

It's time to get visible online



An infinitely better way to reach new customers

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Keyword Strategy Report

Are you considering an SEO or Pay Per Click Campaign? If so, it is so important to understand which keywords to target. Beyond Your Brand's Keyword Strategy Report is the best place to start. We will kick off with a 1-hour online or in-person strategy session where we will really get to know and understand your business. We will look at your business goals, define your target audiences and identify your competition to see what they're doing well (and not so well!). Following that session, our team will evaluate your data and compare you against your competitors. We will use our expertise to look at a wealth of keyword data and present it in a comprehensive report to identify the most beneficial keywords to target and get results.

The cost of the Keyword Strategy Report is £800.00 + VAT

What Does the Keyword Strategy Consist Of?

We will break down the report into five key areas:

Business Summary

This initial section of the report will summarise what we know about your business and objectives.

Benchmarking

We will present your current data from Google Analytics and Google Search Console. We will also identify other key metrics such as your domain rating, referring domains, backlinks and health score; that show how you're performing across all channels.

Competition

During our strategy session, we will identify a handful of comparable and aspirational competitors. Using our powerful software tools, we will present information about how well their websites are performing and what keywords they are ranking for. We will also compare your data with that of your competitors.

Keyword Research

We have access to very sophisticated software and have a wealth of experience in analysing data and identifying keyword opportunities. We will present the keyword opportunities with the monthly search volumes and keyword difficulty so that we can identify realistic options for getting you in front of your target audience.

Strategy

We will provide you with a summary of our recommendations so that you can make informed decisions and target the right keywords through the most effective campaigns.



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