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Everest

Making the Most of SEO and PPC



Today

- SEO
- Paid Search
- Distance Learning Centre: A Case Study



SEO



SEO

Instead of trying to reverse engineer Google and find some sort of 'trick', use a much more straightforward tactic - focus on finding keywords and key phrases which are:

- relevant to your business
- have a reasonably sized search volume
- are in the 'long tail' of search queries

Then, once you have identified a few key terms, you should deliberately include these terms on the homepage and in other relevant content and try to provide the best user experience for someone searching on the term.

Free Tools

- Google has several free tools you can use without needing to log in or sign up <https://www.thinkwithgoogle.com/intl/en-gb/tools/>



Google SERPs

training provider manchester

About 14,700,000 results (0.71 seconds)

The Growth Company - The Hair Academy
2.8 ★★★★★ (5) Training Provider
Merchants Exchange, 17-19 Whitworth St W • 0161 233 2600
Open • Closes 5PM

Rathbone Training
5.0 ★★★★★ (3) Training Provider
Wellington House, Piccadilly • 0330 123 3220
Open • Closes 4:30PM

The Growth Company - Longsight Training Centre
No reviews • Training Provider
1 Stanley Grove • 0161 225 4241
Open • Closes 5PM



Google My Business

- A simple way to reach the #1 spot!

Training Provider Jobs in Manchester - May 2018 | Indeed.co.uk
<https://www.indeed.co.uk/Training-Provider-jobs-in-Manchester>
Jobs 1 - 10 of 1806 - Apply to Training Provider jobs now hiring in Manchester on Indeed.co.uk, the world's largest job site.

Home | Greater Manchester Learning Provider Network GMLPN
gmlpn.co.uk/
Greater Manchester Learning Provider Network. Our Members: GMLPN currently have over 100 members. Our network is inclusive of GM Training Providers. Our Workshops: A range of training options are available to both member and non member organisations. Our Projects: GMLPN deliver a range of projects, click to find ...

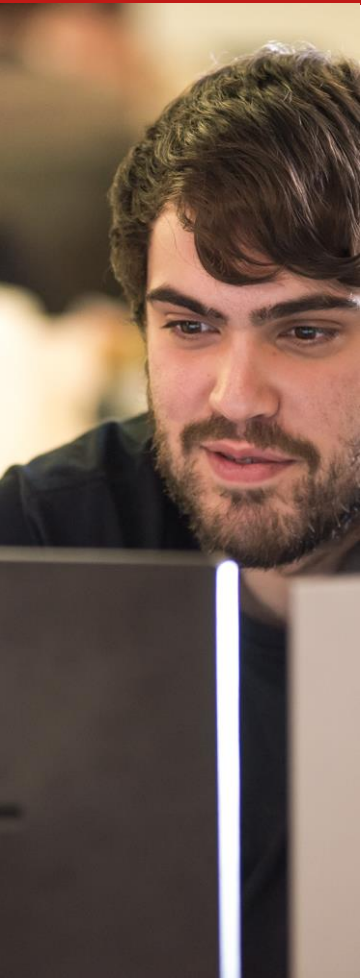
Qube Learning - Apprenticeships, Traineeships, Short Courses & E ...
www.qube-learning.co.uk/
We are a leading training provider that specialises in Apprenticeships, Traineeships, short courses, e-learning and recruitment.



Meta Title



Meta Description



Search Volume

Keyword	Search Volume
training providers	1,085
training providers uk	237
health and social care training providers	98
training providers london	89
training providers birmingham	74
training providers south wales	64
training providers north east	59
training providers manchester	57
hampshire training providers	50
first aid training providers	50
child care training providers	43
online training providers	43



Technical SEO

- 301 redirects for error pages
- Improve internal linking
- Alt tags on images
- Header tags H1 & H2 and duplications
- Implementing canonical tags
- Updating Sitemaps HTML/XML
- Meta data analysis and implement changes to titles and descriptions
- Webmaster Diagnostics
- Site Speed Diagnostics
- Analytics review
- Google Local business
- Backlink analysis and citation building
- Monthly analytics report
- Monthly Keyword report



Content Marketing

Adding rich content areas onto the website:

- Blog
- Knowledge Hub
- Advice centre


Base the content around key phrase analysis and Google questions / rich cards.

Aim to rank for long-tail keyphrases

If the content is useful then it will naturally get picked up and shared



- Positioning
 - actual
 - desired
- Brand perception
 - internal
 - external
- Customer Value Proposition
- Vision
- Mission
- Organization



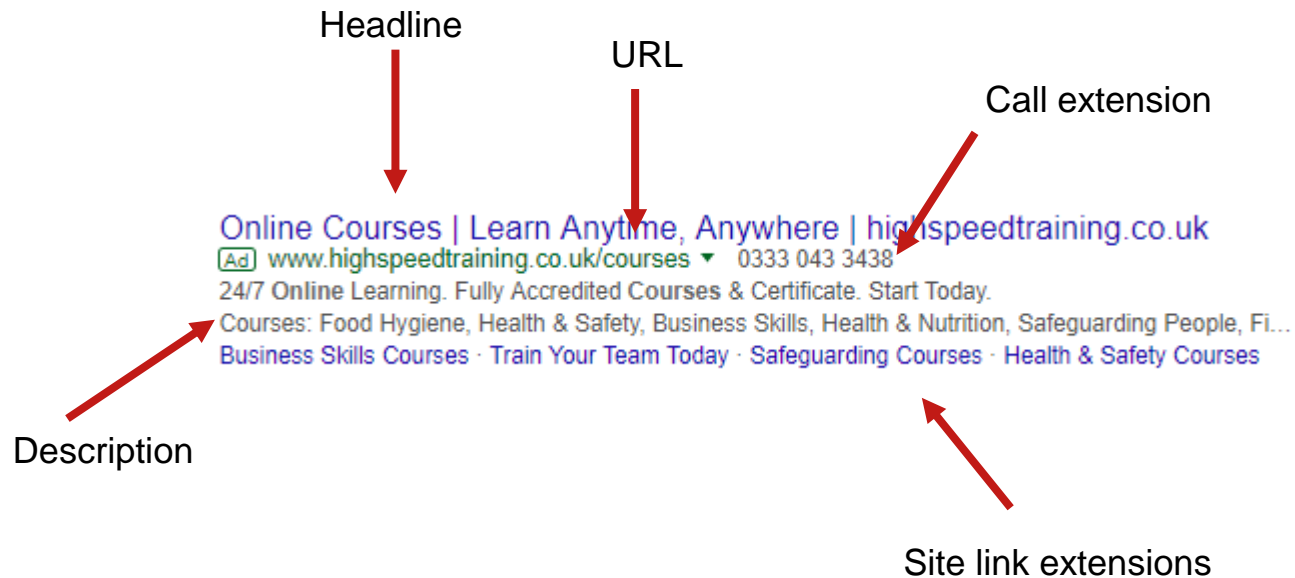
Paid Search

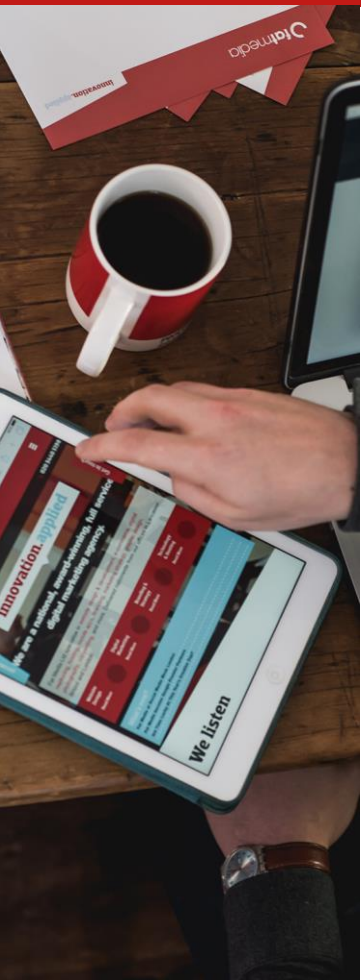




PPC

Anatomy of an ad





Quality Score

The following all create the advert quality score

- Relevance of the keyword on the landing page/advert
- Click through rate
- Landing page quality
- Historical account performance

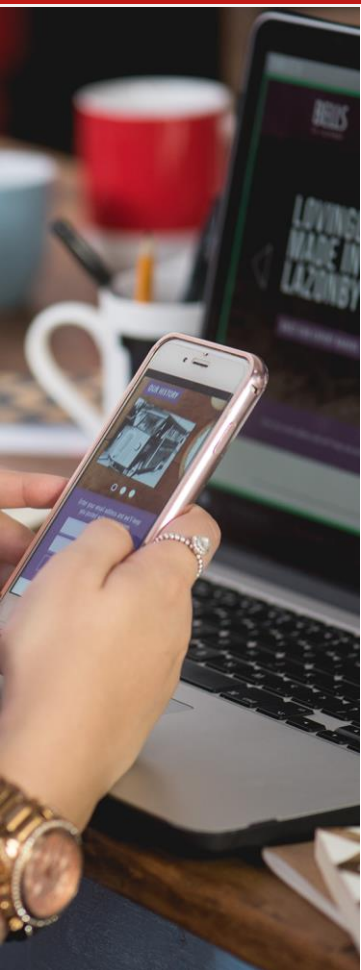


Retargeting

- Retargeting ads often perform far better than other ads in the B2B space. The reason is that you are advertising a specific product or service which the viewer has already shown an interest in.
- This can reduce your target market to a 'market of one' which allows you to give them a compelling reason to return to your site.

Free Tool


- Display Benchmark - check your remarketing performance against other similar brands <http://www.richmediagallery.com/learn/benchmarks>

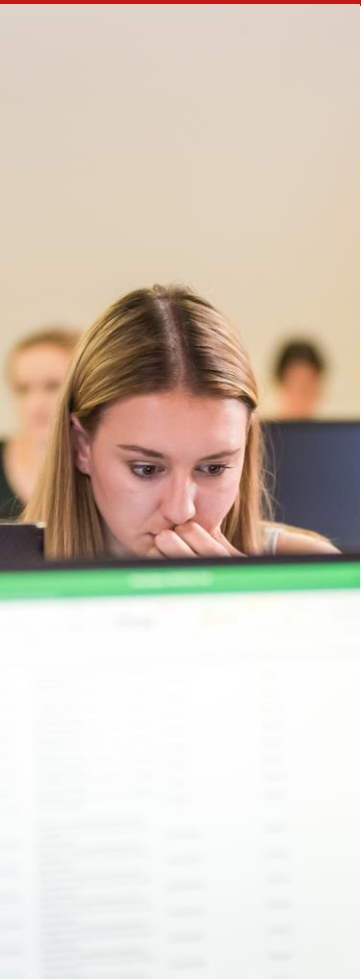


Key Metrics to track

- Cost per acquisition (CPA) – how much does it cost to get a lead/sale from the advert.
- Impressions – how many times your advert has displayed in the search results
- Clicks – how many clicks through to your landing page
- Click-through rate (CTR) – clicks divided by impressions
- Cost per click (CPC) – total spend divided by clicks
- Conversion rate (including assisted conversions)



 Case Study:
Distance Learning Centre



Background

The Brand

- The Distance Learning Centre offers a wide range of courses, from academic to hobby courses
- Main target audience is UK-based, aged 16-30

Objectives

- Recover keyword rankings after received a Google manual penalty due to the Panda algorithm update
- Increase course registrations

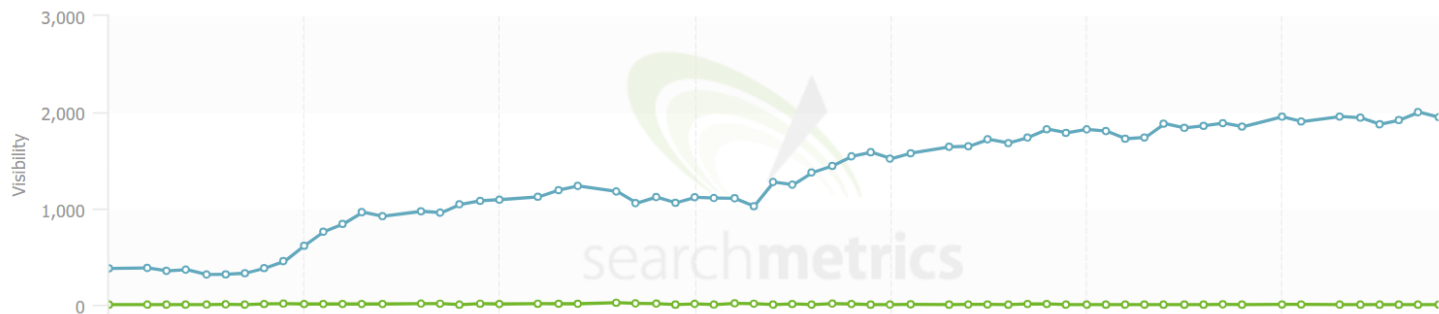
Strategy

- Technical checks
 - Meta data
 - Redirects
 - URL structure
 - Internal linking opportunities
- Ongoing keyword research
- Optimisation of all new course additions
- Content marketing, including infographics



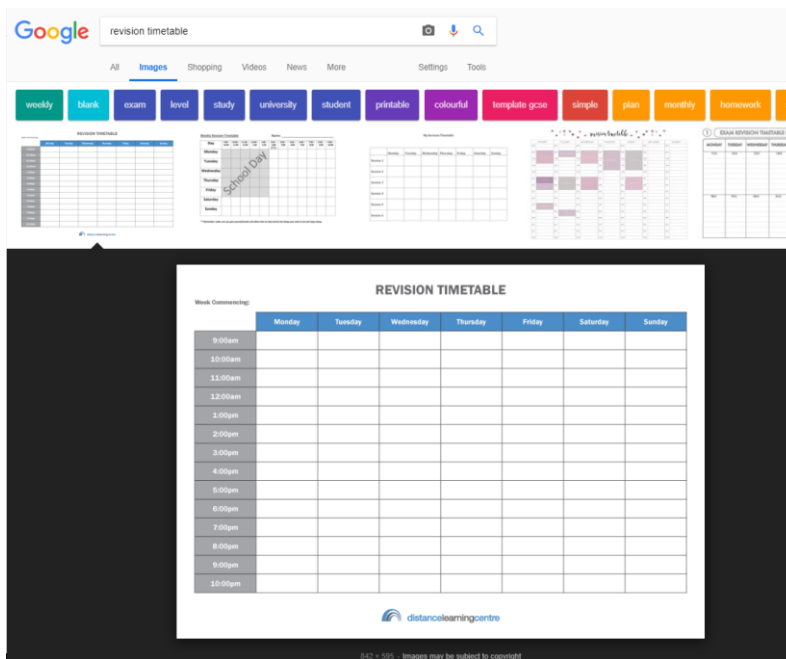
Results

- Overall traffic up 27%
- Organic traffic up 36%
- Goal completions up 66%



Results

- #1 Image result for 'revision timetable'



The image shows a Google search for "revision timetable". The search results include several thumbnail images of different timetable templates. The largest thumbnail is a detailed revision timetable from "distancelearningcentres".

REVISION TIMETABLE

Week Commencing:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
9:00am							
10:00am							
11:00am							
12:00pm							
1:00pm							
2:00pm							
3:00pm							
4:00pm							
5:00pm							
6:00pm							
7:00pm							
8:00pm							
9:00pm							
10:00pm							

distancelearningcentres

542 x 505 - Images may be subject to copyright

Thank you

The kettle is always on...

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