

# Search marketing for SMBs

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# Search marketing for SMBs



A successful search marketing strategy for SMBs usually focuses on reaching potential customers in your local area.

The best way to achieve this is through a combination of organic search i.e. appearing in Google's localised search results, and paid search.

An integrated search strategy combining both of these allows you to target prospects at all stages of the customer journey, from research through to purchase with commercial keywords.

It also enables you to take up more real estate in the search results which can significantly increase brand awareness and trust signals.

*Paid search ads*

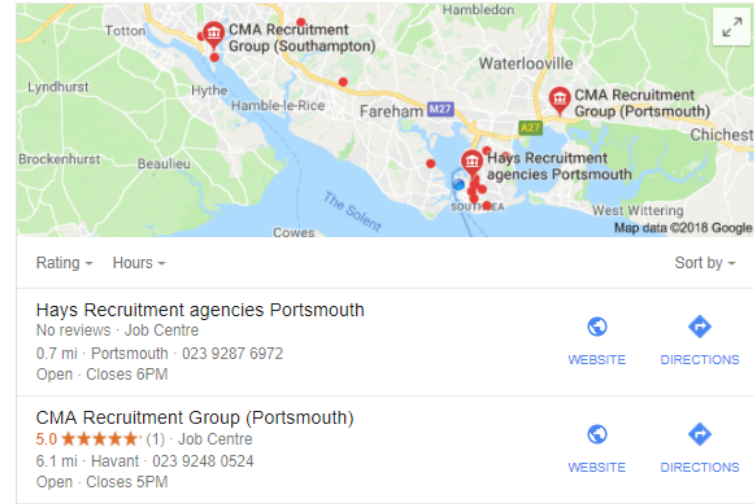
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Established in 2001 - REC member

*Organic local search listings*



# Why you should choose us



Vertical Leap has been helping SMBs with their search marketing for over 16 years. In that time, we've learned a lot about the challenges you face and what's important to you. We understand that:

- Your main priority is getting conversions (bookings, leads, appointments, phone calls etc)
- You need to be visible in local search
- The market is tough due to an increase in online competitors and aggregators

## How we can help

We have dedicated teams of search marketing experts that specialise in helping SMBs. They have all the skills required to help you overcome these challenges and achieve maximum visibility in the search engines.



# Fast facts about us

**VERTICAL  
LEAP**



**50** employees



**16**  
years' experience



**3** offices

**PREMIER**  
**Google**  
**Partner**

**5%**  
of UK agencies



**Top 10**  
Independent UK agency



**1** huge army of robots

# Some of our SMB customers

**VERTICAL  
LEAP**

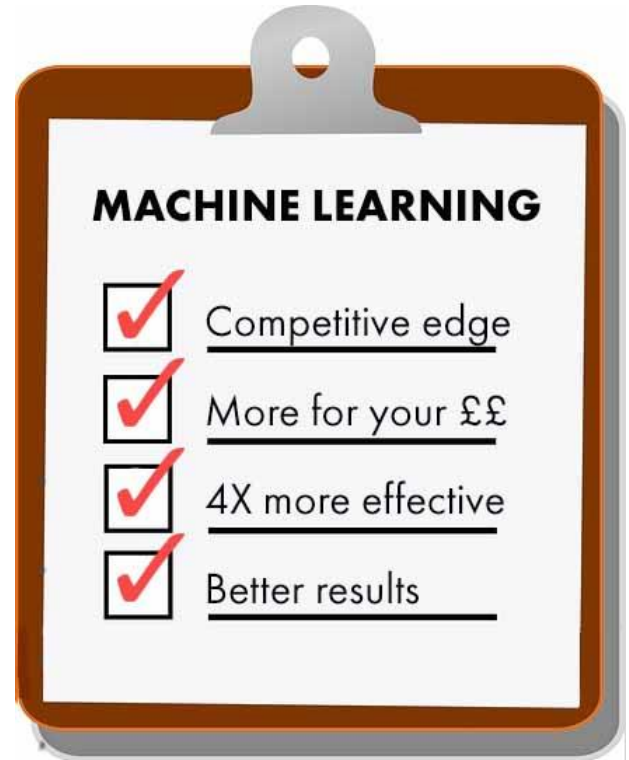


The amount of time required to do search marketing thoroughly and effectively within a given budget is now beyond what is humanly possible; it would take hundreds of hours of data analysis and implementation each month which often only the larger companies can afford. So, as a smaller business, how can you compete and ensure you get found online when budgets are limited?

## The answer is machine learning

At Vertical Leap, we've developed our own platform called Apollo which uses machine learning to perform all tasks that can be automated. It spends thousands of hours collating and analysing data, looking for the threats and opportunities related to your business and making recommendations for us to action.

This means that our search specialists don't waste time - or your budget - carrying out menial, repetitive tasks and can focus purely on getting the job done. As a result, they are 4x more effective at scale than our nearest competitors and are able to achieve outputs that would otherwise be unaffordable for smaller businesses.



# What to expect and when



Successful search marketing doesn't happen overnight; it takes time and effort to build up credibility with the search engines, sometimes taking up to a year to even start seeing results. It then requires continual, extensive data analysis, monitoring and campaign refinement to maintain visibility over time, especially as new competitors enter the market or existing ones change tactics. Search marketing is an 'always on' investment; turn it off and another agency will take your place in the search results.

**The good news...**is that Apollo does all the data analysis and monitoring for us which means we can spend all of your budget on implementing its recommendations.

**It means your budget goes on the most effective service available to you.**

*The chart below shows the growth in organic visits for one of our customers over an 18-month period in response to various SEO tactics we employed.*

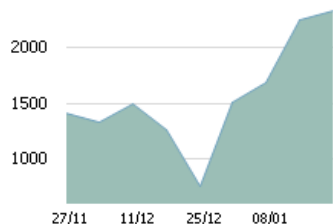


# Powerful insights at your fingertips

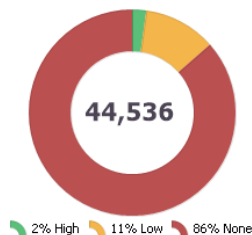


We understand that when you're running an SMB, you probably won't have much time to be looking at data and that's cool as we'll be doing all that for you. However, if you *do* want to explore, below is just a tiny snapshot of what you can discover in Apollo.

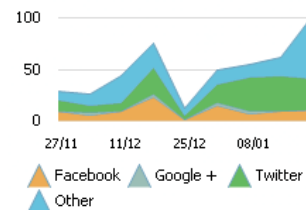
Web visits



Word visibility



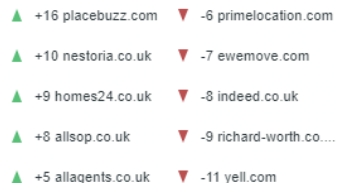
Social visits



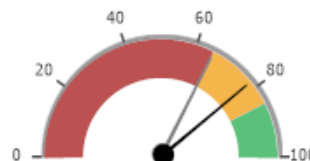
Audit score



Competitor changes



Page speed



Audit Report 08/02/2016	92
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## Results Summary

SEO - Passed: (58) Failed: (21)

### URL and http codes

Checks relating to the URL structure and redirects.

	Passed	Failed
✗ Check for 302 http code	2008	1
✗ Check for 300 http code	1978	31
✗ Check for 301 http code	1344	665
✓ 301 loop check	2009	0
✓ 302 loop check	2009	0
✓ URL drill-down depth	299	0
✓ URL complexity	299	0

### Page Structure

Google's ability to read a page and understand which parts of it are important is influenced by how each page is built. These tests are designed to make sure your pages are constructed in a manner that Google will understand.

	Passed	Failed
✗ Site has pages with speed below 65	796	1
✗ Page Has No Flash Object	299	1
✗ Site has pages with no GSC data	230	59
✓ Site has status 404 pages with active backlinks	24	0
✓ Site has 404 pages crawled	299	0



# Our core services

**VERTICAL  
LEAP**



## SEO

Fix, boost, fill



## PPC

Machine learning & data science



## Content

Strategy, production & evaluation



## Social PR

Identify, engage, build



## Web, UX & CRO

Agile & incremental



## Apollo Insights

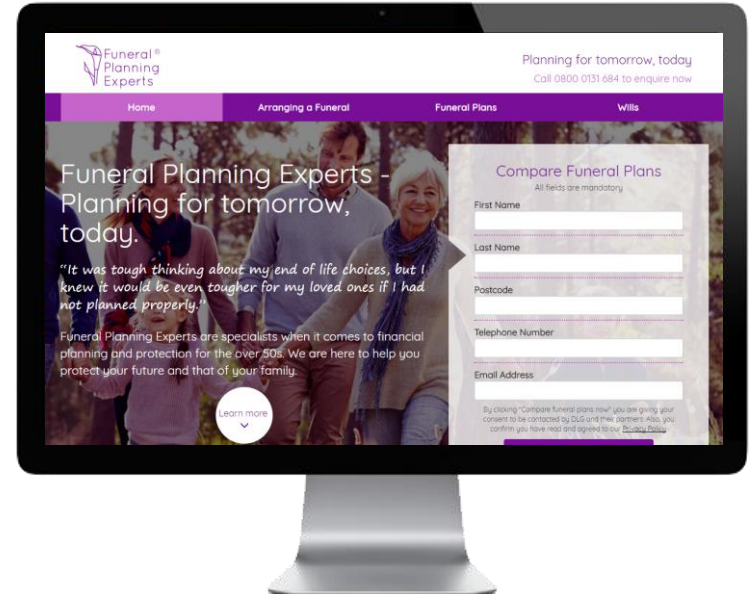
Programmatically identifies threats & opportunities

It is important to get an SEO agency involved right from the offset of your website design. Amongst other things, this will ensure that:

- Your site structure is correct so that search engines fully understand what you want to rank for
- User experience is maximised, sending positive ranking signals to the search engines
- Development costs are minimised – it can be costly to correct build mistakes at a later date

## How we can help

Our technical SEO team will work closely with your designers and developers to ensure that all of the above, and more, is incorporated into your build. This means that when it goes live, it is in the best possible shape to start gaining visibility in the search engines.



# SEO services - local SEO

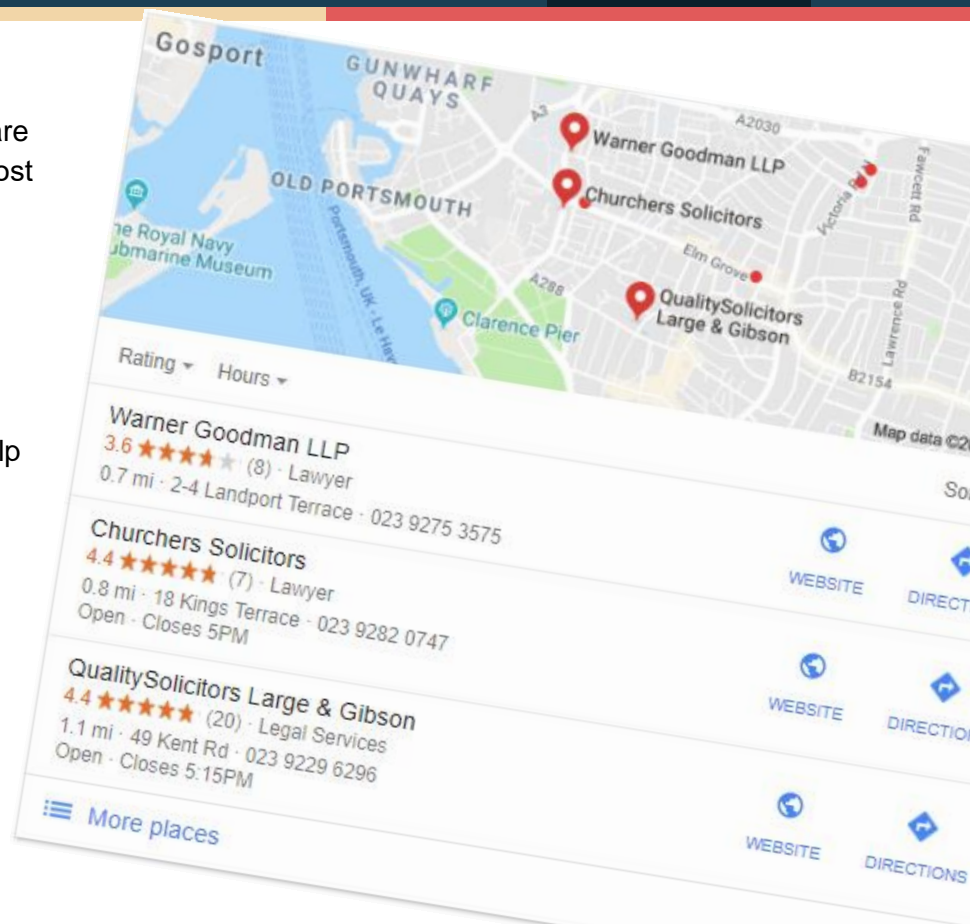


Local SEO is key for capturing prospects in your local area that are in the market for your products or services. It's also one of the most effective channels for driving in-store visits to your business from online search.

## How we can help

Our SMB team will manage all the requirements necessary to help you appear in Google Maps, including:

- Google My Business
- On-site local SEO (pages, URLs, content etc)
- Off-site local SEO (directories, links, reviews, citations etc)



# SEO services - technical SEO

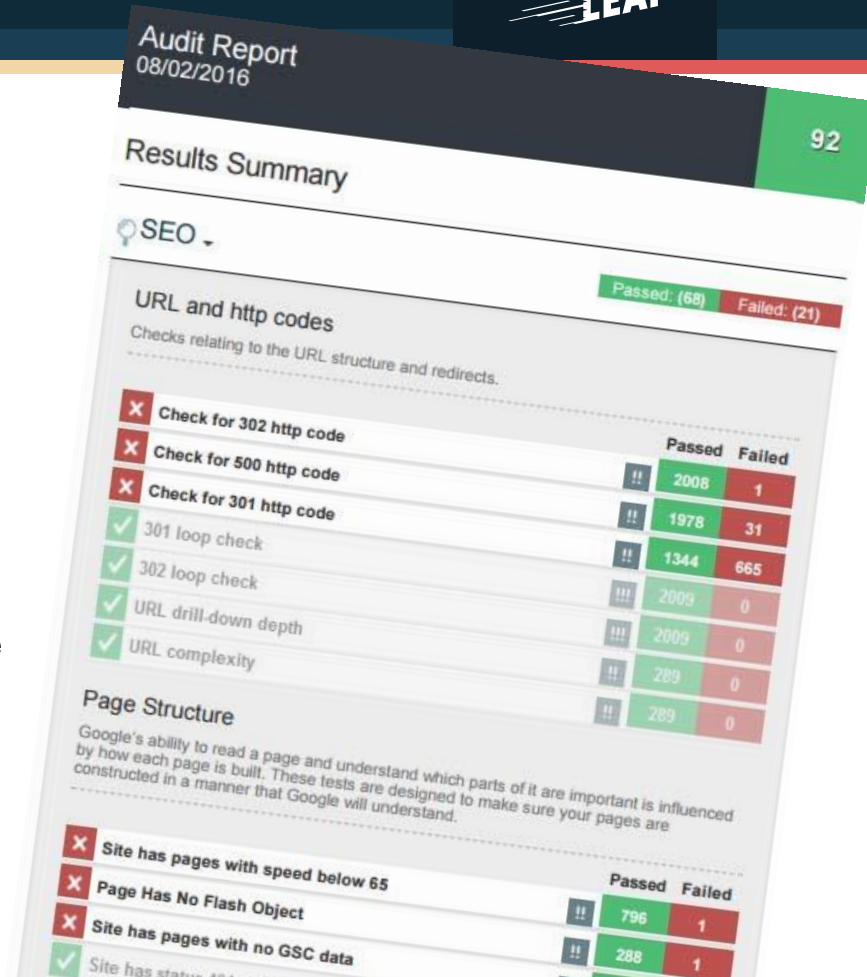
VERTICAL  
LEAP

Technical SEO is often something that's thought about when you first build your website, and then forgotten. Over time, as technical issues arise, your visibility in the search engines starts to erode.

To prevent this from happening, it is important that you maintain the health of your website on a regular basis, checking for broken links, speed issues, 404 pages etc. The healthier your website, the more credibility it builds in Google's eyes.

## How we can help

Our team of highly-skilled, technical SEO experts and Apollo will ensure that any issues are picked up and fixed before they have chance to negatively impact your website. This means your website remains healthy and continues to achieve maximum visibility in the search engines over time.



Successful SEO requires high-quality, relevant content that connects with potential customers in the early stages of the buying cycle.

As they start researching at their keyboards, they are being heavily influenced by the content they find on online. If your content isn't in the mix, they will not discover you.

## How we can help

Our in-house content experts work closely with our SEO team to provide bespoke content that will get found online and is also great for sharing on social media.

This might be content for search terms that you have little or no visibility for (quick wins) or for more strategic areas (content hubs) for which you want to become the go-to resource.

A large graphic of a clipboard with a black border and a silver clip at the top. Inside the clipboard, the word "Checklist" is written in a bold, italicized, black font. Below it is a list of eight items, each preceded by a red checkmark in a square box and followed by a horizontal line.

### *Checklist*

☒ How-To Blogs

☒ Videos

☒ Infographics

☒ FAQs

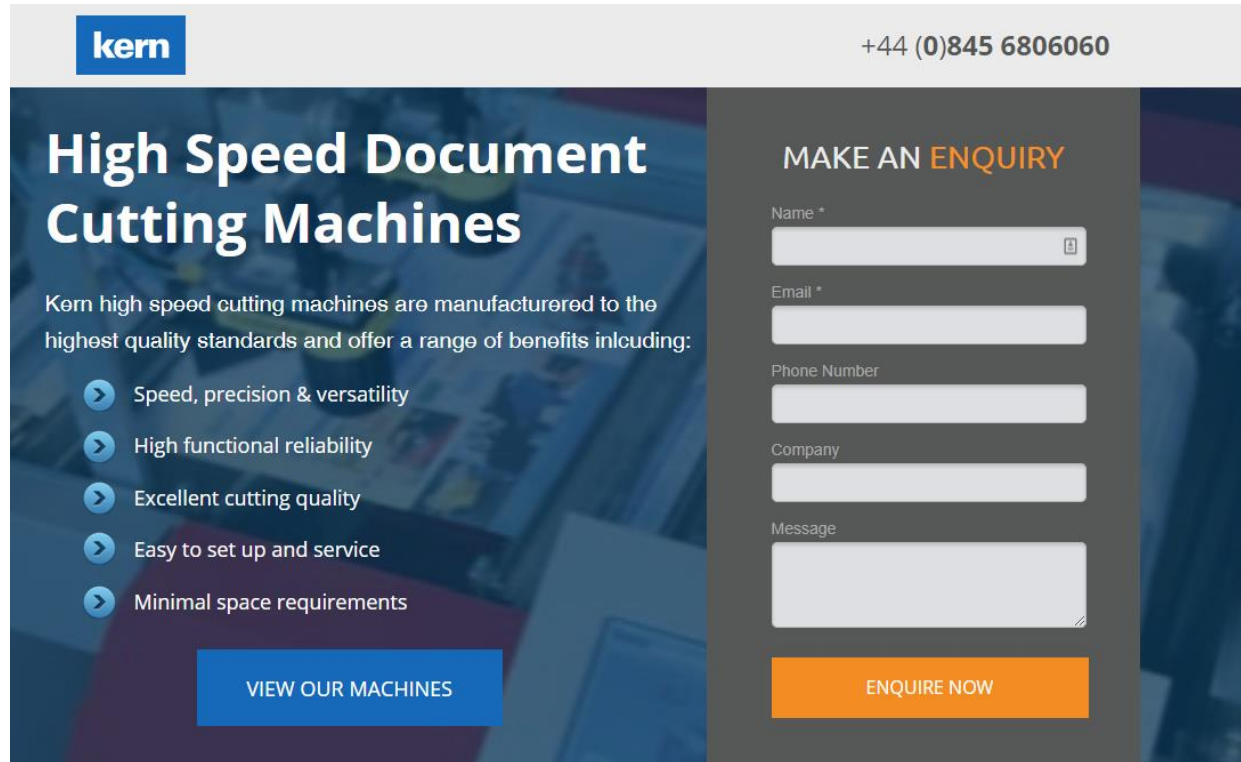
☒ Guides

☒ Surveys

☒ Reviews

☒ Case Studies

- ✓ Google AdWords
- ✓ Landing page design
- ✓ Remarketing
- ✓ Facebook advertising
- ✓ Facebook lead gen ads
- ✓ Facebook custom audiences
- ✓ Instagram advertising
- ✓ YouTube advertising
- ✓ Bing ads

A screenshot of a landing page for Kern High Speed Document Cutting Machines. The page has a dark blue header with the "kern" logo on the left and the phone number "+44 (0)845 6806060" on the right. The main content area has a background image of a cutting machine. The headline "High Speed Document Cutting Machines" is in large white text. Below it, a sub-headline states: "Kern high speed cutting machines are manufactured to the highest quality standards and offer a range of benefits including:". A list of six benefits follows, each preceded by a blue circular arrow icon: "Speed, precision & versatility", "High functional reliability", "Excellent cutting quality", "Easy to set up and service", and "Minimal space requirements". At the bottom of this list is a blue button that says "VIEW OUR MACHINES". On the right side of the page is a grey sidebar with the heading "MAKE AN ENQUIRY" in orange. Below the heading are five input fields: "Name \*", "Email \*", "Phone Number", "Company", and "Message". At the bottom of the sidebar is an orange button that says "ENQUIRE NOW".

PPC landing page example



For more information please contact:

**0845 604 6091**

*Lines open 8:30am-6:00pm Mon - Fri*

## Fleet Management Solutions

In today's economic climate, businesses are working hard to improve processes and cut waste.

Our **fleet management products** provide real time fleet information, enabling you to keep control of your assets and make informed decisions. With **over 20 years' experience**, TRACKER provides the knowledge and confidence you would expect from an **industry leading telematics provider**.

- ✓ **Manage** your fleet in real time
- ✓ **Increase** workforce utilisation and **boost** profits
- ✓ **Minimise** fuel costs
- ✓ **Build** customer satisfaction by keeping your customers informed.

## Find Out More

*Give us a call on 0845 604 6091, or complete the form below to download our fleet management brochure, and we'll be in touch to discuss your requirements and answer any questions you might have.*

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Company Name \*

Email \*

Phone Number

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Environmental

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Your Email \*

Phone Number \*

ASI Environmental is a Nationwide Asbestos surveying company with our own in-house laboratory.

We are UKAS accredited for asbestos surveying, which is your guarantee that we work to very strict guidelines and the highest professional standards.



## Property Personnel Case Study

Property Personnel wanted to increase website traffic by 50% and conversions (applications) by 25% but had a very limited budget.

Budget limitations ruled out a paid search campaign so we recommended an SEO strategy. Apollo analysed thousands of pages of data to gain a full understanding of their online presence. This would have taken hundreds of hours to do manually and meant we didn't waste time - or any of our customer's limited budget - carrying out any of this work but instead were able to focus purely on getting the job done.

We then implemented Apollo's suggestions using our Fix Boost Fill approach to SEO. This included optimising the mobile search experience, re-optimising low-performing content and producing an on-going content plan that mapped the decision-making process of job seekers.

### Results

The results were impressive, including: a 139% increase in organic traffic, a 40% increase in organic conversions (job applications and contact) and a 214% increase in relevant keywords with an average rank of 1-10.



## Codestone Case Study

Codestone came to us with the challenge of operating in a very competitive and expensive market place with competitors that had much larger budgets (Sage, Microsoft Navision etc). It was also felt that they were too reliant on Google PPC, spending in excess of £10k per month.

### Results

We provided a PPC solution that saw conversion rates double from 1.5% to 3% whilst reducing the Google spend to £6.5k per month. The remaining budget was then re-invested in Facebook and Bing where the average cost per click is at least 50% lower than on Google.





## Rural Retreats Case Study

Rural Retreats is a small holiday company. They approached us to increase online visibility, traffic and revenue from search. The main challenge was a poorly optimised website with a raft of technical barriers that were affecting rankings and visibility.

Apollo collected every possible piece of data about the website and then made recommendations as to where we should focus for the quickest and biggest wins. Once we had removed the technical barriers, we focused on expanding the onsite content to drive visibility for new searches such as ‘dog-friendly’ and ‘executive cottages’.

Meanwhile, we launched PPC campaigns targeting bottom of the funnel searches in order to drive immediate interest and bookings.

### Results

A 58% increase in search traffic resulting in an increase in conversions from 1.3% to 31%.

## Chenery Maher Solicitors Case Study

Chenery Maher had just launched a new website and approached us to help them improve visibility in the search engines and increase the number of inbound leads.

As always, our first port of call was Apollo – it collated heaps of data about their website and ran continual analysis to identify where the biggest opportunities were. We initially focused on strengthening the foundations of the website and boosting visibility for location-based terms.

We then turned our attention off-site, optimising their Google My Business page and building local citations, to strengthen brand authority.

### Results

Organic impressions rose from 1,000 per month to 7,000 in 12 months and then to 14,000 in the following 6 months.



If you'd like to speak to us about your search marketing, get in touch with our specialists today

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