

PACKAGES 2024

SEO.

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Teapot.



THE CREATIVE DIGITAL AGENCY

Creating digital experiences, growth and brand presence.

Teapot is an integrated agency driving innovation, creative journeys and digital performance. We've got you covered for brand development, creative coding, digital marketing, and more - growing alongside our clients and community.

Our team create change by empathising with your challenges and responding with inspiring solutions. We believe in doing good as well as doing good work, so are committed to social responsibility; from green hosting to local charities.

SEO STRATEGY

Supercharge your website.

Use big data taken from competitors and analysed by our SEO consultants to break down the next steps to take your SEO to the next level.

In a competitive landscape, you'd be surprised to know that planning an SEO strategy is often overlooked, even by your competitors. Statistics show that almost 70% of small businesses don't have an SEO strategy in place.. Whether you're a startup or have had a digital presence for years, ensuring you have a direction for your SEO campaign that aligns with your business goals should be a top priority.

We provide you with a comprehensive bespoke plan of the short, medium and long term SEO activities to increase your presence in search engines and outrank your competitors

Depending on your requirements, we are able to offer 3, 6 or 12 month SEO strategies.



COMPETITOR ANALYSIS

Find and fix the gaps.

If you need to understand where gaps exist between your website and your competitors look no further than a dedicated SEO competitor analysis.

We benchmark competitor keywords, links and other SEO industry metrics to get a view of what's holding your site back, in comparison to your competitors.

- A comprehensive breakdown of more than 20 indirect and direct competitors, with five chosen by you for a more in-depth analysis.
- With your five chosen competitors, we provide a keyword and link gap analysis.

LINKS

What's pointing at your site?

Link-earning strategy.

We ideate, plan and implement a bespoke link earning strategy to earn links naturally as Google recommends. We develop partnerships with other websites and build topically relevant links so your website can perform better than your competitors.

Link audits.

If you suspect your backlink profile contains unnatural links, your site could benefit greatly from having these removed or disavowed. Our link audits are performed manually. We audit each link to assess quality and document our findings in preparation to submit a disavow file to Google.

Link asset development and digital PR.

Earning links through content is natural, how search engines want link acquisition to be. We can develop content that engages your audience and partner with websites to get your content in front of people who want to interact with it.



AUDITS

An SEO health checkup.

SEO content audit.

An SEO content audit will uncover what's going well and poorly with your current content.

It can steer the direction of your content production by uncovering gaps and areas to improve upon. This will ultimately earn you more traffic in search engines and satisfy your target audience.

We analyse the performance of your content to find opportunities for organic improvement. We analyse metrics such as page speed, analytics performance, keyword history, linking domains to build a picture of your content quality. After this phase, we classify content for action needed to improve.

SEO audit.

We can help if your website is suffering from poor organic performance, drop in sales or the traffic that isn't converting to paying customers.

An SEO audit will allow us to understand the reasons behind this and set out steps in which to take to start improving the situation immediately. It will also identify issues and opportunities relating to your website's performance with search engines.

Taking into account your business goals and performance KPIs, we will benchmark these in the competitive landscape. The end set of recommendations from our SEO audit need to be implemented as suggested in order to gain any benefit from these.



ASSESSMENTS

A deep dive into your site.

Site quality assessment.

By gaining a deep understanding of the quality of your site, you are providing Google with reasoning to present your site to searchers.

Our site quality assessments uncover issues with E-A-T (Expertise, Authoritativeness and Trustworthiness) which is part of Google's core algorithmic evaluation processes. With issues that are found, we detail steps needed to be taken in order to improve your quality evaluation with Google.

Traffic drop assessment.

After suffering a drop in traffic to your site, the first step to bringing your audience back is to assess the cause and create a plan.

We are able to provide insight into the potential traffic decline by checking for technical, seasonal or algorithmic changes, delving into this further upon inspection and isolating particular areas of your site that have been impacted.

OPTIMISATION

Tinkering under the hood.

Metadata optimisation.

Optimising your metadata significantly improves Google's ability to understand your website's intent, allowing it to accurately match with the searcher's intent, thus attracting more traffic to your site.

By conducting extensive keyword research, we are able to highlight the most relevant and effective keywords to use for your site; we utilise this research to optimise your meta title, description and page headers for selected pages.

On-page optimisation.

We offer blog copywriting and optimisation services of wording and imagery, of both new and old posts; ensuring your content adds value to your website and the reader, alongside being able to supply suggestions for future content, based on keyword research. We review internal links and schema markup on pages, providing guidance based on SERP for the topical focus of the page.





CONTENT STRATEGY

Good SEO understands the competitive landscape as well as the searcher.

Strategising your upcoming content is a failsafe way to ensure all content is relevant and offers value to the site and reader, encouraging them to remain on the site, therefore lowering the bounce rate percentage.

Our services can include the creation of a content hub, where we evaluate future posts, assessing what makes them unique to your site and how we can provide expert insight into specific topics, relating to the searcher's intent.

