



Rhino SEO & Paid Search.

Your guide to: Search Engine Optimisation and
Paid Search Advertising Services.





Rhino understand that search engines are a critical part in how your business operates online, and they allow your website to have a presence online.

However, you may not be fully aware of the best practices when trying to improve your websites search results, in order to reach a wider audience and engage with more relevant traffic to your website.

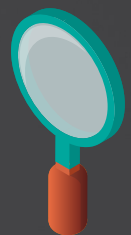
These steps will aid in improving your website search engine performance:



01

ASSESS

Assess the current state of your search traffic.
How much of the traffic/leads are you receiving from organic?
How many from paid?
How does this compare to other sources of website traffic? enquiries?



02

OUTLINE OBJECTIVES

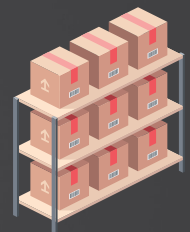
What are the objectives for search traffic? How do these align with the overall business objectives? Is search activity meeting the current objectives?



03

TAKE INVENTORY

Look at keyword inventory of current search performance. Do you have placements for desired search queries? Are there other phrases that you should show up for? Do you rank for any phrases? Are you supplementing non ranking terms with paid search? Which phrases?



04

BUDGET

Search Budget – Organic and/or Paid. How much are you spending? Do you need to spend more? Which split do you want to consider? i.e., 50/50, 80/20 or 25/75 . . .



05

GMB PAGE AND MAPS

Google My Business and Google Maps – Do you have a presence? Are you receiving traffic? Are you managing this listing or who is? Does this generate phone calls? Are you keeping this up to date?



06

AUTHORITY

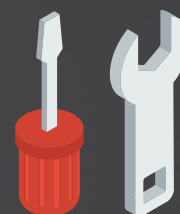
Links, Domain Authority, and Index – How many unique links do you have to your website? What is your domain authority? Are these improving or declining? Who is managing this? Is all your site indexed by Google? Are there pages in Google that you wish were not there? What needs to be removed or added?



07

GOOGLE SEARCH TOOLS

Google Analytics and Search Console – These are important free tools you can use to measure your performance. Are both, setup and utilised? Are you tracking not only traffic but also Conversions/Goals/Macro Events? Where do you rank? What GEO areas are you receiving search activity from? Ensure Goals/Ecommerce/Conversion tracking is setup on your website.



08

PLANNING AND STRATEGY

Do you have a strategy? How are you reaching your objectives? Do you need more links? How are you going to increase your presence? Are your goals SMART goals?



09

CONTENT AND GAP ANALYSIS

Do you have a Content Marketing Plan? Are you addressing your target audiences query? Their need? Who is creating and adding content to the site? How frequently? What content is missing that you should have?



Rhino understand the importance of a website to a business and the online strategy which comes with it. The right website, full of engaging content, optimised for receiving high volumes of quality traffic will create a recipe for success.

Rhino's robust step-by-step digital advertising development process helps you to plan and deliver amazing search results.

Should you have a Search Project or Campaign that you would like to discuss or any questions regarding anything presented in this document please contact a member of the Rhino team on 0161 330 1661.



Let's Talk.

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