


Technical SEO: Does it work?



Successful SEO depends on two equally important criteria:

1. A technically-sound website
If parts of your website are missing or broken, it is much less likely to be found or favoured by the search engines
2. High-quality, relevant content
You will not achieve visibility in search unless you create the kind of content that people are searching for

The importance of technical SEO

Technical SEO (such as page titles, navigation, links, load speeds etc) is often something that's thought about when you first build your website, and then forgotten.

However, it's surprising how many technical things can go wrong over time without you even knowing, silently infesting your website and negatively affecting your visibility in the search engines.

Running a regular technical audit and fixing anything that's broken will prevent this from happening and do wonders for your organic traffic growth.

Let's take a look at some examples of how 'fixes' can significantly improve your visibility online >>

Fuel supplier

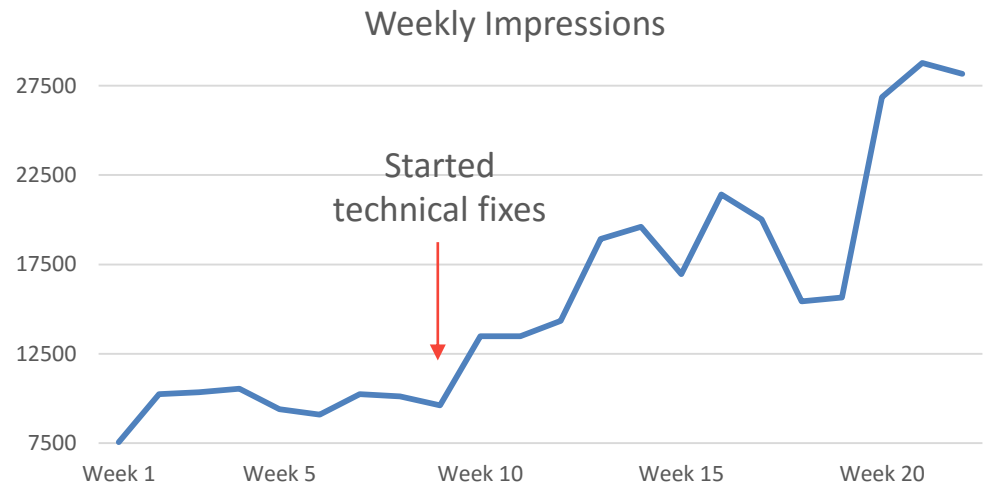
This household brand approached us to help lift their website out of a plateau in visibility and traffic. There had been little growth in months. Following a thorough technical audit, a number of issues were identified that were holding the site back from being properly crawled and indexed by Google. So we got to work...

66%
increase in
impressions

YES IT WORKS!

Technical fixes included:

- Fixing broken URLs
- Tidying and updating website code and structure
- Making amendments to disallow files and directories
- Addressing redirection and canonical issues




Surveying company

Websites evolve. New pages get added, sections get moved and SEO best practices change. This often leads to a technical 'bloat' that slows your website down. That was certainly true to this surveying company, whose website had become unappealing to search engines, resulting in a loss of visibility and traffic. Pass us the spanners...

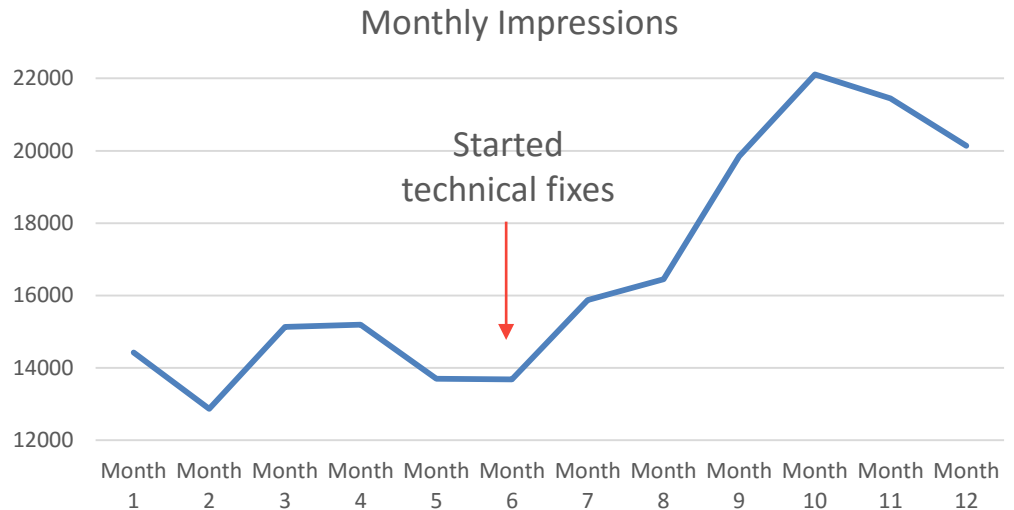
32%

increase in impressions



Technical fixes included:

- Removing 'dead' legacy pages
- Tidying html structure to improve page speed
- Adding, shortening or lengthening meta descriptions



Logistics company

Despite delivering over 10m mail items every night, this well known logistics company was not getting the online visibility you might expect. The issue was a site overburdened by size. There was so much technically wrong, in so many places that the job was just too big. Luckily, we have a robot for whom size is no obstacle...

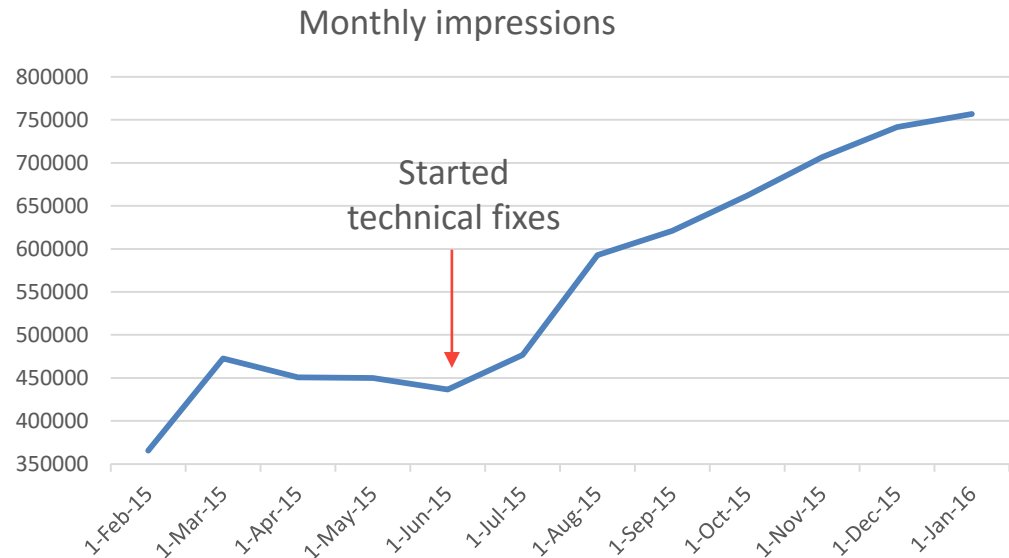
42%

increase in impressions

YES IT WORKS!

Technical fixes included:

- Fixing server response codes
- Improving page speed by optimising inpage JavaScript
- Addressing page duplication issues with canonical tags
- Optimising the mobile site



Investment company

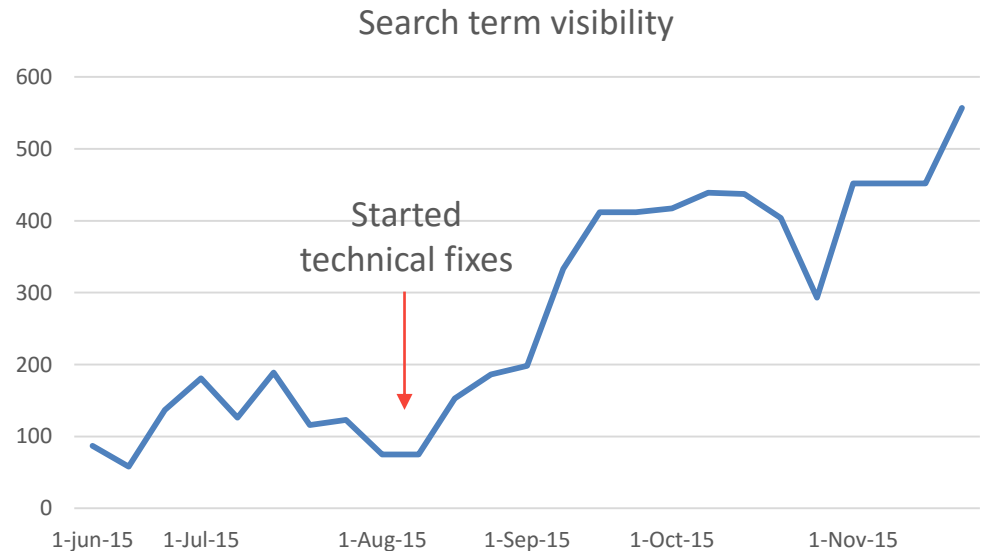
Life for this property investment company was pretty sweet. They had the product, they had funding and they had a lovely new website – but they weren't getting any enquiries. What it came down to was a poorly built site that stopped them being seen for any of the things they offered. Can we fix it? – YES WE CAN!

640%
increase
in visibility

YES IT WORKS!

Technical fixes included:

- Removing orphan pages
- Resolving broken links and redirection issues
- Tidying coding structure
- Implementing xml sitemaps and hierarchical taxonomies



So, technical SEO
definitely works.

But how do you find what needs fixing?

Apollo Insights make this easy for us

Manually auditing a website and finding everything that is technically wrong takes time; it's like trying to find a needle in a haystack! To do it regularly enough to keep your SEO health in tip top condition would need a team of people 24/7.

Our prescriptive marketing software, Apollo Insights, does this for us. It continually assesses the state of your website, performing hundreds of integrity checks, assessing every relevant word and page. If there are 100,000 pages on your website, it will find the dozen or so that have a problem – and then tell us what to do about them.

This means we know precisely where to focus our efforts to get the most effective results for your budget.

Efficient SEO that gets the right work done

Armed with the insights provided by Apollo Insights, we use our unique FIX•BOOST•FILL approach to SEO to increase visibility and traffic to the site.

- **Fix** what's broken
- **Boost** under-performing areas
- **Fill** content gaps to create new visibility

Watch our video to see how Fix•Boost•Fill works



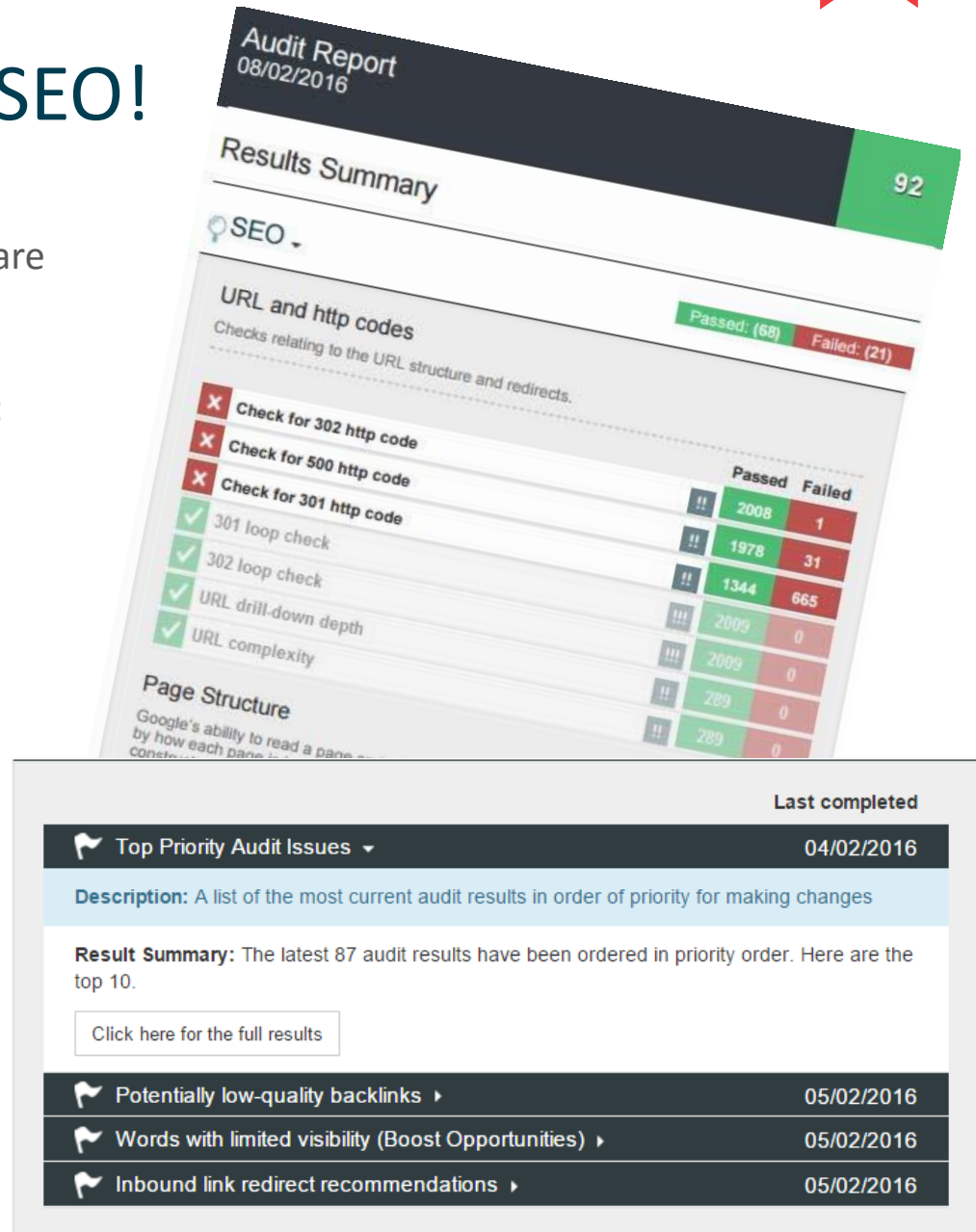
Talk to us about your SEO!

If you're not getting enough traffic to your website, it may be that technical problems are preventing you from being found.

Using Apollo Insights, we can identify:

- Every technical SEO problem across your entire site
- A prioritised list of fixes that will have the biggest and quickest impact on your site
- A list of 'boost' opportunities where you can increase visibility

Contact our SEO experts on
 0845 123 2753
 or info@vertical-leap.uk



VERTICAL LEAP

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