

# SEO Budget

## Working to a small Local SEO Budget

### Case Study

### *Requirement*

We were asked to deliver a localised SEO campaign for a small business working within the health and wellbeing sector. Whilst the business was flourishing, even with its limited online presence, it was clear to see that online local competition starting to have an impact on enquiries coming in.

### *The Challenge*

Our main challenge was to deliver measurable results within the very small monthly budget that we were given to work to. SEO is a long, hard slog that takes hours of labour over prolonged periods of time and, the smaller the budget, the longer it will take to achieve results. Although the site itself was around 3 years old, it was one that Web Elegance had designed and so we were happy that it was built with SEO in mind. Yes a site audit identified a number of areas for improvements, but nothing too complex.

### *The Solution*

As the budget was limited, the client agreed to take responsibility for adding content to the site, as well as the management of social network sites as part of an outreach strategy. To ensure that we received the right content for the website, we assisted the client in putting together a comprehensive content strategy, complete with focus topics and copy deadlines. This would ensure the site blog was regularly updated with fresh, high quality content that could be optimised appropriately.

Our focus was to research and understand the local online demand for the client's services, and put together an SEO strategy within the budget that would help the site to gain positioning for local search. We undertook some keyword research to identify potential target local keywords, and carried out an audit and analysis of the 3 main local online competitors for benchmarking purposes. We took on all the ongoing technical tasks across the site pages and posts, including new content, as well as other crucial local search activities which the client had previously neglected. This included the set up and management of the Google my business listing, Bing Places and managing NAP data & consistency etc. , whilst continuing to review and analyse site performance.

As a result, the site is now in the local 3-pack Google map results for all priority search terms within the target location and organic traffic has increased by more than 20% within the first month. The business now enjoys a much bigger overall presence in the SERPs but particularly within the local area and, as our work continues, we expect to build on these results.