



# JM Spate Web Analytics

## Low cost search engine optimisation

**Website not making money?** You might have a fantastic website and great products but if nobody visits it won't count for much. The internet is the world's biggest and most competitive marketplace and getting noticed is the most difficult task facing any new company.

**Rank well, generate revenue** If your website doesn't appear on the first or at least the second page of search engine results for a particular phrase it's very unlikely to be getting many visits from it. The site ranked at #1 usually gets up to 40% of the total traffic.

**Search Engine Optimisation (SEO)** is the practice of improving rankings. Put simply, better rankings means more traffic, and more traffic means more revenue.

**Find the right visitors** Being at the top of the search engine rankings isn't everything. The trick is to rank well for the right search phrases- there's no point ranking at #1 for something almost nobody searches for.

**We specialise in finding opportunities.** Targetting the best search keywords will help you get the best value out of every ounce of hard work.

**Investigate your competition** Know your enemy. Examining the activity of competing sites is not only informative, it's a great way of finding new opportunities. We can tell you not only how strong your competitors are but what strategies they're using and what you'll have to do to beat them.

**SEO or advertising?** You could invest in paid advertising to get more website traffic, but that's a costly business and the second you stop paying traffic stream dries up. Optimising your site for search engines has long-term, lasting benefits.

**You can do SEO** Of course, optimisation isn't completely straightforward - if it was, everyone would be doing it- but it's not impossibly difficult either. With the right guidance most online businesses can do their own SEO. They just need a little help getting started.

Not everyone has thousands of pounds to pay SEO companies but any time you or one of your staff has a few hours, you can be at work improving your own rankings. JM Spate Web Analytics can help you do it and do it well.

**We can help with** optimising site structure, html, and either provide or help you write meaningful text content that will help your rankings. We can build links with other high quality sites or show you the tricks of the link-building trade, and help you get involved in social media and be effective on industry forums.

We can work for you or with you. Whether you just need a little helping hand or a full SEO package, our experts can provide the skills and expertise you need.

**Rates** We charge on a sliding scale. Small businesses pay less and so do not-for-profit organisations. SEO help is affordable and you can have as little or as much as you need. Linkbuilding services are available on a per-hour or a per-link basis.

**Why choose us?** There are hundreds of SEO companies out there. Why choose JM Spate?

Dr Jess Spate has years of experience in online commerce and holds a PhD in analysis. She is ideally placed to help you turn data about website visits into practical improvement and optimisation plans or help a brand new online business get off the ground.

JM Spate Web Analytics has worked with virtual worlds, small retailers, government commissions, large commercialised blogs, and affiliate marketing websites. Some of our clients are charities, others are local businesses, and others are international corporations. We have experience with sites that receive thousands of visits per hour and those that see less than that per year.

# SEO consulting for web design companies

## **Well designed sites won't necessarily rank highly**

Google doesn't care how good a site looks. Clean html and good navigation will help any website rank well but it takes more than that.

As web designers, you're responsible for building a site, but you may not want to be responsible for marketing it, building links to it, or producing new content will help lift it through the search rankings. That's where we come in. JM Spate Web Analytics can take a freshly-minted site and help bring in traffic.

## **Complete SEO packages**

We can provide a full SEO service, including link building, keyword research, text content, and detailed analysis of current traffic patterns and competitor action.

**Low-cost SEO training** New online businesses often use up the majority of their budget building the best possible site. We understand that many don't have a huge budget available and in most cases, clients can do a lot of SEO work themselves. We can provide the training and guidance they need to get started.

**Analytics** There is a world of difference between data and actionable information. We can turn the numbers from a site's Google Analytics or log files into practical insights into what's going on- which pages are working and which aren't, where traffic is coming from and what's missing.

**Why choose JM Spate?** Dr Jess Spate has a PhD in analysis and has spent years in online commerce. She is up to date with cutting edge SEO and knows what works and what doesn't from experience and experimentation, not just theory.

Along with a small collection of specialists, she can provide as much SEO as you need or as little as you like. We respond quickly and offer a personal service.

## **Consultant or white label**

How we deliver SEO and training services is up to you. Either you can simply refer clients who are unhappy with their current traffic levels to us as a consultant company (for a finder's fee), or you we can provide the same quality service in your name. You can offer SEO to your clients without needing to train an existing member of staff in the latest techniques or hire anyone new.

## **Helping you build optimal sites**

Headings, meta tags, navigation, and layout choices do affect rankings. If you're building a new site or updating an old one and want to get everything absolutely on target, we can help you create something that is truly optimal.

**Rates** Most services are charged at an hourly rate, except link building, which is usually performed on a per-link basis. Optional status reports are also available at a flat rate.

Our standard rate for SEO work is £21/hour. However, we offer substantial discounts for web design companies.

# The power of web analytics

**Knowledge is power** That is true in high street commerce and it's certainly true online.

**What's working and what's not?** No site is perfect. Some sections will perform better than others. Identifying poorly performing pages and those that excel is a step towards increasing overall site quality.

**Where is your traffic coming from?** Understanding who is visiting your website is key. Are users arriving through links, through paid advertising, through Facebook, or through search engine results?

**The 80/20 rule** Different kinds of visitor will behave differently. Some will be more likely to buy or otherwise convert. As applied to online commerce, the 80/20 principle says that roughly 20% of a site's visitors generate about 80% of the revenue.

Knowing which visitors are spending money gives you the power to target those high-quality users, find more of them, and raise profitability.

**Understanding organic search** Most sites get the majority of their traffic through organic search, and if they don't, there are good reasons why they should aim to.

The spectrum of phrases Google, Yahoo, and Bing searchers use to find your site is richly informative. It can tell you how high brand profile is and whether or not you're getting traffic that's really related to the products and services on offer. It also has a lot to say about growth opportunities that you might be missing.

**What's missing?** JM Spate Web Analytics has the experience to know what your analytics data should look like. We'll be able to see what's there and tell you what's not, and how to get it.

**Tracking changes** Evaluating the effectiveness of advertising campaigns, promotions, and SEO activities allows a company to quantify return on investment and direct future activities accordingly.

**Why choose us?** We're not just an SEO company. Dr JM Spate has a strong background in research and mathematics as well as web marketing. She understands the concepts behind the numbers and knows how to get the best value out of your analytics.

We've worked with clients from PR0 to PR7, in the UK, the USA, and Canada. Most have been private companies but we've also worked on large-scale public projects. Projects can be undertaken under non-disclosure agreement.

**Making sense of data** Numbers alone don't provide useful insights. Data mining- the process of extracting usable information from large amounts of data- is our speciality. Business people rarely have the time to wade through pages and pages of numbers. We can tell you what you need to know and present it clearly and concisely.

**Rates** Analytics prices start from £21/hour. Regular weekly, monthly, or seasonal reporting can be undertaken at a negotiated flat rate. non-disclosure agreement.

**Google Analytics or much much more** Google Analytics is by far the most popular free web analytics tool. Like all tag-based analytics solutions, it has its flaws, but for most small to medium sized websites Google Analytics can provide all the data required to understand site dynamics and visitor sources. We can help you set it up or tell you exactly what an existing GA account is really saying.

For those that need more, we offer supplementary log file analysis and other more complex techniques. If you're not sure what you need, we're more than happy to talk through the pros and cons of different approaches.

"I hired Jess to provide me with analysis with regards to my two company websites, and also to provide some SEO work in helping the sites achieve higher visibility within our market.

Jess was easily contactable throughout the time of hiring, and provided excellent insight into how we could improve our rankings and also made explanations easy to understand for even the most 'technophobic' staff at the company. Not only that, but I would consider the rate at which Jess was working - time-wise and money-wise - to be excellent value."

Ben Gallivan, Method Magazine

"We were starting a website to give our small boat carpentry business 'Boatchippy' access to a wider market. Being specialist wooden boatbuilders were not too hot on building websites and were looking for someone to offer some help and guidance. Jess did a really great job, taking on some tasks and leaving us with what we could manage ourselves. A really cost effective solution. Since then we have business enquires from all over the UK and even France."

Myles Jordan, Boatchippy Marine Carpentry - [boatchippy.co.uk](http://boatchippy.co.uk)

"The South Wales Bolt Fund was struggling to raise awareness of safety issues in the rock climbing community. The website Jess helped build has really made it possible to communicate with the community, sponsors and raise funds."

Volunteers, South Wales Bolt Fund - [southwalesboltfund.co.uk](http://southwalesboltfund.co.uk)

"Jess has always been a pleasure to do business with. Whenever anyone is looking to optimise their online presence, I always recommend they talk to Dr Jess."

Tom Fowler - [tombfowler.com](http://tombfowler.com)

"I'm so impressed with Jess's deep and detailed knowledge of keyword research that I've just hired her for another project. She's incredibly responsive and punctual at each step of the process. I wholeheartedly recommend her to anyone looking to improve their website SEO or paid search."

Sarah Vining, Sarah Vining Marketing Consultancy

## Recommendations

"Jess really is great and her new venture rocks! She's been teaching me all the secrets of SEO and helping us get our social marketing plans organized. I really appreciate the fact that she is willing to either do the entire work herself or let you run with the raw advice... this kind of flexibility is definitely appreciated.

Not only that but she is fast. From the first moment of interaction, we had a solid set of concrete, actionable items from her within a couple of hours. Now that's service!

I can definitely recommend her services to anyone needing professional help with SEO optimization and/or business oriented social networking advice. JM Spate Web Analytics FTW!"

Christian Beaumont, Foundation 42 games and apps - [foundation42.com](http://foundation42.com)

"Since re-building and re-launching our website in February 2010, Jess has been an invaluable resource providing expertise, guidance and most importantly insight into the performance of our website. Jess really understands data and Google Analytics and has a rare ability to explain what the data actually means and what actions should be taken as a result. Highly recommended!"

Adam Margolin, Head of Marketing Support, SPAR (UK) Limited - [spar.co.uk](http://spar.co.uk)