



organicdigital

# organicdigital.co

## Content Optimisation

### **Prepared for:**

Dave Ashworth as a client

### **Prepared by:**

Dave Ashworth as a consultant

### **Summary**

Recommendations for keywords to be used, where possible, within the category page content and meta descriptions.

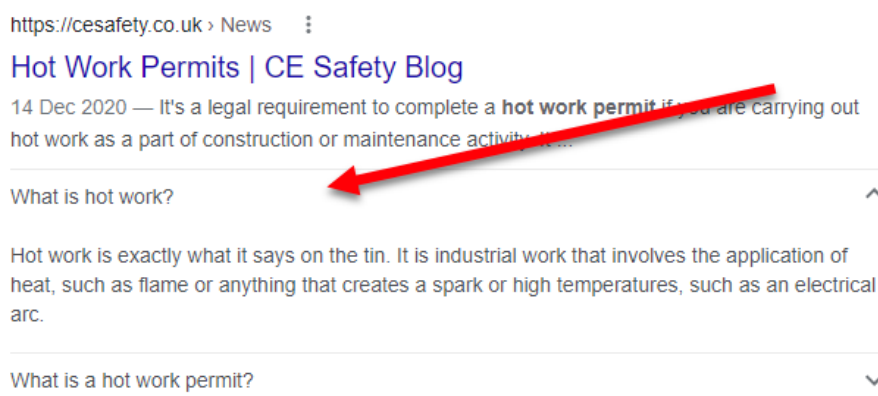
By analyzing the target keywords against the copy and the Optimised page copy of top ranking pages for those terms, we can see which terms are regularly appearing and are deemed relevant.

Whilst these should be considered and added where possible, don't stick them in for the sake of it resulting in spammy low quality content, as we still need to consider brand tone etc.

Look to at least use some of the primary target keywords, and use terms like buy, shop, delivery and other CTAs in the meta description.

We should look to optimise meta descriptions to be more succinct, more like a PPC ad and includes CTAs and USPs.

Also includes associated FAQs which can be used for QandA content which enhances search results as follows:



https://cesafety.co.uk > News

### Hot Work Permits | CE Safety Blog

14 Dec 2020 — It's a legal requirement to complete a **hot work permit** if you are carrying out hot work as a part of construction or maintenance activities.

What is hot work? ^

Hot work is exactly what it says on the tin. It is industrial work that involves the application of heat, such as flame or anything that creates a spark or high temperatures, such as an electrical arc.

What is a hot work permit? v

FAQs can be added at the foot of the page beneath the products (hopefully) or produced as a guide via a blog or similar

# Home Page

## URL

<https://organicdigital.co/>

## Primary Target Keywords:

- website optimisation consultant
- technical seo consultant
- organic seo consultant
- freelance seo consultant
- seo consultant
- seo freelancer uk
- freelance technical seo

## Optimised Title Tag:

Freelance Website Optimisation & Tech SEO Consultant

## Optimised H1 Tag:

UK Based Freelance SEO Consultant – Specializing in Website Optimisation

## Optimised Meta Description:

As a seasoned Freelance SEO Consultant, I specialize in website optimization and technical SEO strategies. Boost your site's organic visibility with a trusted UK based SEO freelancer. Over 20 years of expertise at your service.

## Optimised Page Content:

Delivering Expert Website Optimisation and Organic SEO Solutions.

Your Route to Enhanced Website Health

Just like a well-oiled machine, your website needs regular upkeep to excel. As your Technical SEO Consultant with extensive experience in web development, I am here to boost your site's performance, ensuring seamless experiences for users and higher rankings on search engines like Google.

In this digital age, a smoothly functioning website is key to securing higher rankings on renowned search engines, including Google. Entrust your website's optimization to a seasoned expert who is well-versed in the nuances of the industry. With my guidance, your site will not only thrive but excel, setting a high standard in user satisfaction and organic search visibility.

Organic SEO Consultant – Elevating Your Website's Visibility

Starting with a meticulous SEO audit, as your Organic SEO Consultant, I will delve deep into the intricate workings of your website. By scrutinizing every element, I aim to accurately ascertain your website's Optimised standings within the digital landscape. This involves a meticulous

process of pinpointing existing and potential issues that might be hampering your site's performance, and setting clear, actionable benchmarks to gauge future progress.</p>

Through a synergistic approach, I am passionately committed to significantly elevating your site's organic visibility. This, in turn, facilitates an upswing in search engine rankings and noticeably enhances click-through rates, fostering a robust online presence that stands out amidst the competition.

Your Trusted Freelance Technical SEO Expert

At the crossroads of digital marketing and web development, I offer expert advice and support across various disciplines. Catering to diverse client needs, from providing insightful recommendations to hands-on implementations.

With over 50 5 star reviews from a wide range of clients, I am your go-to Freelance Technical SEO expert, adept at both local and large-scale international SEO projects.

### Key Services

SEO Audits: A deep dive to evaluate your site's Optimised performance and unearth opportunities for improvements.

Website Migrations: Assure visibility and prevent glitches when transitioning to new platforms or domains.

WordPress SEO: Align your website with best practices to achieve optimal results.

Magento SEO: Stay a step ahead with a technically optimized e-commerce platform, guided by a proficient SEO consultant.

Google Tag Manager: Quick and cost-effective deployment of vital website codes and tracking adjustments.

Google Analytics 4: Achieve accurate data tracking and reporting in your Google Analytics 4 accounts

# Services

## URL

<https://organicdigital.co/services/>

## Primary Target Keywords:

- freelance seo services
- organic seo services
- technical seo services

## Optimised Title Tag:

Freelance Organic & Technical SEO Services

## Optimised H1 Tag:

Freelance Organic & Technical SEO Services

## Optimised Meta Description:

Expert freelancer offering bespoke SEO services – organic, technical & more. Tailored strategies, no monthly contracts. Aligning with your goals for optimal success.

## Optimised Page Content:

Embarking on a journey to amplify your website's presence? Look no further. I offer specialized Freelance Organic & Technical SEO Services, tailored to align seamlessly with your unique requirements. Unlike agencies bound by contracts, I operate flexibly, adapting to what suits you best, and ensuring that your voice is heard at every stage of the process.

### Your Flexible SEO Partner

In the dynamic digital landscape, having a flexible, client-centric SEO consultant can be a game-changer. My ad-hoc approach means I'm here to collaborate with you on your terms, no monthly contracts, just results-oriented, bespoke SEO solutions.

### Advantages of Freelance Expertise

Choose a partnership that brings not just expertise, but a dedication to delivering organic growth, enhanced visibility, and a solid technical foundation for your website. Experience the benefits of personalized attention, rapid response times, and a focus on achieving your business goals.

### Unlock Your Website's Full Potential

Let's work together to unlock the untapped potential of your website. With a potent mix of organic and technical SEO strategies, I am committed to catapulting your website to new heights, ensuring it resonates with your target audience and ranks well on search engines. Ready to make a significant impact?

Click here to get in touch to discuss your project today  
Services that Elevate Your Online Presence

Here, you'll find a suite of services designed to enhance every aspect of your website's performance. Click through to learn more about how each service can benefit your business:

#### SEO Audits:

Unveil the strengths and weaknesses of your website with a thorough SEO audit. I'll scrutinize every aspect, pinpointing opportunities for improvement and setting actionable strategies to escalate your website's search engine rankings and user experience.

[Click here to find out more about my SEO Audits](#)

#### Website Migrations:

Transitioning to a new platform or domain? I ensure a seamless migration, safeguarding your website's existing SEO equity and preventing potential pitfalls that could impact your visibility and traffic.

[Click here to find out more about my Migration Services](#)

#### Google Analytics 4:

Step into the future of web analytics with Google Analytics 4 implementation. I assist in setting up and optimizing your GA4, facilitating a deeper understanding of user interactions and enabling smarter, data-driven business decisions.

[Click here to find out more about my GA4 Configuration Services](#)

#### Google Tag Manager:

Streamline the process of updating tags and code snippets on your website with Google Tag Manager. I can help you swiftly and efficiently deploy analytics tags, conversion tracking, and other code fragments to enhance site performance and user tracking.

[Click here to find out more about my GA4 Configuration Services](#)

#### International SEO:

Expand your reach globally with international SEO strategies. I offer expert guidance in optimizing your website for different languages and regions, ensuring that your content resonates with a diverse audience, thereby increasing your global footprint.

[Click here to find out more about my International SEO Services](#)

#### Local SEO:

Maximize your local online presence with tailored local SEO strategies. I'll help you optimize your website to rank higher in local search results, drawing more traffic from relevant local searches and boosting your business in your geographical area.

[Click here to find out more about my Local SEO Services](#)

#### WordPress SEO:

Leverage the full potential of your WordPress website with tailored SEO strategies. I specialize in optimizing WordPress sites to enhance visibility, speed, and overall performance, driving more organic traffic and higher search engine rankings.

[Click here to find out more about my Wordpress SEO Services](#)

#### Ecommerce SEO:

Propel your online store to new heights with my Ecommerce SEO services. Regardless of the platform - be it Magento, Shopify, or any other, I provide expert assistance in optimizing your

site's technical and on-page elements, ensuring it's perfectly poised to attract more traffic and convert more visitors. Boost your online visibility and amplify your sales with strategies tailored to the unique needs of ecommerce platforms.

[Click here to find out more about my Ecommerce SEO Services](#)

#### Website Performance Analysis:

Dive deep into your website's performance metrics to identify areas for improvement. I offer comprehensive analysis services that highlight opportunities to enhance site speed, usability, and overall user satisfaction, fostering a robust online presence.

[Click here to find out more about my Performance Analysis Services](#)

#### Content Audits & Optimisation:

Discover the true potential of your content with comprehensive audits and optimization.

Together, we'll refine your content strategy, ensuring each piece not only resonates with your audience but also contributes to elevating your site's ranking and visibility.

[Click here to find out more about my Content Audit Services](#)

#### 3rd Party Tracking Configuration:

Stay ahead in the analytics game with precise 3rd party tracking configurations. I assist in integrating various tracking tools seamlessly with your website, facilitating a more granular understanding of user behaviour and site performance, which in turn helps in crafting data-driven strategies.

[Click here to find out more about my 3rd Party Tracking Services](#)

# Audits

## URL

<https://organicdigital.co/services/website-seo-audits/>

## Primary Target Keywords:

- technical seo audit service
- seo audit services
- technical seo audit services
- website seo audit services
- seo technical audit service
- seo audit service
- seo technical audit services
- seo audits services
- website audit services
- seo audit services technical seo
- seo website audit services

## Optimised Title Tag:

Website SEO & Technical Configuration Audit Services

## Optimised H1 Tag:

Comprehensive SEO Audit Services for Website Optimization & Technical Excellence

## Optimised Meta Description:

Unlock your website's full potential with bespoke, data-driven SEO audit services. Expert analysis and actionable insights to elevate your online presence.

## Optimised Page Content:

Why Should You Invest in a Website SEO & Technical Configuration Audit Service?

In a digital landscape that's continually evolving, securing a top spot in search engine rankings is more challenging than ever. Whether you've recently launched a website, observed a decline in traffic, or simply haven't optimized your site yet, my SEO audit services step in to uncover the underlying issues and opportunities. Here's why partnering with an expert in technical SEO auditing services can be a game-changer:

Your brand-new website hasn't been optimized yet.

A noticeable decrease in search engine traffic has left you perplexed.

Your newly launched site isn't living up to previous performance standards.

Google updates have negatively influenced your traffic.

Your site has never undergone a comprehensive audit before.

Despite acquiring high-authority backlinks and creating content, your organic performance isn't improving as anticipated.

What Makes My Technical SEO Audit Services Unique?



Leveraging years of expertise and a deep understanding of both website development and optimization, I meticulously scrutinize every facet of your website through an objective lens. Unlike many other services offering subjective evaluations, my approach is grounded in objectivity, considering every metric and checkpoint to craft a bespoke blueprint of your site's performance, identifying existing issues and potential growth areas.

Through a combination of Google Analytics and Search Console data insights, alongside utilising various site analysis tools, the SEO audit service I offer examines the critical areas of technical optimization and existing organic performance to map out the path to achieving full potential. Here's a glimpse of what's covered in the audit:

- Google Analytics Configuration
- Penalty Prevention
- Crawl Rate & Indexation Optimisation
- Duplicate Content & Content Quality Analysis
- On-Page Optimisation
- Schema Markup
- Site Speed & Core Web Vitals
- Mobile SEO
- Domain Authority Enhancement

Having refined this process over several years, I've successfully enhanced the performance of numerous websites across a spectrum of competitive niches. Your website will receive an overall organic performance score, which is derived from over 100 checkpoints, guiding us in optimizing your site for page 1 rankings and a surge in traffic, irrespective of your niche.

### The Benefits of Choosing My SEO Audit Services

Investing in a detailed SEO technical audit service offers the following benefits:

- Comprehensive insights into your website's current organic performance.
- A clearer understanding of the factors influencing your site's rankings.
- A roadmap to help your website reach its fullest potential.

### What Happens Post-Audit?

Once the audit is completed, you'll receive a detailed report illustrating your site's current standing, pinpointing existing issues, and providing top-level recommendations to mitigate them, along with the projected impact of these changes.

Leveraging my vast experience in website development and optimization, I offer you the flexibility to implement the suggested changes through a third-party developer or, if you prefer, I can undertake the optimization work for you, ensuring adherence to best practice SEO standards. Depending on the scope of the required work, I also offer periodic checks on your site's performance to guarantee that the implemented changes have fostered a positive impact on performance metrics and organic traffic, while continuously identifying and addressing any new issues.

# Migrations

## URL

<https://organicdigital.co/services/website-migration-consultant/>

## Primary Target Keywords:

- seo migration services
- website migration services
- website migration seo service
- website migration service
- web migration services
- website migration seo services
- seo migration service
- seo website migration services
- site migration services

## Optimised Title Tag:

SEO & Website Migration Services

## Optimised H1 Tag:

Expert SEO & Website Migration Services

## Optimised Meta Description:

Expert in SEO website migration with 20+ years in web development & SEO. Guarantee a smooth site launch with minimal disruption and potential organic uplift.

## Optimised Page Content:

Ensure A Seamless Launch with My SEO Website Migration Services

Launching a new version of your website doesn't have to mean risking your current organic visibility. With my website migration services, I ensure a smooth transition that maintains or even elevates your online presence.

Why Choose My SEO Migration Services?

Website migration is often necessary for various reasons, be it a rebranding initiative, a structural revamp, or an upgrade to a new server. However, an improperly executed migration can adversely affect your site's organic performance, with potential setbacks lasting much longer than anticipated.

Choosing the right service for website migration is pivotal in safeguarding your site's performance and organic visibility. I bring to the table over 20 years of experience in web development and SEO, offering a service that stands out for its meticulous attention to detail and comprehensive approach.

Website migration isn't just about moving content from one place to another; it's an excellent opportunity to fine-tune your website's SEO strategy. I take advantage of this moment to integrate SEO best practices fully into the new site. Beyond just transferring existing elements, I delve deep into keyword performance analysis and research. This proactive approach aims to enhance on-page optimization, ensuring not just a seamless transition but setting the stage for improved organic visibility and higher rankings in the long run.

Furthermore, my strategy goes beyond just redirecting the obvious URLs. By analyzing data from numerous sources that provide links and link data, I ensure that every possible URL is considered for redirection, mitigating the risk of losing visibility overnight. I've seen many migrations go wrong and have often been the one called in to fix them. My approach guarantees a smooth transition, harnessing the migration as an opportunity to bolster your site's SEO framework, thus promising an uplift in organic visibility post-migration.

### Common Pitfalls & How I Avoid Them

Website migration can sometimes go awry due to a variety of common mistakes, such as:

- Neglecting to implement redirects for old content
- Restricting the crawlability and indexation of new site/pages
- Changing the SEO focus on key pages without proper optimization

Understanding these pitfalls, I meticulously plan and execute web migration services that minimize disruptions and maintain a steady performance trajectory. My extensive experience in rectifying faulty migrations positions me as your trusted partner to navigate this complex process successfully.

### The Proven Approach to Website Migration Services

Every site is unique, necessitating a tailored approach to migration. My strategy encompasses:

- Benchmarking existing performance indicators such as indexed pages, traffic, and search visibility
- Identifying and addressing current crawl and content issues on the new site
- Optimizing the test site based on established performance metrics and potential opportunities
- Creating a comprehensive redirect plan to ensure smooth transition
- Conducting post-migration analysis to rectify any emergent issues

### Your Trusted Partner in SEO Website Migration Services

My expertise covers every aspect of site migration, including pre-migration audits, new website optimization, and post-migration analysis. Having facilitated the seamless migration of various site scales - from small brochure sites to expansive e-commerce platforms - I stand ready to assist you in navigating your site migration with precision and expertise.

Choose my services for a partnership grounded in experience and a commitment to elevating your site's organic visibility. Experience the uplift in organic visibility that my SEO website migration services consistently deliver.

# Wordpress SEO

## URL

<https://organicdigital.co/services/wordpress-seo-consultant/>

## Primary Target Keywords:

- wordpress seo consultant
- wordpress seo expert
- wordpress seo services
- consultant seo wordpress
- freelance seo wordpress
- wordpress seo consultants
- wordpress seo specialist
- woocommerce seo consultant
- wordpress seo experts
- consultant seo wordpress

## Optimised Title Tag:

Expert WordPress SEO Consultancy Services

## Optimised H1 Tag:

Comprehensive WordPress SEO Consultant Services

## Optimised Meta Description:

Boost your WordPress site's visibility with our expert SEO consultancy services, leveraging 20+ years of web development & SEO experience

## Optimised Page Content:

With over two decades of experience in web development and SEO, I offer unparalleled WordPress SEO consultancy services to enhance your website's organic visibility.

Is WordPress SEO-Friendly?

Initially, WordPress started as a blogging platform and it doesn't come with built-in SEO features. If you venture into using WordPress without a nuanced approach to SEO, you may encounter numerous on-site and on-page issues that diminish site quality and hamper your site's organic performance.

To ensure steady organic visibility and growth, it's imperative to tackle these issues head-on and prevent them from resurfacing as your site progresses.

The Optimal Approach to WordPress Site Optimization:

To truly unlock WordPress's potential, I adopt a meticulous approach to SEO. Initially, this involves tweaking basic WordPress settings and employing best SEO practices, including:

Crafting SEO-friendly URLs

- Establishing a well-structured site taxonomy (embracing category and tag pages)
- Fine-tuning site and page visibility settings
- Establishing effective internal linking and integrating breadcrumbs
- Implementing canonical domain configuration

For tackling more technical aspects, I utilize plugins and themes that assist with:

- XML sitemap configuration
- Enhancing site speed
- Image compression
- Overseeing HTTPS migrations and securing the site
- Crafting mobile-friendly and responsive templates
- Modifying .htaccess and robots.txt files

Additionally, I can directly edit your site's template and files through the Appearance Editor. When necessary, I employ Google Tag Manager to enhance your installation's functionalities to meet specific requirements.

My unique advantage stems from my extensive background in development. Not only can I pinpoint issues during the audit, but I can also directly implement necessary changes, either through plugins or code modifications. If there's a situation where changes cannot be managed internally, I communicate effectively with your developers to ensure smooth and accurate implementations without any fuss.

Take comfort in knowing that most WordPress setups can be fully optimized with plugins and template adjustments, avoiding the need for expensive development efforts. Plus, if your WordPress site currently has SEO issues, I can resolve them quickly and easily, paving the way for an increase in organic visibility.

# Ecommerce SEO – Magento and Shopify

## URL

<https://organicdigital.co/services/ecommerce-seo-consultant/>

## Primary Target Keywords:

- ecommerce seo consultant
- ecommerce seo services
- ecommerce seo expert
- ecommerce seo specialist
- magento seo consultant
- magento seo services
- magento seo expert
- magento seo specialist
- magento consultant
- shopify seo consultant
- shopify seo services
- shopify seo expert
- shopify seo specialist
- shopify consultant
- woocommerce seo consultant
- woocommerce seo services
- woocommerce seo expert
- woocommerce seo specialist
- woocommerce consultant

## Optimised Title Tag:

eCommerce SEO Consultancy Services

## Optimised H1 Tag:

eCommerce SEO Consultancy Services

## Optimised Meta Description:

With over 20 years of experience in web development and SEO, I specialize in enhancing organic visibility for eCommerce businesses across various platforms.

## Optimised Page Content:

Stay ahead of the competition with a technically optimised ecommerce site

Unlock Your eCommerce Potential

eCommerce businesses thrive on visibility. To outshine competitors, your online store needs an SEO strategy tailored to its unique challenges and opportunities. Drawing from two decades of expertise, I offer advanced eCommerce SEO solutions that drive traffic and conversions.

Is Your eCommerce Platform Truly SEO-Optimized?

Regardless of the platform you choose, merely setting it up isn't enough. SEO nuances, if overlooked, can become pitfalls.

For example, while search filters are great for user experience, they can inadvertently produce many nearly identical page variants, potentially weakening category pages' impact.

Common SEO Challenges Across eCommerce Platforms:

**Duplicate Content:** This often arises when products are listed across multiple categories.

**URL Challenges:** Different URL structures for the same product can create confusion for search engines.

**Indexing Concerns:** Issues like out-of-stock products and deleted categories appearing in search results can affect performance.

**Performance Bottlenecks:** Slow loading times, unoptimized images, and inefficient site crawls can be detrimental.

**Magento SEO Services:**

As a Magento SEO specialist, I understand the platform's intricacies inside and out. Magento is flexible but can be complex. Beyond its basic SEO settings, its open-source nature can lead to unique challenges. I've successfully navigated and resolved these challenges for numerous clients, ensuring their Magento stores are primed for search engine success.

**Shopify SEO Services:**

Shopify's framework is unique. While it offers a user-friendly experience, it has specific SEO nuances that, if overlooked, can impede organic visibility. Having optimized numerous Shopify stores, I've mastered the platform's ecosystem and know precisely how to leverage its features for maximum SEO benefit.

**WooCommerce SEO Services:**

Operating as a WordPress plugin, WooCommerce offers the power of a popular CMS combined with robust eCommerce capabilities. I've delved deep into WooCommerce, ensuring proper SEO plugin integration, theme compatibility, and optimal configuration, driving tangible results for WooCommerce sites.

**Your Partner in eCommerce Success:**

With my developer background, I don't just highlight SEO issues—I fix them. Whether it's through plugins or direct code amendments, I implement effective solutions. When specialized challenges arise, I communicate seamlessly with development teams, ensuring every SEO recommendation becomes a realized benefit.

# Google Tag Manager

## URL

<https://organicdigital.co/services/google-tag-manager-consultant/>

## Primary Target Keywords:

- google tag manager freelancer
- google tag manager freelance
- google tag manager consultant
- google tag manager consulting
- google tag manager expert
- google tag manager services
- freelance google tag manager
- google tag manager implementation service
- google tag management consulting services
- google tag manager consultancy

## Optimised Title Tag:

Freelance Google Tag Manager (GTM) Consultancy & Services

## Optimised H1 Tag:

Expert Google Tag Manager (GTM) Consulting Services

## Optimised Meta Description:

Unleash the power of Google Tag Manager with over 20 years of SEO experience. From setup to advanced configurations, ensure your site runs smoothly and effectively.

## Optimised Page Content:

Unlock the Potential of Google Tag Manager

In the evolving landscape of digital marketing, tracking, analyzing, and optimizing are key. Google Tag Manager, a powerful tool in the digital marketer's arsenal, offers the flexibility and scalability to implement diverse tags without constant developer interventions. But like any powerful tool, it requires a skilled hand for optimum performance.

With over 20 years navigating the intricacies of SEO and digital platforms, I've honed my expertise in Google Tag Manager, ensuring businesses maximize the utility of their websites. GTM may offer a revolutionary approach to adding third-party scripts and managing dynamic code, but without precise implementation and monitoring, it can also lead to missed opportunities or even digital missteps.

Why Google Tag Manager?

The beauty of GTM lies in its promise of autonomy—it empowers website owners to bypass the often lengthy and costly process of developer implementations. But with this autonomy comes the responsibility of precise tag configuration. From basic tracking scripts to more advanced configurations like JSON Schema Mark Up based on dynamic variables, the potential of GTM is



vast. However, not all implementations are straightforward. And that's where my extensive experience comes into play.

#### The Art and Science of Tagging

Setting up and using GTM may seem straightforward on the surface, but delve a little deeper, and the complexities become evident. Whether it's managing triggers, ensuring tags fire at the right moment, or integrating with tools like Google Analytics for richer insights, the work behind the scenes is intricate.

The digital space is unforgiving of errors. Misconfigured tags or wrongly implemented triggers can skew data, leading to misguided strategies. With my hands-on experience and deep understanding of both coding and digital structures, I ensure that GTM is not just a tool, but a strategic asset for your business. By ensuring precision in every tag action, I help businesses drive more meaningful engagements, gather richer insights, and ultimately, achieve their digital goals.

#### SEO and GTM: A Perfect Match

While GTM in itself isn't inherently an SEO tool, its capabilities can be leveraged for SEO benefits. Be it optimizing meta tags, title tags, or implementing structured data, with the right expertise, GTM can be a game-changer for search engine visibility. And with two decades in the SEO domain, I know exactly how to harness this potential.

# Google Analytics

## URL

<https://organicdigital.co/services/google-analytics-4-consultant/>

## Primary Target Keywords:

- ga4 configuration service
- ga4 migration services
- google analytics 4 migration services
- google analytics 4 services
- freelance configuration analytics
- google analytics 4 configuration services
- google analytics configuration service
- ga4 migration service
- bespoke google analytics training
- ga4 training

## Optimised Title Tag:

GA4 Migration, Configuration, Reporting & Training Services

## Optimised H1 Tag:

GA4 Migrations, Custom Configurations, Reporting & Bespoke Training Services

## Optimised Meta Description:

Expert in Google Analytics 4 services: from migration to custom configurations, tailored event tracking, and unique reporting. Discover actionable insights tailored for you.

## Optimised Page Content:

Unlock the full potential of Google Analytics 4 (GA4) with custom configurations, bespoke event tracking, and tailored reporting. Benefit from insights tailored to your needs and receive training designed to guide you through your unique data landscape.

Get In Touch to find out more

### Why Choose Enhanced GA4 Configuration?

Google Analytics 4 offers an extensive range of tools. However, a custom configuration ensures that you're capturing every vital user interaction and that your reports highlight what's most significant for your business.

### Bespoke Event & Engagement Tracking:

Move beyond standard event tracking and delve deeper into user behavior. By implementing tailored configurations, you can uncover nuanced user interactions and ensure no essential data points are overlooked.

### Bespoke Reporting with Exploration & Looker Studio:

Transform raw data into actionable insights. Craft bespoke reports using GA4's exploration section and Looker Studio, tailoring your data to paint a vivid story of your audience's journey, engagement, and conversion paths.

#### Specialized Training:

While understanding the basics of GA4 is crucial, our training goes a step further. Emphasizing the specific configurations and custom reports set up for your organization, the tailored sessions guide you on navigating, interpreting, and leveraging your unique data setup. By the conclusion, you'll be adept at making data-driven decisions to steer your business toward growth.

#### Customize Your GA4 Experience:

Recognizing the individual needs of each business, Organic Digital offers a tailored approach. Whether you're looking for configurations, reporting, or training, services are molded to fit your specific requirements. Each service is a testament to our commitment to providing bespoke solutions that drive results.

# Performance Analysis

## URL

<https://organicdigital.co/services/website-performance-consultant/>

## Primary Target Keywords:

- seo performance analysis
- website performance analysis
- website performance consultancy
- organic search performance

## Optimised Title Tag:

Website & Organic Search Performance Analysis and Consultancy

## Optimised H1 Tag:

Website Performance Analysis: Enhancing Organic Search & SEO Performance

## Optimised Meta Description:

Elevate your website's organic success. Dive deep into website performance analysis and receive expert consultancy for actionable insights.

## Optimised Page Content:

Discover the efficiency of your website's organic presence - discern what's resonating and what might be lacking.

Why Analyse Organic SEO Performance?

A precisely optimized website combined with a robust organic search strategy is paramount for amplifying your organic search traffic. But, how do you validate the effectiveness of your efforts?

Whether you've initiated a digital marketing campaign or are on the cusp of launching one, it's essential to benchmark your current SEO performance. This will not only showcase the impact of your forthcoming strategies but also illuminate areas demanding attention to fortify your website's standing vis-à-vis competitors.

Simply producing a ranking report is passé. Attaining the #1 spot for a keyword is pointless if it doesn't augment website traffic. Contemporary organic search reporting delves deeper, shedding light on how it aligns with and elevates your overarching digital marketing objectives.

How I Can Enhance Your SEO Performance Analysis

Whether as part of an ongoing optimization project or a standalone website performance analysis, a meticulous audit is conducted to gauge:

The breadth of your organic keyword reach

Performance metrics such as impressions, clicks, and click-through rates

- Keyword performance analysis to determine rankings
- Identifying high-performing search terms and underperforming ones
- Ascertain traffic-driven pages and their counterparts
- Your site's competitiveness across various SERP features - organic results, maps, snippets, news, video, etc.
- If applicable, international reach insights
- Domain strength coupled with link profile analysis

Beyond these insights, guidance will be provided on necessary tweaks to boost website performance, ensuring it seamlessly integrates within a multichannel strategy.

### Competitive Organic Search Performance Analysis

Dive into an in-depth website performance consultancy to decipher how your competitors are maneuvering within your niche. If their rankings have left you puzzled, I'll demystify the reasons and craft a strategy for turnaround.

Evaluate your site vis-à-vis competitors on parameters such as:

- Keyword performance and reach
- Domain potency and link profile analysis
- Website speed and efficiency
- Essential on-site optimization elements

All the insights mentioned can either be presented as a comprehensive one-off report or periodic snapshots, ensuring continuous organic search performance enhancement.

### Bespoke Periodic Reporting

Further, I can sculpt a custom report tailored to your organic and overarching digital campaigns. This consolidates crucial metrics, drawing from myriad sources like:

- Google Analytics & Search Console
- Google Ads
- Facebook Ads/Insights/Business Manager
- LinkedIn Ads/Pages
- Twitter, Instagram, YouTube
- Keyword Tracking Software
- Any internal data exportable to CSV

# International SEO

## URL

<https://organicdigital.co/services/international-seo-consultant/>

## Primary Target Keywords:

- international seo services
- international seo consultant
- international seo expert
- international seo audit
- international seo google
- global seo services
- global seo consultancy
- global seo expert

## Optimised Title Tag:

International SEO Consultant with Expert Global SEO Services

## Optimised H1 Tag:

Optimise Your Website for Global Audiences with Expert International SEO

## Optimised Meta Description:

Specialising in international SEO services. Tailor your site for global reach & multi-language audiences. Benefit from a hands-on, expert SEO consultant approach.

## Optimised Page Content:

Optimise your site for multiple languages and global audiences

Why Consider International SEO?

Reaching a global audience goes beyond mere translation. With potential customers around the world, your site needs a strategic international SEO plan to ensure visibility across different regions and languages.

When your visitors land on your site, the experience should resonate with them in their native language, boosting UX and conversion rates. It's not about quick wins; it's about long-term strategies that expand your global footprint while offering a competitive edge.

Determining the Need for International SEO

By diving deep into your analytics and search console data, I can identify:

Countries and languages currently driving organic traffic to your site.

Content and keywords that resonate in specific regions.

Conversion efficiencies by region.

This data paints a clear picture of where there's potential for international growth and the competitive landscape in those regions.

## How to Implement International SEO

There are multiple strategies to roll out an international site:

Separate top-level domains (e.g., .co.uk, .fr, .de)

Distinct subdomains (e.g., uk.domain.com, fr.domain.com)

Unified domain with subfolders (e.g., domain.com/uk, domain.com/fr)

While each strategy has its merits, your current CMS and desired growth trajectory might make one more appealing than the others. After choosing the approach, the steps involve:

Comprehensive content translation and localization.

Specific geo-targeting in Google & Bing Search Consoles.

Implementation of alternate language tags, ensuring the right content appears in local search results and resolving potential duplicate content issues.

### Personalised International SEO Consulting

Having spearheaded various international SEO projects, I understand the intricacies of tailoring websites for global audiences. While the overview here provides a snapshot of the process, the real magic lies in the details. International SEO isn't just about translation – it's about understanding cultural nuances, search behaviors, and regional competition. With my expertise, your website can effectively reach and resonate with audiences worldwide.

# Local SEO

## URL

<https://organicdigital.co/services/local-seo-consultant/>

## Primary Target Keywords:

- local seo consultant
- local seo consultancy
- local seo services uk
- local seo services
- local search optimization
- google my business optimisation

## Optimised Title Tag:

Local SEO & Google My Business Optimisation Services

## Optimised H1 Tag:

Local SEO & Google My Business Optimisation Services

## Optimised Meta Description:

Harness the power of local search with a dedicated local SEO consultant. From local search optimization to Google My Business optimisation, boost your local presence.

## Optimised Page Content:

Local SEO focuses on optimising your business for searches specific to a geographic location. If your business relies on customers in its vicinity, Local SEO is essential. It goes beyond just standard SEO practices by targeting geographical signals, business listings, and local user intent.

Factors influencing Local SEO include:

Proximity: How close is your business to the person searching?

Relevance: How well does your business match the search query?

Trust: Based on user reviews, how trustworthy and reputable is your business?

Local Citations: Mentions of your business (even without links) across the web.

Why is Local SEO Increasingly Important?

Rise in 'Near Me' Searches: "Near me" mobile searches, especially those related to purchasing intent, have surged. For instance, as of 2018, searches like "where can I buy near me" have grown over 500% in the previous two years.

Local Map Listings: More and more search results now display map listings, highlighting the need for businesses to be present and optimised in these results.

Google My Business Optimisation: Why It's Crucial



A pivotal component of Local SEO is Google My Business (GMB). An optimised GMB listing ensures your business stands out when potential customers search locally.

Benefits of Google My Business Optimisation:

**Enhanced Visibility:** Ensure your business appears for relevant local searches, increasing potential foot traffic and local sales.

**Rich Features:** Utilise posts, services, product listings, and more to engage your audience directly from the search results.

**Customer Interaction:** Reply to reviews, answer queries, and use the Q&A feature to build trust and reputation in your local community.

**Insightful Analytics:** Gain a deeper understanding of how customers interact with your listing and what drives them to your business.

How Can Organic Digital Elevate Your Local Presence?

Our local SEO consultancy ensures your business is primed for local success:

**Business Listings:** Claim and optimise your listings on major platforms like Google and Bing. Surprisingly, over half of businesses haven't done this – a quick win to get ahead.

**Website Localisation:** Incorporate your address, geographical cues, and link to your business listings, backed by structured data.

**Customer Reviews:** Strategies to encourage satisfied customers to leave positive reviews, bolstering trust.

**Business Citations:** Increase the mentions of your business across authoritative websites.

**Enhanced GMB Optimisation:** From setting up to fine-tuning your GMB listing, we ensure you harness its full potential.

Reach out to our local SEO services to boost your business's local footprint, enhance visibility, and engage with your community like never before.

# Content Audits & Optimisation

## URL

<https://organicdigital.co/services/content-audit-consultant/>

## Primary Target Keywords:

- content audit services
- content optimisation services
- seo content audit services
- seo content optimisation services
- content audit consultant
- content optimisation consultant
- seo content audit consultant
- seo content optimisation consultant

## Optimised Title Tag:

Content Audit & Optimisation Services

## Optimised H1 Tag:

## Optimised Meta Description:

Boost your website's performance with dedicated content audit services and optimisation from experienced SEO content consultants. Drive results with content that matters.

## Optimised Page Content:

Content is the cornerstone of every successful website. But ensuring that it not only serves your audience but also aligns with SEO best practices can be challenging. That's where I come in. My expertise in SEO and content strategy ensures that your content truly shines and reaches its maximum potential.

SEO Content Audit Services: Digging Deep

Why is a Content Audit So Crucial?

In a content audit, I meticulously review your website's existing content to identify its strengths and areas of improvement. Given how swiftly SEO and user preferences change, it's paramount to keep content updated and effective. In my audit process, I:

Highlight Outdated Information: Making sure that all data, statistics, and facts remain relevant.

Pinpoint Unexplored Content Avenues: Identifying gaps that, when addressed, can drive more traffic.

Review Performance Indicators: Analysing which content pieces are driving the most engagement, traffic, and conversions.

Unearth SEO Shortcomings: Identifying elements that might be affecting your site's SEO and overall user experience.

## Content Optimisation Services: Perfecting Every Word

Content optimisation isn't solely about SEO—it's about truly connecting with your audience. Using insights from the thorough content audit, I:

**Tweak Content Structure:** Ensuring content is user-friendly and structured effectively.

**Boost SEO Elements:** Refining meta descriptions, headers, and keyword usage for better visibility in search engines.

**Enhance with Relevant Visuals:** Incorporating appropriate images, videos, or infographics for higher engagement.

**Strengthen Calls to Action:** Crafting compelling CTAs to prompt user action.

### Why Choose My Content Services?

Having spent years as an SEO content audit and optimisation consultant, I'm well-acquainted with crafting content that resonates with both users and search engines. My promise:

**Personalised Strategy:** I tailor my approach to align with your specific business goals and audience demands.

**Transparent Reporting:** I believe in being transparent, providing detailed reports that highlight improvements and future plans.

**Staying Ahead of Trends:** Continuous learning ensures my methods are always in sync with the latest in SEO and content strategies.

**A Focus on Results:** My primary aim is to enhance your website's performance, bringing tangible, positive outcomes.

Content is vital, and with my bespoke content audit and optimisation services, I'm dedicated to ensuring yours truly makes a mark. Let's talk about refining your website's content and taking it to the next level.

# 3rd Party Tracking Configuration

## URL

<https://organicdigital.co/services/third-party-tracking-configuration/>

## Optimised Title Tag:

Third Party Tracking Code Configuration Services

## Optimised H1 Tag:

Third Party Tracking Code Configuration Services

## Optimised Meta Description:

Get accurate insights from your website. My tracking code configuration services ensure seamless integration of various platforms for precise data collection.

## Optimised Page Content:

Get accurate insights from your website. My tracking code configuration services ensure seamless integration of various platforms for precise data collection.

Why Tracking Code Configuration is Essential

Every successful website revolves around a central theme: understanding its users. Tracking codes, when configured correctly, become powerful tools in gauging user behaviour, website performance, ad conversions, and more. Having an expert like me handle the installation ensures:

Accuracy: Avoid inaccurate data collection which can lead to flawed decisions.

Efficiency: Speedy and correct installation means quicker access to crucial data.

Integrity: Ensuring the website's functionality remains unhampered during and after the integration.

Custom Solutions: Tailoring tracking configurations to suit specific business needs and goals.

Platform-Specific Tracking Codes and How I Can Assist

Google Analytics:

Beyond just installing, I ensure all your user interactions are measured, and that you're set up to obtain comprehensive insights about your site's visitors.

AdWords:

Monitor your ad conversions with pinpoint accuracy. I'll set up your AdWords tracking to ensure every click and conversion gets logged.

Facebook Pixel:

From tracking page views to specific events like adding items to cart, I make sure your Facebook marketing gets the precise data it needs.

Affiliate Tracking:

Understand your referral traffic and conversions. Whether you're using an in-house system or third-party platforms, I have you covered.

Hotjar:

Dive deeper into user behaviour with heatmaps, recordings, and surveys. I ensure Hotjar captures every interaction without affecting site speed or performance.

LinkedIn Insight Tag:

Track conversions, retarget website visitors, and gain insights about LinkedIn ad campaigns. I'll set it up to gather maximum information.

Twitter Universal Website Tag:

Optimize your Twitter ads by tracking conversions and events. I'll ensure you're capturing all the right data points.

Pinterest Tag:

If your brand thrives on Pinterest, tracking conversions and understanding user activity is crucial. Let me handle the configuration.

Bing Ads UET (Universal Event Tracking):

Bing offers a plethora of ad opportunities. I ensure you track conversions and website activity associated with your Bing ads effectively.

HubSpot Tracking Code:

Streamline your marketing efforts with HubSpot. I'll ensure the tracking code provides insights on every visitor and interaction.

Crazy Egg:

This is another tool to understand your users via heatmaps and A/B testing. I can seamlessly integrate it into your site.

To derive meaningful insights from your site, you need more than just tracking codes—you need them to be installed and configured correctly. Allow me to ensure that every click, view, and action on your site is tracked accurately, providing you with the precise data you need to make informed decisions.

# About

## URL

<https://organicdigital.co/about/>

## Primary Target Keywords:

- seo expert
- seo expert uk
- organic seo expert
- technical seo expert
- professional seo consultant
- professional seo expert
- seo professional
- uk seo professional
- organic seo specialist
- seo consultant specialist
- seo specialist uk
- technical seo specialist
- organic search specialist

## Optimised Title Tag:

Dave Ashworth: Premier SEO Expert & Specialist in the UK

## Optimised H1 Tag:

Dave Ashworth

## Optimised Meta Description:

Dave Ashworth – A UK-based SEO Expert specialising in technical optimisation. Discover the power of professional SEO. Dive in to learn more.

## Optimised Page Content:

Technical SEO Expertise for Optimal Organic Performance

With years of dedication to SEO, I pride myself on my professional approach, focusing on enhancing websites for both users and search engines. As your SEO specialist, I am committed to elevating your website's performance, providing targeted strategies tailored to your unique needs.

Unlocking Website Potential

Technical SEO is at the heart of a website's success. As a seasoned consultant, I dive deep into the metrics and practices that drive website performance. My specialisation lies in uplifting the quality, speed, and results your website yields, ensuring it delivers on its potential.

Your Dedicated Website Mechanic

Consider me your go-to for diagnosing and rectifying website performance issues. With specialist tools, unmatched experience, and a meticulous approach, I conduct thorough audits

to pinpoint and address your website's challenges. Together, we'll set the roadmap for ongoing optimisation, ensuring your website remains in peak health.

#### Decades of Combined Development & SEO Expertise

My journey in the digital world is extensive. A software development degree and a decade of web development provided the foundation. The subsequent ten years in SEO solidified my expertise, giving me a unique lens to view the intricate dance between web development and digital marketing. This synergy ensures that your website is not only functional but also SEO-optimised.

#### Tailored Solutions with a Global Outlook

While each website has its nuances and each client their distinctive requirements, my professional approach remains consistent. Whether you're based in Greater Manchester or beyond, I offer expertise that transcends borders. My experience with global e-commerce businesses and multi-language markets ensures that wherever you are, I've got your SEO needs covered.

Whether it's a routine health check or a comprehensive SEO overhaul, trust in my commitment to drive impactful results. As an organic SEO specialist, I am here to usher in a new era of digital excellence for your brand. Let's embark on this SEO journey together.