

Getting Found Online

How modern websites, search rankings and online reputation actually work – and what any business can do today to compete online

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BudeSEO

The Essence of SEO

Specific Keywords & Relevant Words

- Be specific and explicit in what you say
- Use the keywords and phrases people are looking for
- Organise your content with one page per topic
- Be relevant to what people want
- Ensure accuracy and consistency across all your channels
- If you start something – you must continue with it

Example 1



Thank you for visiting our website.
Our services are tailormade to fit
your needs and we strive to deliver a
first class service.

What business is this?

Example 2

- A relevant photo for visual awareness
- Primary keywords repeated
- Service related keywords included
- Use of Locksmith and Locksmiths
- It is obvious, simple and relevant



Welcome to Jim's Locksmith website.
Our Locksmith services include lock replacement, key replacement, key cutting and emergency locksmiths.
Get in touch today.

Search Demand

- It is important to know what people are searching for so you can optimise for it.
- You can then tailor your content to meet that demand by using the exact keywords and phrases they are looking for.

The more specific you are, the more relevant you will be and the higher your ranking.

SEO Analysis

- Shows which keywords people are using
- Shows number of searches per Month
- Can manage expectations on how much business there actually is – remarkably often less than most businesses think.
- Reveals additional relevant keywords
- Can present new opportunities

A Genuine Example

What started out as a standard report for the locksmith business turned into a new business opportunity for 'auto locksmith' related searches.

Keyword	Avg.	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
auto locksmith	90	70	50	70	90	90	90	90	70	70	70	70	140
car key replacement	90	110	90	50	40	90	140	110	140	140	110	90	70
car locksmith near me	50	20	50	30	50	30	50	50	70	70	40	50	70
car locksmith	30	30	40	30	10	30	50	30	30	30	40	30	40
auto locksmith near me	70	70	50	70	20	50	90	70	70	90	70	140	110
automotive locksmith	20	20	20	20	10	20	20	40	20	20	20	10	10
car key replacement near me	30	20	10	30	10	20	20	20	30	50	70	40	40
automotive locksmith near me	10	10	10	10	10	10	10	10	10	10	10	10	10
lost car keys	30	70	30	30	20	20	20	40	30	30	20	10	20
car key locksmith	10	10	10	10	10	10	10	10	10	10	10	10	10

A New Website – A New Opportunity

We created a brand new website with content targeting specifically what people are looking for.

About 33,000 results (0.29s)

 S&L Auto Locksmiths
<https://www.slaulocksmiths.co.uk>

1. S&L Auto Locksmiths: Auto Locksmith for Cars, Vans and ...
Auto Locksmiths in Worthing, West Sussex 07713 117144. Phone: 01903 442 099 Mobile: 0771 3117144
... 78A Montague Street, Worthing, West Sussex BN14 8LD.

 Checkatrade
<https://www.checkatrade.com/Auto-Vehicle-Locksmith>

2. Find 4 Auto / Vehicle Locksmiths in Worthing
Browse 4 Auto / Vehicle Locksmiths working in Worthing. Check out relevant tradespeople for the job and book today.
£144.00 to £264.00 · 5.0 ★★★★★ (159)

 autolocksmithworthing.co.uk
<https://autolocksmithworthing.co.uk>

3. Auto Locksmith Worthing | 24/7 Car Key & Emergency Service
Need an auto locksmith in Worthing? We offer 24/7 car key replacement, emergency entry & key programming across Worthing & West Sussex. Fast response.

 Auto Locksmith West Sussex
<https://www.autolocksmithwestsussex.co.uk/auto-lock...>

4. Auto locksmith in Worthing, West Sussex
Specialist auto locksmith operating in and around West Sussex. 07729 322288
info@autolocksmithwestsussex.co.uk [Read more](#)

HOME

AUTO LOCKSMITH

BMW CAR KEY REPLACEMENT

CAR KEY REPAIR

CAR KEY REPLACEMENT

CAR LOCK REPLACEMENT

CAR UNLOCK AND CAR LOCK OUT

LOST CAR KEYS

SPARE CAR KEYS

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Recap

- Create content based on what people are actually looking for
- One page per topic to improve relevance
- Accuracy in spelling and grammar
- A design that clearly shows who you are
- State where you are and what area you cover
- Clear calls to action to help the user navigate

Google Services

- Analytics lets you measure website usage
- Console authenticates with their platform
- ReCaptcha protects you from most spam
- Maps promotes you to your local audience using GeoLocation and benefits local results
- Reviews has a positive impact in your maps ranking and is influential in improving your organic ranking on Google

GDPR / DPA

Following Brexit, The UK Data Protection Act (DPA) 2018 supplements all GDPR regulations which is why all British businesses and any organisation that handles customer or personally identifiable information needs to comply with the Act by law.

- A Privacy Policy stating how you handle the personal information of your customers
- A Cookie Policy informing your visitors what cookies are, how they are used and how they can control cookies
- A Cookie Pop-up either as a notification or choice for the activation of cookies

AI

- Google answers questions directly without needing to go to a website
- It reads and understands your whole site
- It cross-checks what you say against reviews, listings and mentions elsewhere on the web
- Inconsistent or inaccurate information anywhere can undermine its perception and rating of you
- Thin, vague, low-value, lazy or 'copy-paste' content is easy for AI to see through
- Clear, accurate, well-optimised and well-structured content is the website that AI will promote and recommend
- Get the fundamentals right now as this is only going to matter more as AI and search evolves

News and Blogs

Positives

- Fresh content gives search engines a reason to re-crawl and re-rank your website
- Target new opportunity content
- Builds authority and trust – shows you know your stuff
- Gives proof you're active and in demand

Negatives

- Needs ongoing commitment to maintain
- Quality is essential, not rushed or random
- An out of date blog can do more harm than good
- If you stop posting it will look like you've gone out of business

Social Media

Built to manipulate people and keep them scrolling.

Positives

- Get in front of people who aren't actively searching for you
- Builds familiarity and brand recognition over time
- Allows you to build an audience of followers
- Convenient to share updates, news and information
- Can help drive traffic back to your website

Negatives

- The algorithms work for the platform not for you
- Need to post regularly otherwise it can look like you've got nothing to say, are not popular, in demand or have gone out of business
- Requires commitment, time and effort
- Doesn't carry the same weight as solid SEO for your own website

Google Ads

- Google have a huge drive in pushing Google Ads
- They have changed the first page of results to massively push sponsored results
- They want you to spend money
- They want you to spend even MORE money
- Some people don't click adverts
- If you do use Google Ads, make sure you set-up a very structured campaign, with specific targeted ads for a specific location and analyse the results to determine its value and justification - otherwise you will burn through money and just make Google richer

Management

- Don't delete content without replacing it with something relevant or adding a 301 redirect
- Content should only exist if it is relevant to your business and services
- If content is old and stagnant, update it, re-write it and make it current and up to date
- Manage your reviews, if someone says something negative, turn it into a positive

Check your own website

- Check your website regularly
- Make sure everything is still relevant
- Make sure there are no issues or problems
- Make sure everything still works as it should
- How would you feel as a customer visiting this website for the first time
- Would you give them your business?

Be where your market is

- The modern world is becoming more complicated with more platforms and a distributed audience – but you need to be where your customers are
- These days there's more emphasis on 'whoever shouts loudest gets heard' and this is the unfortunate reality of the time we are in
- You may need to consider social channels not because you might want to, but because you might have to if that is where your audience might be

Recap

- A well designed website and user journey
- Relevant content for specific searches
- Google services, including Google maps
- Encourage positive reviews regularly
- Make your online presence the best it can be
- Shout louder than the competition
- Keep on top of your overall web presence

It really works

- “We’ve got more work than we can cope with.”
- “The new website has already made the top spot of Google after just two weeks.”
- “I just can’t believe how busy we are. Business has definitely increased, we’ve probably had more calls in this short period than we normally get in a year!”
- “We are extremely pleased with the results. The website has picked up 11 enquiries in 3 days!”
- “We’re getting too many enquiries. Is there anything you can do to deoptimise the website?”

Images



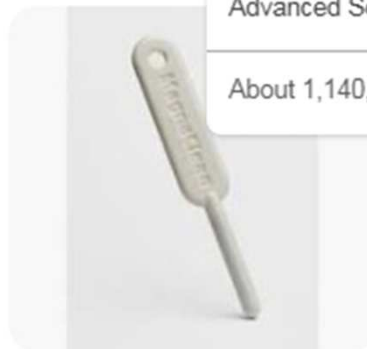
Test Stick - Stainless Steel (3...

Metal Detector Test Sticks... ▸



The 8 Best Pregnancy Tests, ...

Parents ▸



Rapid Test Stick

ADEY Spares ▸

Any time ▸
All results ▸
Advanced Search

About 1,140,000,000 results (0.23s)

Show more images ▾



IC Teststick

<https://www.icteststick.com> > product-category > test-sti... ▸

1. Test Sticks Archives - IC Teststick

Test stick for metal detectors and metal detector test sticks with ferrous (chrome), non-ferrous (brass) and stainless steel (316) ball bearings in various ...

£10 delivery



Amazon UK

<https://www.amazon.co.uk> > dipsticks > k=dipsticks ▸

2. Amazon.co.uk: Dipsticks

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Any questions?

www.rawseo.co.uk/chamber

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