

# SEO PROCESS

2024



# Our SEO Process

- 01 Website & Competitor Analysis
- 02 Social Media Accounts Setup
- 03 Site Visibility Checks
- 04 Handwritten Post
- 05 Review Management
- 06 Results Analysed



Steps 3 through 6 are conducted on a weekly cycle to ensure continuous monitoring and improvement of your SEO strategy.

# Our SEO Process

01

## Analyse

We analyse your website including key metrics and keywords and compare it to your competitors and industry standards for your business.

02

## Setup

We make sure your on site and off-site SEO is looking good, including Google Business Profile, Apple Business Connect profile, Bing Places for Business account, and Facebook or even other social media accounts.

03

## Confirm

We check that the site is live, indexed, and visible to Google and has been receiving visitors through the week. We'll look into any problems that arise and fix anything minor ourselves.

04

## Post

We add weekly updates to your GBP and/or social media accounts to help rank more highly on search engines and to help customers know you're active.

05

## Appreciate

We thank your customers for their reviews and appeal against mistaken reviews, helping keep as many stars online.

06

## Analyse Results

We check Google Analytics and Google Search Console to ensure your website is visible and active online and use information gathered to further improve the SEO.

# Analyse

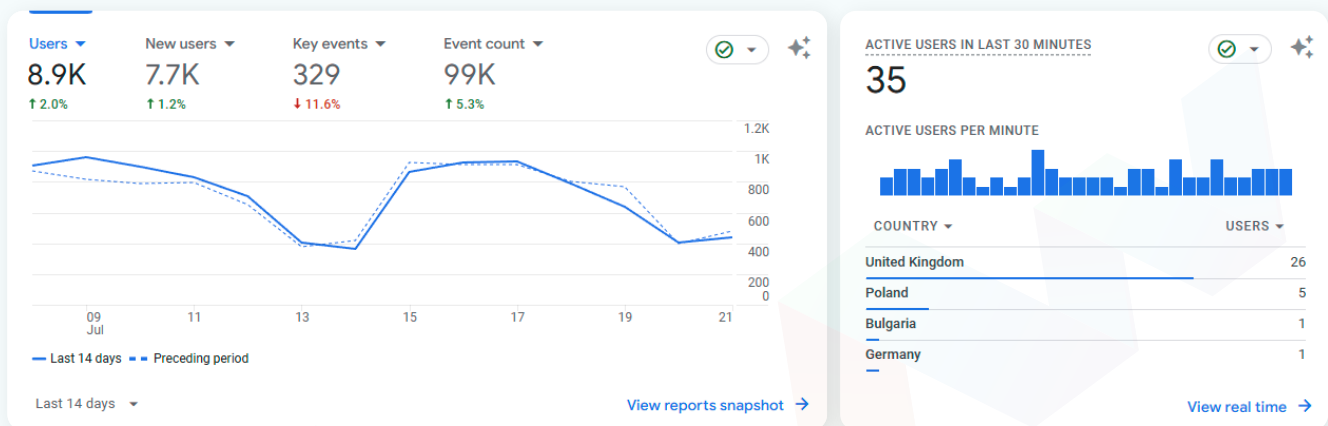
Before we make any changes to your website we ensure we understand what we're working with.

We look into your website, your business, and your competitors business and may ask you questions about your business operations to best understand how we can attract the right clients or customers for your business.



## Site Usability

We'll also be analysing your visitors' user experience to see whether there are any problems preventing users from converting on your site and resolving them to ensure a fully functioning site before we start increasing the site's visibility.



## Keywords

Finding the right keywords for your business is an important step in search engine optimisation. We'll ask you about the services and products you offer, what makes your business unique, and how your customers typically find you. We'll take this information and what we've learned from the previous analysis and find the most relevant keywords for your business.

# Setup

We'll add your business to Google Business Profiles, Apple Business Connect, and Bing Places for Business as well as your social media of choice to get seen on other sites.

## Improve

We can use the information we've gathered from this keyword analysis to go through your site and update the metadata, which will help people searching for your site find it!

## Site Health

For all accounts we ensure the site is healthy and that pages are indexed by Google so people searching on the platform can easily find your site. During our weekly checks we ensure the pages are still indexed and that the site is getting seen by searchers.



The screenshot shows a Google Business Profile for 'Belay Rope Access Training'. It includes a photo of the training center, a map showing the location near Mamooosh Bakery, Seahaven Maritime Academy, and Newhaven Marina. The profile has a 4.8 rating from 33 reviews and is located at East Quay, Newhaven, England. It provides contact information for website, directions, save, share, and call. There is also a section for questions and answers.

- Ensure site visibility
- Social media visibility
- Google Business Profile
- Apple Business Connect
- Bing Places for Business
- Google Search Console
- Search Volume Metrics
- Local SEO Keywords
- Keyword difficulty assessment
- Service and product analysis



Business Profile

Apple Business Connect

Bing places for business

# Confirm Visibility

We check every week whether there were any problems for visitors trying to visit your site.

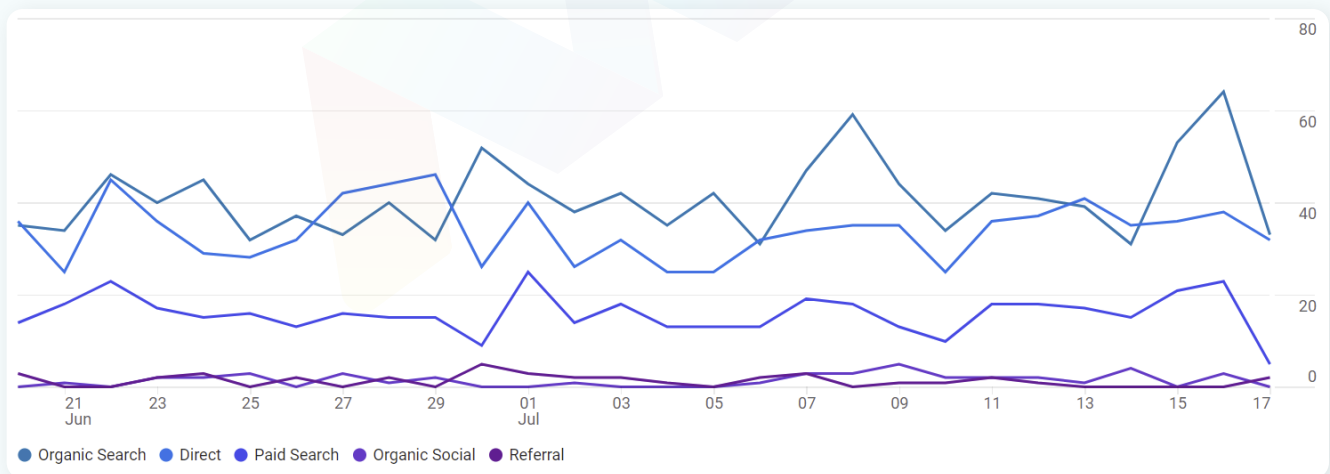
We do this by checking whether there have been any changes in the number of visitors without there being a relevant change in the number of searches. And ensuring the site is still indexed.



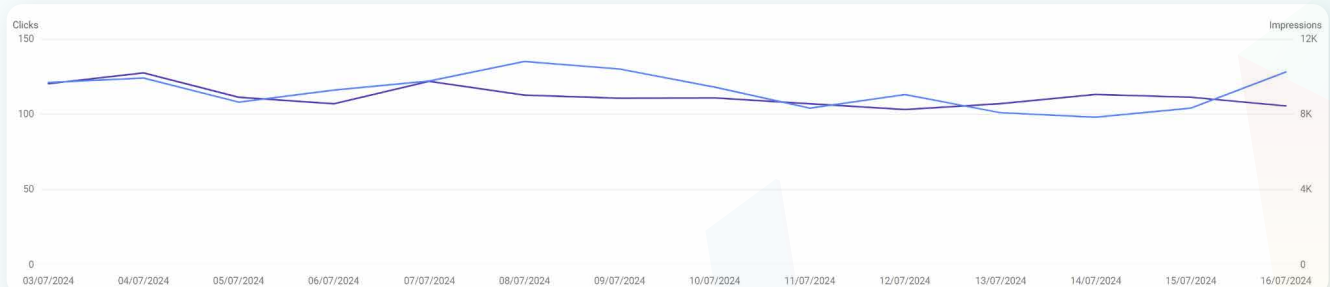
## Keeping You Online

If we do come across any problems that may have caused your site to prevent visits we'll try to fix it ourselves first. With years of experience under our belts most problems can be fixed in a few minutes that may have otherwise kept your site offline.

- Google Analytics
- Google Search Console
- Reduce downtime
- Reduce customer dissatisfaction



## Confirmed visits from multiple sources



## Confirmed visibility on Google



# Post Weekly Content

We hand write all of our SEO posts to prevent any possible penalisation from Google.

We can be left to come up with all of the post content ourselves or if there's anything you'd like us to include just let us know!




## News or Promotions?

We'd love to hear about them! Your Google business Profile and social media pages are great ways of sending the message out about news or promotions. Simply send us an email with the important information and we'll write a relevant post for the week.

- Product or Service Highlights
- Tips and Advice
- Success Stories
- Seasonal Content
- Milestones and Achievements
- Sustainability Efforts
- Employee Spotlights
- Special Events

**Petit Pois Restaurant**  
Jul 12, 2024



Our summer menu has some delicious dishes that are perfect for a warm Brighton summer. Fortunately, we also have plenty of dishes for when the skies are grey but lets focus on the positive.


For a recent special we had a delicious Nicoise salad made with Sesame crusted Tuna (Pictured). We keep our eyes out for the best ingredients to make amazing specials throughout the year and change our special menu frequently, so make sure to check it out when you visit!

On our regular menu we have a delicious Salade Lyonnaise with Poached Eggs, Lardons, Croutons, Chives and a Mustard & Honey Dressing, a delicious salad that will even please meat eaters and is perfect for the warm weather, whenever that may come.

Book your table today for a delicious meal in the heart of Brighton!

[Book](#)

**Allen Watson Ltd**  
Jun 7, 2024



At Allen Watson we make light work of installing pipes underground without digging a trench. As Drilling Contractors we're able to drill horizontally underground and lay pipes without having to dig up the earth.

By not digging trenches we're able to install underground piping under rivers and structures with ease! We use state of the art machinery, including all the tools necessary to perform Guided Auger Boring, Horizontal Directional Drilling including through rock, thrust boring, pipe ramming, bursting, jacking, and much more!

We work with a range of sectors including rail, oil, gas, water, and electrical telecoms. Our tools and machinery are agile enough that we can use them in hard to reach locations that some others may not be able to get to.

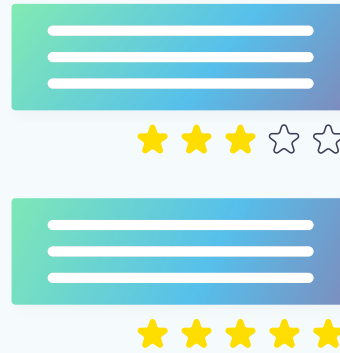
Get in touch with our team today!

[Learn more](#)

# Appreciate Your Reviewers

Reading and responding to your own reviews can sometimes be overwhelming.

If you'd rather leave that task to us, we can reply to your reviews in a professional and courteous manner to help keep your business reputation sound.



## Want More Control?

We'll happily reply to as many or few reviews as you'd like, if you want us to leave 1 star reviews to you or would like your input before replying that's fine or we can manage your reviews entirely ourselves.


- Responding to Positive Reviews
- Handling Negative Feedback
- Appealing Incorrect Reviews
- Improving Online Reputation

**Oxana Melnik**  
Local Guide • 35 reviews • 238 photos

★★★★★ 2 weeks ago **NEW**

Very cozy place with brilliant food. One of best places I've visited in Brighton. French cuisine.

Food: 5/5 Service: 5/5 Atmosphere: 5/5



**Petit Pois Restaurant**  
Owner  
1 week ago

Thank you for your kind review and lovely picture Oxana, we're glad you had such a great experience with us.

**Craig Smith**  
Local Guide • 154 reviews • 184 photos

★★★★★ 7 weeks ago

Dine in • Dinner • £100+

Cannot fault it. First visit, took my mum. Nice to be able to see the chefs cooking. Staff friendly and the food exceptional. We will be coming back!

Food: 5/5 Service: 5/5 Atmosphere: 5/5

**Recommended dishes**  
Snails Garlic & Parsley Butter, Bread Basket, Bouillabaisse of Local Fish & Shellfish Squid Prawn Potato Samphire Rouille Grilled Bread

**Petit Pois Restaurant**  
Owner  
6 weeks ago

**Helenclouis123 Parker**  
8 reviews • 3 photos

★★★★★ 3 weeks ago **NEW**

Dine in • Dinner • £50-60

We had a wonderful early dinner. The set price menu was fantastic value for money. I will return soon 🍷🍷🍷

Food: 5/5 Service: 5/5 Atmosphere: 5/5

**Petit Pois Restaurant**  
Owner  
2 weeks ago


Thank you for your lovely review Helen, we're glad you enjoy the set price menu and look forward to seeing you again!

**Babs Rahman**  
Local Guide • 205 reviews • 993 photos

★★★★★ 3 weeks ago **NEW**

Good quality French food.

Food: 4/5 Service: 4/5 Atmosphere: 4/5



**Petit Pois Restaurant**  
Owner  
2 weeks ago

Thank you for your review and lovely pictures.



# Analyse Results

Every website we manage will have Google Analytics installed which we can use to analyse and monitor your results.

We will be checking this weekly to ensure the site is performing as expected, and we can give you access to view your website's performance at any point.



## Reevaluating Keywords

We check how well results are working with the keywords we've been using and whether any are performing better than others.

- Results Analysis
- Keyword Trends
- Seasonal Trends
- User Intent Matching

Our weekly SEO service includes steps 3-6 repeated every week so you can be sure that minor issues with your site are resolved quickly. Our posts will also help you get seen more on Google and your social media choice, helping get more link clicks and increasing your overall chance of getting conversions through your site. Customers will also know that you're still active and will be able to see offers or promotions you have available.

We've offered our SEO services to dozens of happy customers who have seen noticeable improvements in website traffic since joining us. If you'd like any of our services, don't hesitate to get in touch!

## Hear from Our Happy Customers

We've offered our SEO services to dozens of happy customers who have seen great increases in website traffic since joining us. If you'd like any of our services don't hesitate to get in touch!

### "Outstanding Work"

★★★★★ 5 / 5

Very professional and top quality services we've been using for over 8 years now. Helpful & effective. Highly recommended!

**María Muczko**

Founder & CEO, Natasha Cosmetics

### "Very Professional"

★★★★★ 5 / 5

I am really satisfied with NaNet Websites. We have been working together on my e-commerce project since 2012. Always best service.

**Jaroslav Biegaj**

Director, Insulationshop.co

### "Fast & Creative"

★★★★★ 5 / 5

Very professional, fast and creative. We have been working closely for the last 3 years and I am one very happy customer, Thanks.

**Ivana Roy**

Restaurant Owner, Petit Pois

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