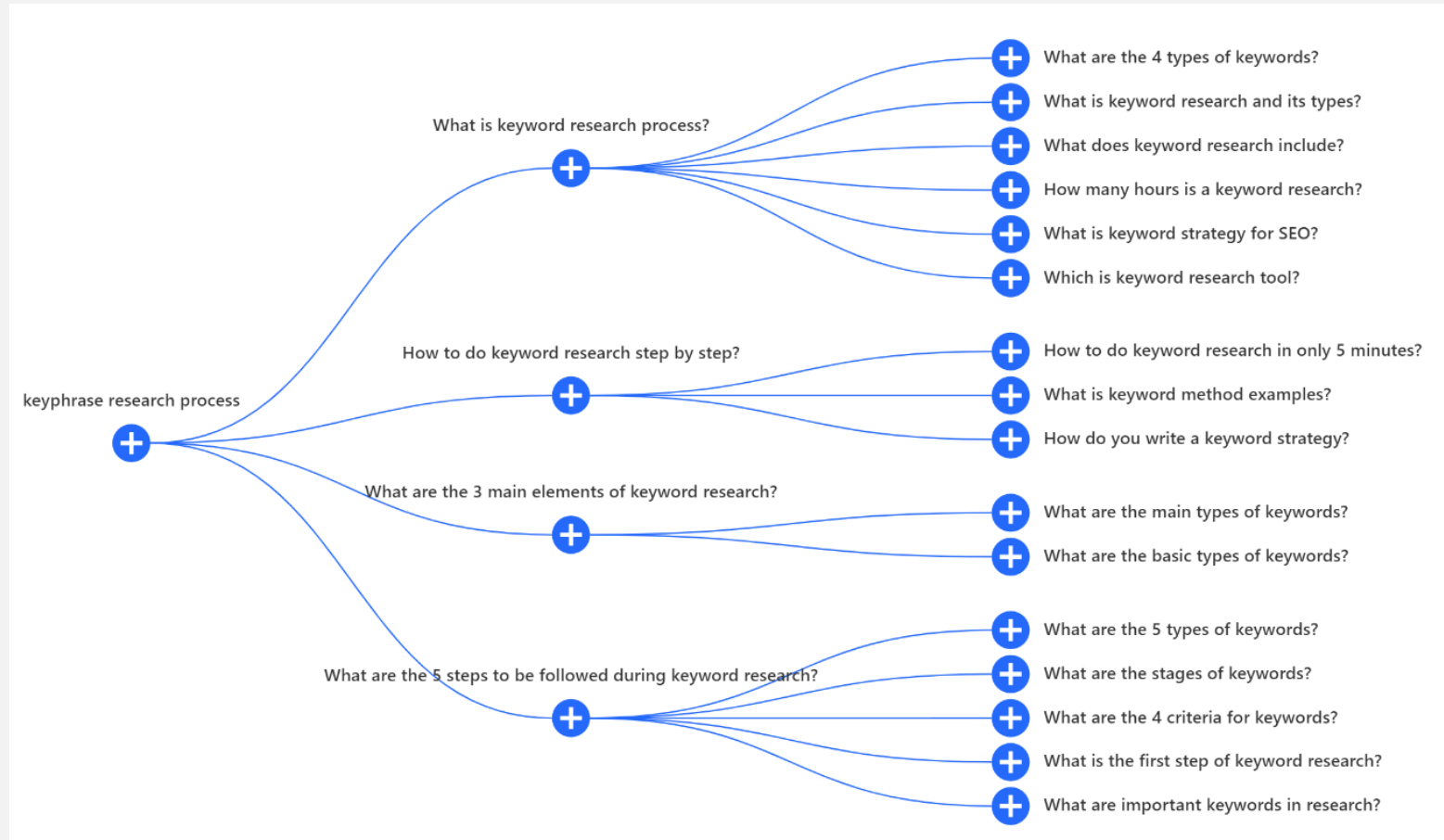
# Finding Blog Content

A great tool to make use of finding blog content is Also Asked. Now, this sort of relates to us finding FAQ content, but here we will be looking for topics to cover in more in-depth blogs. Simply enter your key phrase/question and let the tool do the work.

What you get is a full wireframe of a blog article you can write on a topic to build your authority on a specific topic.

**This tool is paid for, but also free to use 3 times daily**

<https://alsoasked.com/>



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# Technical SEO Housekeeping

# Importance of Technical SEO

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Technical SEO is essential to good organic visibility. If Google cannot crawl or index your website, it won't show up. No matter how good the content of your website may be. Google works in three stages when deciding whether to show a website in search results.

**CRAWLING** - Google downloads text, images, and videos from pages it found on the internet with automated programs called crawlers.

**INDEXING** - Google analyses the text, images, and video files on the page, and stores the information in the Google index, which is a large database.

**SERVING RESULTS** - When a user searches on Google, Google returns information that's relevant to the user's query.

**You can impact all of these elements by ensuring your technical SEO is up to scratch!**



# Crawl the website

The first thing to do is get a regular technical crawl of your website, this can be done using an array of SEO tools including Oncrawl, Semrush, Ahrefs and Screaming Frog.

For this example, we'll use Screaming Frog. (It's free for 500 pages, but an annual licence is also cost-effective compared to some other tools.

<https://www.screamingfrog.co.uk/seo-spider/pricing/>

The screenshot shows the Screaming Frog SEO Spider interface. The main window displays a list of crawled URLs and their details. The table below represents the data shown in the interface:

Address	Content Type	Status Code	Status	Indexability	Indexability Status
1 https://anicca.co.uk/	text/html; charset=UTF-8	200	OK	Indexable	Indexable
2 https://anicca.co.uk/wp-content/plugins/elementor-pro/assets/js/frontend.min.js	application/javascript	200	OK	Indexable	Indexable
3 https://anicca.co.uk/wp-content/cache/seraphinite-accelerator/s/m/d/css/419f2b5ed8e...	application/javascript	200	OK	Indexable	Indexable
4 https://anicca.co.uk/wp-content/cache/seraphinite-accelerator/s/m/d/css/419f2b5ed8e...	text/css	200	OK	Indexable	Indexable
5 https://anicca.co.uk/wp-content/uploads/2021/10/infinity-qs-logo-square.png	image/png	200	OK	Indexable	Indexable
6 https://anicca.co.uk/case-studies/case-study-a-successful-pr-and-social-campaign-for-di...	text/html; charset=UTF-8	200	OK	Indexable	Indexable
7 https://anicca.co.uk/pricing-rate-card/	text/html; charset=UTF-8	200	OK	Indexable	Indexable
8 https://anicca.co.uk/wp-content/uploads/2021/04/Pallex-Truck.jpg	image/webp	200	OK	Indexable	Indexable
9 https://anicca.co.uk/wp-content/uploads/2022/12/Carbon-Reduction-Plan-Anicca-Digital...	application/pdf	200	OK	Indexable	Indexable
10 https://anicca.co.uk/seo/	text/html; charset=UTF-8	200	OK	Indexable	Indexable
11 https://anicca.co.uk/paid-media-strategy-planning/	text/html; charset=UTF-8	200	OK	Indexable	Indexable
12 https://anicca.co.uk/creative-brainstorming/	text/html; charset=UTF-8	200	OK	Indexable	Indexable
13 https://anicca.co.uk/reputation-management-training/	text/html; charset=UTF-8	200	OK	Indexable	Indexable
14 https://anicca.co.uk/wp-content/uploads/2020/11/Delchmann-1.jpg	image/webp	200	OK	Indexable	Indexable
15 https://anicca.co.uk/careers-vacancies/	text/html; charset=UTF-8	200	OK	Indexable	Indexable
16 https://anicca.co.uk/wp-content/plugins/elementor/assets/lib/swiper/swiper.min.js	application/javascript	200	OK	Indexable	Indexable
17 https://anicca.co.uk/case-studies/pallex/	text/html; charset=UTF-8	200	OK	Indexable	Indexable
18 https://anicca.co.uk/affiliate-marketing/	text/html; charset=UTF-8	200	OK	Indexable	Indexable
19 https://anicca.co.uk/digital-pr/	text/html; charset=UTF-8	200	OK	Indexable	Indexable
20 https://anicca.co.uk/wp-content/themes/layers-elementor/assets/js/layers-pro.js	application/javascript	200	OK	Indexable	Indexable
21 https://anicca.co.uk/wp-content/uploads/2021/11/Uni-of-Leicester-PNG.png	image/webp	200	OK	Indexable	Indexable
22 https://anicca.co.uk/wp-content/cache/seraphinite-accelerator/s/m/d/js/7d25c2ea7788b...	application/javascript	200	OK	Indexable	Indexable
23 https://anicca.co.uk/seo-campaign-management/	text/html; charset=UTF-8	200	OK	Indexable	Indexable
24 https://anicca.co.uk/wp-content/cache/seraphinite-accelerator/s/m/d/css/as48f0ecbd06...	text/css	200	OK	Indexable	Indexable
25 https://anicca.co.uk/wp-content/cache/seraphinite-accelerator/s/m/d/css/7ae07f8899af...	text/css	200	OK	Indexable	Indexable

The interface also shows a summary of the crawl data on the right side:

Category	Count	% of Total
Total URLs Encountered	2,192	100%
Total Internal Blocked by...	0	0%
Total External Blocked by...	3	0.14%
Total URLs Crawled	2,189	99.86%
Total Internal URLs	1,961	89.58%
Total External URLs	228	10.42%
Total Internal Indexable ...	1,869	95.31%
Total Internal Non-Index...	92	4.69%

A donut chart shows the distribution of content types: HTML (611, 31.16%), JavaScript (118, 6.02%), CSS (402, 20.5%), Images (808, 41.2%), PDF, and Other.

Price per licence

Licences last 1 year. After that you will be required to renew your licence.

Free

Download free version

£ 199 Per Year

Purchase licence



# Checking images

Next on our housekeeping list: Images

Now, images really help tell a story on your website. They'll also cause it to be painfully slow if you're not optimising them properly.

Images should be as small in file size as physically possible. Wherever possible, we want to get our images to 100kb or less.

**To fix:** Get a list of images which have the largest file size and optimise them in Photoshop or online tools like <https://compressor.io>. Reupload them to the website.

**Note:** You'll need the paid version of Screaming Frog to get this list of images

	Content Type	Size
leapis.com/gweb-uniblog-publish-prod/original_images/04-20-2020-1...	image/gif	25.3 MB
/wp-content/uploads/2023/03/Annicast_cover-with-Ann.png	image/png	2.6 MB
/wp-content/uploads/2018/02/gmail-amp-doodle.gif	image/gif	1.9 MB
/wp-content/uploads/2022/10/John-Lewis-creative-testing.png	image/png	1.7 MB
/wp-content/uploads/2023/01/Organic-vs-paid-listings.png	image/png	1.6 MB
/wp-content/uploads/2022/11/Barack-Obama-drops-the-mic.gif	image/gif	1.6 MB
/wp-content/uploads/2019/03/giphy.gif	image/gif	1.5 MB
/wp-content/uploads/2022/03/Aneta-Kowacka-fun-pic-Anicca-Digital...	image/png	1.4 MB
/wp-content/uploads/2014/06/PPC-masters.jpg	image/jpeg	1.3 MB
/wp-content/uploads/2021/11/Rachel.png	image/png	1.3 MB
/wp-content/uploads/2022/10/Scale-and-Structure-of-testing-1.png	image/png	1.3 MB
/wp-content/uploads/2023/01/Google-My-Ad-Centre.png	image/png	1.2 MB
/wp-content/uploads/2022/03/Sukhjinder-Singh-fun-Anicca-Digital-69...	image/png	1.2 MB
/wp-content/uploads/2019/04/04.png	image/png	1.2 MB
/wp-content/uploads/2017/07/website-demographics-v5-2-charts.gif	image/gif	1.1 MB
/wp-content/uploads/2022/03/Baz-Keshwala-Anicca-Digital.png	image/png	1.1 MB
/wp-content/uploads/2022/03/Baz-Keshwala-Fun-Pic-Anicca-Digital.png	image/png	1.1 MB
/wp-content/uploads/2019/04/instagram-shoppable-content-2019.jpg	image/jpeg	1001.0 KB
/wp-content/uploads/2017/04/IMG_3650.jpg	image/jpeg	950.0 KB
/wp-content/uploads/2022/03/Aneta-Kowacka-Anicca-Digital.png	image/png	934.8 KB
/wp-content/uploads/2017/11/IMG_3061-min.jpg	image/jpeg	863.7 KB
/wp-content/uploads/2017/03/Directors-resized.jpg	image/jpeg	837.2 KB
/wp-content/uploads/2013/10/Screen-Shot-2013-10-11-at-22.29.36-1...	image/png	812.0 KB
/wp-content/uploads/2023/02/rectangle.png	image/png	804.2 KB
/wp-content/uploads/2018/07/Canva-Free-Tools.gif	image/gif	775.8 KB
/wp-content/uploads/2022/03/Sukhjinder-Singh-Anicca-Digital.png	image/png	757.6 KB

# Checking pre-click elements

We also need to audit our pre-click elements. Pre-click elements are what the user sees before they click on your website. This is typically the Page Title and Meta Description.

Page titles are one of the most influential factors that Google will use when working out the topic of a page so we need to ensure these are optimised for target key phrases.

Meta descriptions are not counted as a ranking factor and will not impact where you show up in Google, however, they're vital to improving click-through rate and enticing users to click through to your website.

**To Analyse and Fix:** Are they missing, duplicated, too long, or too short? Do they reflect the phrases you want that page to rank for? If not, then rewrite them.

 Anicca Digital  
<https://anicca.co.uk>

**Anicca Digital: Digital Marketing Agency based in Leicester**

A Multi-Award-Winning **Digital** Marketing Agency based in Leicester, driving leads and sales via multi-channel campaigns (PPC, SEO, Content, PR and Social).

## Titles

- All
- Missing
- ✓ Duplicate
- Over 60 Characters
- Below 30 Characters
- Over 561 Pixels
- Below 200 Pixels
- Same as H1
- Multiple

## Descriptions

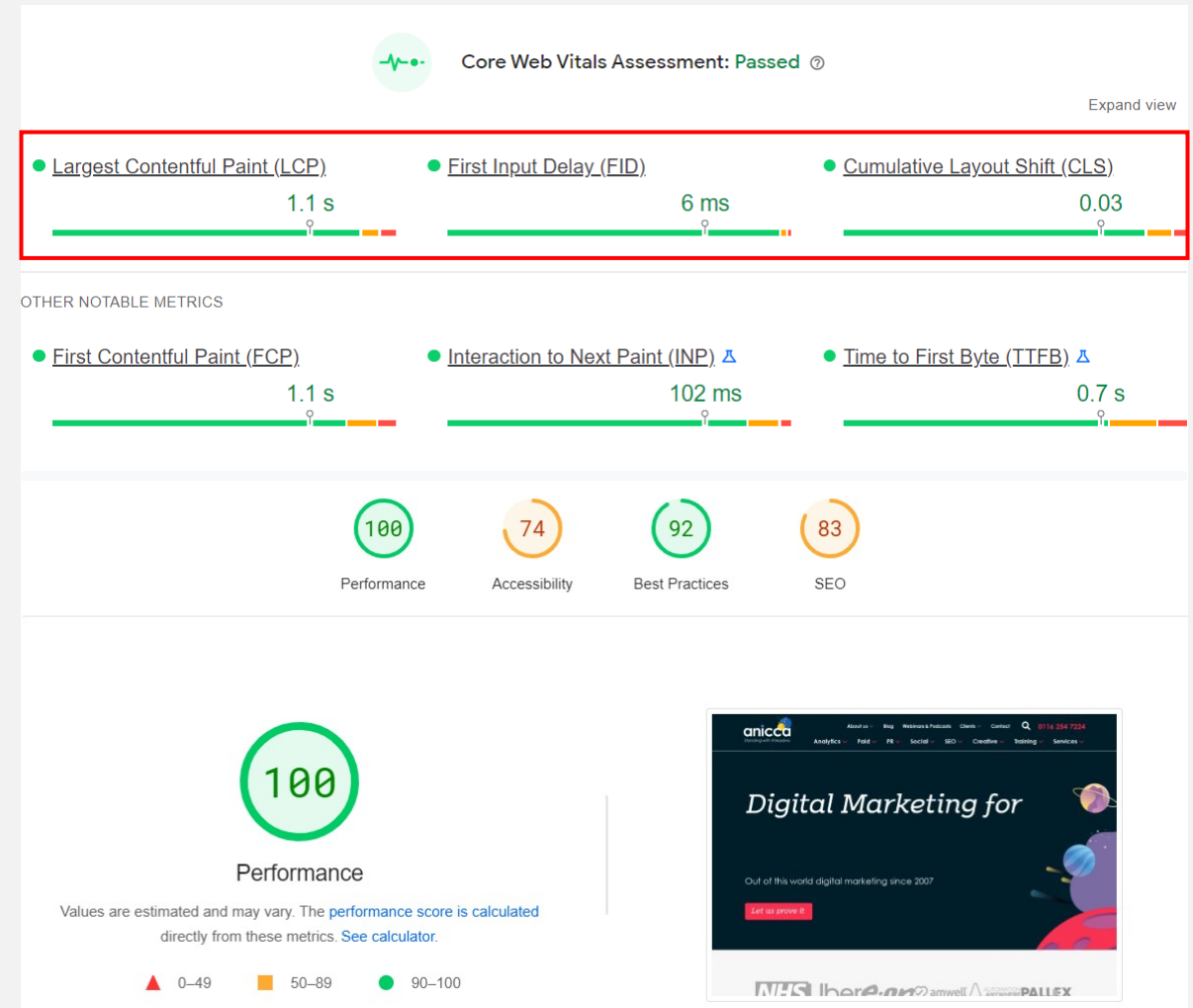
- ✓ All
- Missing
- Duplicate
- Over 155 Characters
- Below 70 Characters
- Over 985 Pixels
- Below 400 Pixels
- Multiple

# Checking Site Speed & CWV

The last regular technical housekeeping element to check is site speed and Core Web Vitals (CWV). Core Web Vitals is its own ranking factor and measures user experience on page load. Does the site load quickly, does it shift around whilst loading?

You can check this using Google's own tool for free – <https://pagespeed.web.dev/> on a page-by-page basis, or through Google Search Console.

Sites that pass the Core Web Vitals can benefit from a slight ranking boost against sites that fail, so focus on this more than the score out of 100.





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# Off-Page SEO

# Importance of Off-Page SEO

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Off-Page SEO is responsible for all activities AWAY from your website. The main element you're looking to impact is your 'Domain Authority. Generally, the higher your domain authority, the less difficulty you'll have ranking in Google.

**Domain authority is not a Google metric, but rather a tool's interpretation of Google Page Rank.**

To impact your domain authority, you need to earn links from other websites and is essentially a vote of confidence from one site to another.

If you earn links from other websites, some of their authority can be passed through to your website.

# Checking your Backlinks

Keeping on top of your links allows you to ensure you are not only earning new links but also to see whether links are helping improve your organic visibility.


If you gain a few high-authority links and your organic visibility rises, you can try to earn more links like that.

(You can also put your competitors in to see what links they have too)

**To check links in-depth, you'll need a subscription to a tool like Ahrefs, however for a general check they do provide a free backlink checking that you can use.**

## Backlink profile for <https://anicca.co.uk/>

Domain including subdomains

 Domain Rating <sup>i</sup>  
**49**

Backlinks <sup>i</sup>  
**17K**  
98% dofollow

Linking websites <sup>i</sup>  
**428**  
75% dofollow

DR <sup>i</sup>	Referring page <sup>i</sup>	Anchor and target URL <sup>i</sup>
76	<a href="https://digitalagencynetwork.com/agencies/uk/seo/">Best SEO Agencies in UK   Digital Agency Network</a>	<a href="https://anicca.co.uk/">anicca_digital_agency</a>
73	<a href="https://thesocialshepherd.com/blog/top-seo-agencies-uk">Top 17 SEO Agencies in the UK (2023)</a>	If you're thinking about expanding globally, <a href="https://anicca.co.uk/international-seo/">Anicca</a> could be the agency for you.

Want to see all 17K backlinks?  
Sign up for Ahrefs to check backlink profile of any website or URL.

[See pricing](#)

# Checking Broken Backlinks

You should also check your broken backlinks. Links that point to a 404 page will not provide any benefit to you.

You should identify your broken links, then either get the links updated, or 301 redirect your broken page to a replacement page.

**TIP:** You can also check competitor sites for broken links and ask the webmaster to update these links to your website if you have the same page / blog post.

Referring page	DR	UR	Domain traffic	Referring domains	Linked domains	Ext.	Page traffic	Kw.	Anchor and target URL	Target checked Ref. page checked	Links
<a href="https://www.telegraph.co.uk/recommended/home/best-fans/">The best fans to keep you cool at home or in the office, tested</a> <small>EN</small>	92	12	11.2M	48	16	30	50.1K	1,741	are consistently popular and an earlier model without purification ( £339, Argos ) was our top buy for many years. NOFOLLOW <a href="https://www.argos.co.uk/product/4501165">https://www.argos.co.uk/product/4501165</a> 404 not found	19 Mar 2023 4 Mar 2023	36
<a href="https://becleverwithyourcash.com/now-tv-deal/">NOW TV offers, free trials &amp; deals (March 2023) - Be Clever With Your Cash</a> <small>EN WORDPRESS</small>	46	13	132.7K	77	15	22	9.5K	4,341	Buy a NOW pass and stick bundle at Argos <a href="https://www.argos.co.uk/product/1165669?istCompanyId=a74d8886-5df9-4baa-b776-166b3bf9111c&amp;istFeedId=30f62ea9-9626-4cac-97c8-9ff39218558&amp;istItemid=ixilatqwx&amp;istBid=&amp;&amp;cmpid=GS001&amp;_sja=tsid:59157 acid:416-707-6621 cid:9567730951 agid:98490214496 tid:pla-984190089015 crd:423217901914 nw:gl rnd:17674696271412651020 dvc:c adp: mt: loc:1006766&amp;utm_custom1=98490214496&amp;utm_custom2=416-707-6621&amp;GPD=true&amp;gclid=CjwKCAjwsmLBhACEiwANq-tXATIPFhrSLLQoo5tHDLJcjo3eVMBx0wyOC58hNzKHlsq_HXJGzNmxCWkMQAvD_BwE&amp;gclid=aw.ds">https://www.argos.co.uk/product/1165669?istCompanyId=a74d8886-5df9-4baa-b776-166b3bf9111c&amp;istFeedId=30f62ea9-9626-4cac-97c8-9ff39218558&amp;istItemid=ixilatqwx&amp;istBid=&amp;&amp;cmpid=GS001&amp;_sja=tsid:59157 acid:416-707-6621 cid:9567730951 agid:98490214496 tid:pla-984190089015 crd:423217901914 nw:gl rnd:17674696271412651020 dvc:c adp: mt: loc:1006766&amp;utm_custom1=98490214496&amp;utm_custom2=416-707-6621&amp;GPD=true&amp;gclid=CjwKCAjwsmLBhACEiwANq-tXATIPFhrSLLQoo5tHDLJcjo3eVMBx0wyOC58hNzKHlsq_HXJGzNmxCWkMQAvD_BwE&amp;gclid=aw.ds</a> 404 not found	13 Mar 2023 1 d ago	11
<a href="https://www.daftlogic.com/information-appliance-power-consumption.htm">Power Consumption of Typical Household Appliances</a> <small>EN</small>	58	21	61.5K	435	52	114	9.1K	6,543	[ 1 ] <a href="https://www.argos.co.uk/product/7507520">https://www.argos.co.uk/product/7507520</a> 404 not found	21 Mar 2023 5 h ago	3
<a href="https://www.tp-link.com/uk/home-networking/range-extender/">Range Extenders   TP-Link United Kingdom</a> <small>EN</small>	84	4.1	4.5M	31	18	112	8.7K	367	RE305 Buy Now IMAGE <a href="https://www.argos.co.uk/product/6215679">https://www.argos.co.uk/product/6215679</a> 404 not found	22 Feb 2023 12 Feb 2023	12
<a href="https://www.madeformums.com/news/must-have-toys-for-christmas-from-the-biggest-sellers/">Hottest &amp; best Christmas toys UK 2022 tested by kids, parents and experts   MadeForMums</a> <small>EN</small>	71	15	1.1M	130	39	321	8.4K	2,498	aquabeads day on the farm SPONSORED IMAGE <a href="https://www.argos.co.uk/product/9485152">https://www.argos.co.uk/product/9485152</a> 404 not found	24 Jan 2023 9 Jan 2023	33

# Checking Reviews

As a best practice, monitor your reviews on a regular basis. Especially keep an eye out for any negative reviews.

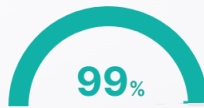
If you're a local business, reviews will also influence your visibility in the map pack, so make sure you're gaining new reviews on a regular basis.

They also help sell your brand and build trust with potential customers.

## Anicca Digital Reviews



4.9 Rating 342 Reviews



of reviewers recommend Anicca Digital

## Anicca Digital

1 Abbey Gate, Leicester

Write a review

4.9 ★★★★★ 42 reviews

Reviews aren't verified.

People often mention

All digital marketing 8 webinar 6 team 5 informative 4 +4

Sort by

Most relevant Newest Highest Lowest



Jacqui Blakemore

11 reviews · 3 photos

★★★★★ a month ago

Excellent webinars on Friday mornings. Love the style, so informative on really applicable topics. Lots of practical tips. Ann Stanley is very enthusiastic and adds passion to all topics. A fantastic resource.

Like

## Businesses

Rating Hours

### Anicca Digital

4.9 ★★★★★ (42) · Marketing agency

15+ years in business · 1 Abbey Gate · 0116 ...

Open · Closes 5:30 pm

On-site services · Online appointments

Website Directions

### Seventy Nine

5.0 ★★★★★ (12) · Marketing agency

10+ years in business · Unit 12, Abbey Busine...

Open · Closes 5:30 pm

Website Directions

### Axies Digital

5.0 ★★★★★ (28) · Internet marketing service

5+ years in business · LCB Depot, 31 Rutland...

Open · Closes 5 pm

Provides: Digital Marketing Agency

Website Directions

More businesses →



# Checking your NAP

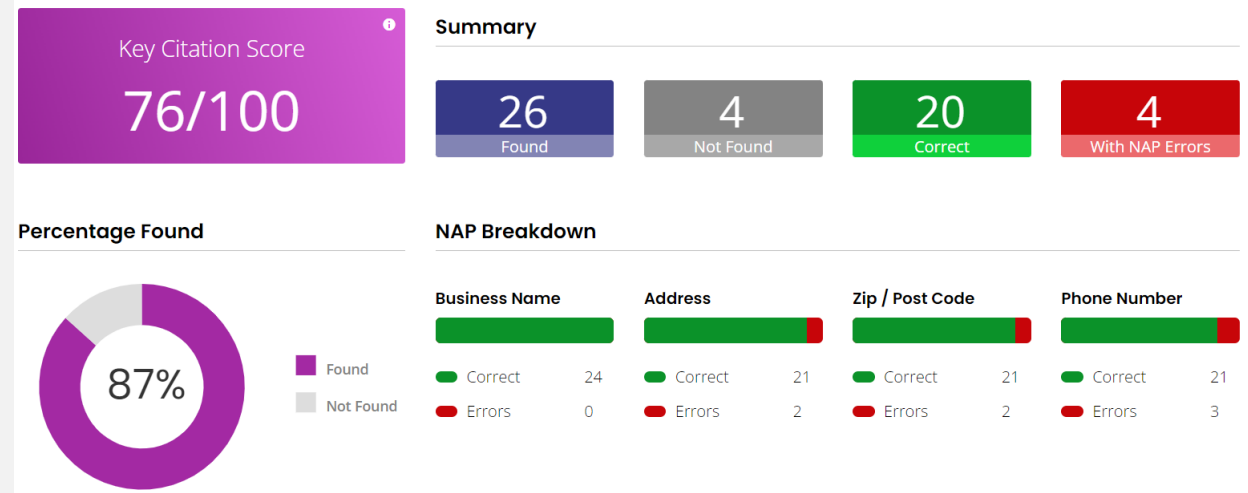
Your NAP is your business's Name, Address and Phone Number' and it's vital to have this aligned across the web, particularly if you're a local business.

Your NAP appears on your citation listings and for local businesses can be as useful as a physical link to your website.

**Using tools such as Bright Local can often be more cost-effective than manually auditing citation listings.**

## Key Citations

Citation Tracker looks for your business information on the most important citation sites in the selected country and lists the details here. Inaccuracies and incomplete business information are also highlighted.





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To wrap it up

# To Summarise...

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- It's essential to keep up to date with the latest Google algorithms. Use this link to keep up to date - <https://developers.google.com/search/updates/ranking>
- Focus on 'low hanging fruit' type key phrases. These are key phrases where you're nearly on page 1 or at the bottom of page 1 already. These key phrases will have more impact if they improve.
- Use the 'People Also Ask' function in Google to structure your supporting content.
- Keep site errors (404 pages) to a minimum and utilise 301 redirects where possible.
- Check your competitor's backlink profiles to see what common links they share, and target those websites to earn new links.

brad@anicca.co.uk

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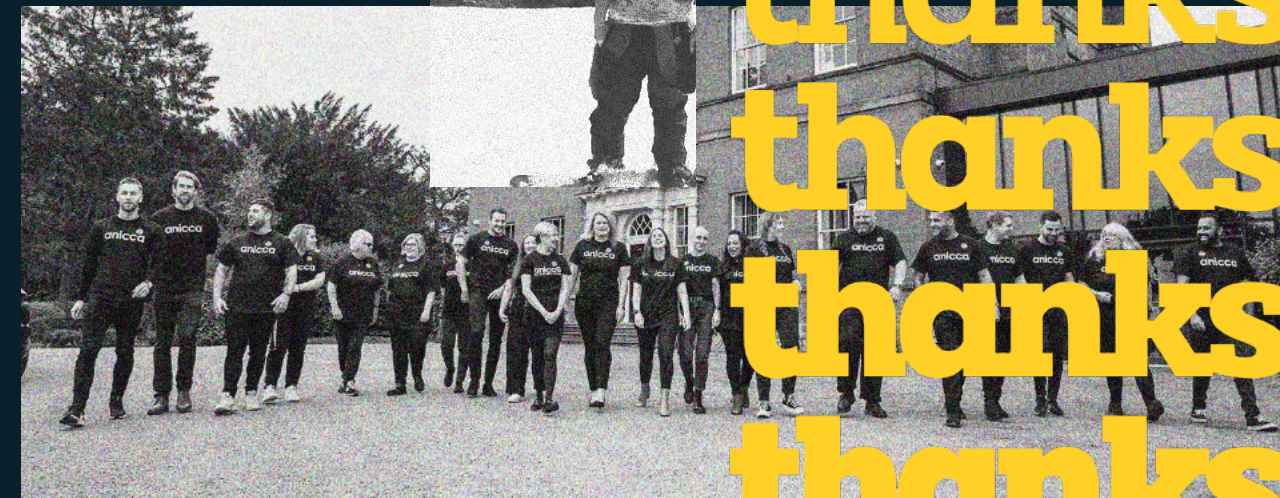
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thanks  
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