



OnPage Elements Review

We analysed the content of your domain's homepage from an SEO point of view and have prepared a brief overview of the overall health of the some features Google would typically take into account when determining website rankings.

Element		Rating
Title Tags	<i>Page Titles are one of the most valuable on-page factors. Should contain the website's main keywords, anything over the first 55 characters is ignored / provides little value.</i>	Good
Meta Description	<i>Often used as the paragraph of text included below the title tag within an organic listing on Google. Should be no more than 150 characters long whilst being descriptive.</i>	Good
H1 Tags	<i>Usually the largest heading on a site. It is recommend to include your chosen keywords in H1 tags throughout the site.</i>	Good
Text Content	<i>The quality & relevance of text content is a key factor which affects the rankings of a web page on Google.</i> <i>Text should be grammatically correct with no incorrect spellings ideally with the target keywords & relevant terms included.</i>	Good
Image Alt Text	<i>As search engines cannot read images the way humans can, every image should be 'tagged' using image alt text, so that search engines can understand what the image relates to. Our recommendation is to add short and descriptive keywords to the main images on the page.</i>	Good
Canonicalization	<i>Google sees www.yoursite.com separate from yoursite.com, canonicalization is used ensure only 1 version of your site exists to avoid any issues with duplicate content from Google's point of view.</i> <i>This is usually handled with a 301 redirect or a special tag on pages known as "rel=canonical".</i>	Implemented
SSL Implemented	<i>Google gives a small ranking boost to sites which use https(SSL certificates) as part of their commitment to a more secure web, this can often be the "tier-breaker" when determining rankings with competitors.</i>	Implemented
Mobile Friendly	<i>Google will give a ranking boost to mobile-friendly websites in their mobile search results, which is now over 60% of all searches on Google.</i>	Good





SEO Ranking Report

Search rankings generally have a direct effect on click through rate to your website in search results, and are regarded as an essential metric for determining the success of a website. Selecting the right and most relevant keywords is crucial, and this will be a very important factor in the success of the campaign.

Using some advanced Search Engine Result Page analysis tools, we established your website's rankings for select keyword search terms.

Potential keywords and average monthly searches

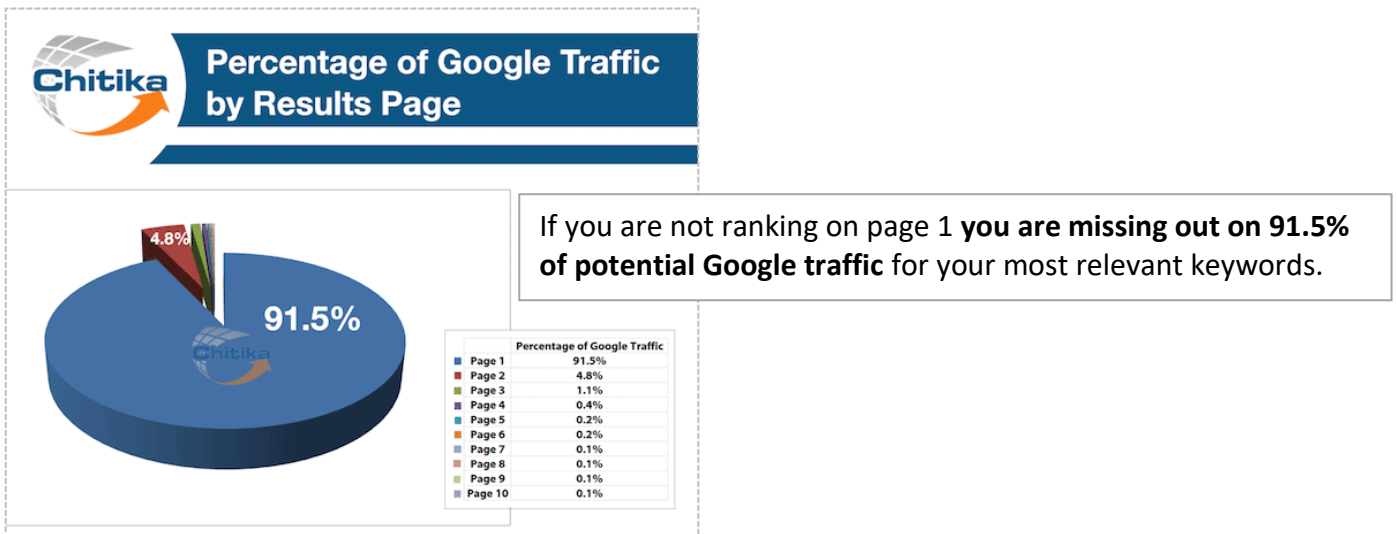
Keyword	Avg. Monthly Searches	Current Rank
branded merchandise	880	Not in top 20
personalised workwear	880	Not in top 20
branded workwear	320	Not in top 20
custom workwear	320	Not in top 20
logo workwear	260	Not in top 20
embroidered workwear	1600	Not in top 20

You'll also receive increased traffic from all the longer tail search terms that are affected by our SEO work as well. This extra traffic cannot be quantified here, but can be measured in Analytics as it happens.

As you can see from the above table, using one of our tools we can see you do not have rankings for any of the keywords we have selected.

We do however feel these ranks could be improved significantly, with higher rankings we would expect an improved click through rate leading to more visitors and more conversions through your website.

The keyword ranking data above gives a general overview for your domain, we would perform some more in depth keyword analysis with a larger set of keywords when we start working with you.





Competitor Review

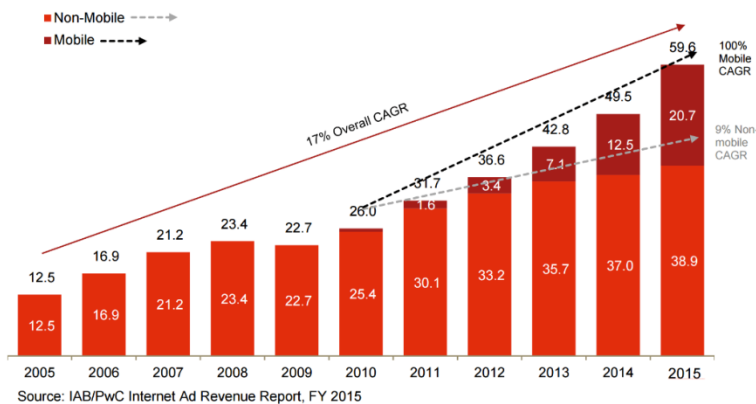
Using some of our SEO tools, we have run a competitor review to see how your website stands up to the sites at the top of Google for some of the keywords mentioned.....

Competitor Review			
Business URL	Domain Authority	Trust Flow	No of Links
http://virtusfleet.co.uk/	1	0	0
https://www.visiontrack.com/	30	23	1718
http://www.smartwitness.com/	31	31	4021
http://provisionvehiclecameras.com/	9	11	62

As you can see from the above table, your competitors all have an advantage over you, but it will not take a huge amount of time to start increasing your metrics and link profile to get you to a position where you can compete.

As you can see from the below graph, internet spending (paid) is at an all-time high, growing at over 17% per year.

Annual Revenue 2005-2015 (\$ billions)



The leaders in your industry know this. If you run a campaign properly, it should deliver many multiple times ROI.

If this is what the spend rate is on paid internet spending (AdWords), imagine how much more is being spent on Organic SEO.

Ocere are a top Google Partner in the UK, and have run over 2000 campaigns successfully since 2009.

Katharine Partridge
1 review



Published Sunday, March 5, 2017

Highly recommended!

We highly recommend Ocere who have always provided a fast and efficient service with quick response times.





Recommendations

After reviewing your website, and listening to your requirements, we agree that there is a strong SEO opportunity for your site.

- On page elements are present and in an OK state, but we do feel there are a few minor onsite changes that can be implemented to help improve organic rankings.
- Backlink profile is in an OK place, but we do feel this could be improved to help increase the number of organic rankings.
- We would suggest building high-quality branded links from separate referring domains to help keep the backlink profile looking natural and improve overall metric scores.
- We would also recommend running a full review of the keywords we have added to our table above to make sure we are highlighting main target areas, and also to make sure we are not missing any other relevant keywords.

What happens next:

Once you have decided to work with Ocere:

- Your account and online portal will be set up and activated.
- Once we have the finalised keywords, we will begin the onsite review, and complete all recommendations.
- We will have the technical health checks report completed and sent over to you.
- Content creation will begin for both onsite (if needed) and offsite - link placements.
- Our team will start outreach to the relevant sites for link placement.

Improving the performance of your website is a gradual process, and it will take time for all completed work to be cached and have the desired effect on Google Rankings.

Typical working time frame:

- Month 1 to 3 - We would expect to see the effects of initial work to start taking effect.
- Month 3 to 6 - Continued ongoing SEO work - we would expect to see a significant impact in rankings and traffic. A quarterly review is also recommended here to discuss the next 6 months of the campaign.
- Month 6 onwards - Continued SEO work, monitoring of rankings and a view to expand on chosen keywords.

A full ongoing campaign is always recommended to help maintain newly achieved rankings, and to continue building website authority and future rankings.

Paul Serellis
1 review



Published Wednesday, November 2, 2016

Excellent Professional Service

I would not hesitate to recommend Ocere's service to anyone. I have been working with them for over 2 years and over this time they have always provided a highly professional service. The team are so easy to deal with and they take the time understand your business so as to deliver the best service possible.





Investment options for you:

Ocere and It'seeze - SEO Packages

	BRONZE	SILVER	GOLD
PRICING	£170/m	£325/m	£535/m
Primary Target Keywords	3	5	10
ITEMS INCLUDED			
Keyword Research	✓	✓	✓
Website Review	✓	✓	✓
Link Profile Analysis	✓	✓	✓
Competitor Review			✓
On Page Items			
Title Tags	✓	✓	✓
Meta Descriptions	✓	✓	✓
Keywords	✓	✓	✓
H1 Tags	✓	✓	✓
Image Alt Text		✓	✓
Canonicalization		✓	✓
Text Content	✓	✓	✓
All packages include implementation of onsite recommendations			
OFF PAGE ITEMS			
Link Profile Review	Basic	Intermediate	Advanced
Content Creation	Basic	Intermediate	Advanced
High Quality Link Placements	Basic	Intermediate	Advanced
Tier 2 Linking	✓	✓	✓
Social Signals			✓
PR Link + Creation		✓	✓
Onsite Blog Article			✓
REPORTING			
Ranking Reports	✓	✓	✓
Live link Reporting	✓	✓	✓
Metric Reports			✓

Our service promise:

By becoming a customer of Ocere, you immediately gain a number of benefits:

- Your own highly trained and qualified digital account manager assigned to your account, contactable via Phone, Email and Skype.
- Expert consultancy and advice on your digital goals.
- Private work portal, where you can login 24/7 to see reporting on all work each month.
- E-mail notification when new reports are available.
- Access to a pool of highly skilled knowledge - our team become your team.
- Suggestions, ideas, action plans on further opportunities for your project.

We see this as the start of a long term partnership and provide all of our knowledge, ideas and experience to give you and your business the best chance of success.

