

SEO MARKET DOMINANCE

WHAT CAN THIS DO FOR YOUR BUSINESS?

While standard SEO improves your placement specifically when users search for you and what you do, it does not provide results for people who are looking for what you do but don't know the right keywords to find you.

Google recently announced the way people 'search' has changed - they now 'talk' to Google. For instance, instead of searching for 'plastic forks', they ask 'what is the best cutlery to use if you want to recycle it after eating?' This type of search is called a 'long tail search', and now accounts for 80% of all searches globally. Most SEO agencies have not adapted to the variations in these long tail search intents, and have continued to focus on an increasingly competitive keyword-focused approach. Our Market Dominance service is unique in that we target the untouched 80% of searches. This allows your business to dominate it's competitors in a space that they didn't even know existed.

HOW DO WE DO THIS?

1. Determine your competitors online
2. Perform an audit of the search intents in your sector (approximately half a million search intents).
3. Run an analysis to bundle search intents within categories.
4. Rank your presence against the market and find the gaps where no one else is ranking.
5. Create a year long content plan based on initial 'quick wins' and capture more of your market share.
6. Deliver content on a weekly basis.

WHAT YOU GET:

- 12 months of unique content (interactive and static)
- Improved online presence
- Your company will become the only truly relevant search result in 80% of searches within your industry
- Online market dominance over your competitors

BUDGET

- Initial audit and planning £3,500
- Ongoing content delivery £3,000/month

EXAMPLES

- @luckyonionjobs (twitter)
- @lccplc (twitter)
- @klpr_agency (twitter)
- @CannaColletti (instagram)
- @Qiviutandco (instagram)

"IF YOUR SHIP DOESN'T COME IN, SWIM OUT TO IT" - JONATHAN WINTERS

