

## Business Website Optimisation Services

The business website services I offer are almost entirely focussed on improving visitor numbers together with attracting visitor reaction and meaningful business enquiries. As with most things web-wise there is an element of uncertainty in relation to results which, because of the unpredictable search engine processing or turn round times, are not always immediate. On the basis of this, and the inevitable need for fine-tuning, or tweaking, I prefer to work on web page and website improvements over a minimum of three months.

## Ongoing Business Website Search Engine Optimisation

Search Engine Optimisation, (SEO), is not a one-hit process. It takes time to evaluate and analyse what is currently happening, and then time to see the impact of identified changes. From there, adjustments or tweaks are needed as an ongoing process.

On the basis of this, although I offer a 'Key, or Landing Web Page Optimisation Service' as a one-off, most successful website SEO projects I have undertaken have developed over time to incorporate the improvement of both on-page, and off-page optimisation elements of the site.

\*\* Please visit my website for more information - [www.elymt.co.uk](http://www.elymt.co.uk)

## Website Key, and Landing Page Optimisation

The optimisation of key, or "landing" pages is a service I have offered for a few years in situations where the business website owner or manager wants to manage the change or implementation themselves, or in-house. This arrangement has been incredibly successful, particularly in a number of cases where we maintained an ongoing relationship for three or four months plus. An added benefit in all of these cases was the owners' ability and agreement, to share their website analytics statistics so that we could focus more clearly on what to address first.

However, that said, in a number of cases, (for larger sites), I have also been asked to carry out a one-off analysis on a specific page, or pages, and provide feedback and suggestions for improvement.

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## Web Page Content Copy Writing / Editing

"Content is king!!"

This has been the mantra from website optimisation experts and search engine gurus for years! And, believe me, whatever anyone else tells you, it is true.

However, it is important that you appreciate that the content in question - the everyday text on the page - needs to be well written and relevant. In terms of quantity, it is generally recommended that it runs to 200 - 400 words. In terms of focus, it needs to clearly connect with the titling and headings too.

Having reviewed page content on hundreds of sites, and written, edited, and re-written numerous web pages for SEO purposes, I can confirm that the vast majority of businesses are missing a massive opportunity to promote their websites as a 24/7 business support function purely because this has not been addressed.

The copywriting service I offer covers checking out what you have and offering suggestions for improvement, through to researching and writing new pages. When I work with you, I also ensure that things like titles, headings and page descriptions all tie in closely with the subject matter of your page.

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## Search Engine Optimisation Training

Other than carrying out obvious, basic, off-page optimisation, my long-term ethical web page or website optimisation focus is almost entirely on-page related. As mentioned previously, I have a strong track record of achieving excellent, sustainable website performance improvement. Also, being a trained management trainer and coach, I have the skills to work alongside you, or your staff to improve their knowledge and ability in relation to website activity analysis, the identification of optimisation opportunities and the subsequent implementation of website edits, additions and changes.

Two recent SEO training projects have helped the owners of two fairly large websites to carry out key on-page optimisation tasks themselves. In both cases we worked side-by-side initially, then they did some work individually which they asked me to review, and from there they carried on for themselves. Interestingly, in both cases, we now have an exceptionally strong business relationship which has resulted in further work, as well as reciprocal recommendations to potential customers.

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## Business Website Analytics

Website activity statistics, or in my case Google Analytics data, can tell you so much about what is happening on your website. However, the issue for many business owners or managers is that they just do not have the time, or the interest, to plough through, what can be seen as, a mind-blowing amount of statistical information!

My approach in supporting you is to identify some of the key activity on your site and to provide suggestions as to where simple improvements might be made. More importantly, if you want to know, I can spend some time with you, or a member of your staff, to help your business interpret what is going on within your website for yourselves.

## Business Website Maintenance

I currently support a number of smaller businesses by managing the maintenance of their websites. In most cases this includes providing a website hosting facility, assisting with emails, improving overall website performance, tracking activity, and adding to and updating page content.

In nearly all cases the website owners are exceptionally pleased with the services offered and the resulting business enquiries generated. This is borne out by the fact that a number of my clients have been with me for over five years and are more than happy to discuss their experience with potential customers.

Neil Ford

[www.elymt.co.uk](http://www.elymt.co.uk)

[neil@elymt.co.uk](mailto:neil@elymt.co.uk)

01353 648 057