

# Search Engine Optimisation & Social Media Marketing

# Who are O'Brien Media?

Based in Swindon, Wiltshire, we are a growing local website design and digital marketing agency - we are proud to be both a Disability Confident Leader and a Living Wage employer.

## Why choose us for your SEO and Social Media Marketing needs?

Being a small business ourselves, we understand the importance of making sure that your business is seen on the web - and we focus on helping you to stay at the top of the search rankings.

Social Media is different for every type of business with their own unique identity - we understand that different users engage with each platform differently and we our knowledge of the various platforms to produce great content that is suitable for you and your business.

Our values are built on connecting with customers and helping them understand the passion behind the businesses. We see our customers as partners and care about producing quality content and results that help your business grow and it's journey continue.

# What can O'Brien Media do for my business?

O'Brien Media's SEO team specialise in improving search engine rankings for websites, businesses, and brands. Search engines such as Google, Bing, and Yahoo use hundreds of factors to determine which results to present every time someone types in a search term.

Digital content and agencies specialise in producing unique content that is utilised correctly on a variety of social media platforms to produce the best possible engagement and interaction.



# SEO & Local Search

It's important to be at the top of the search rankings, that's a well known fact.

A website must be optimised for search engines (SEO) in order to rank well on Google.

Showing up high in Google's organic search demonstrates your site's relevance, trustworthiness, and authority. To stay at the top, your website needs to implement the latest SEO practices.

Our SEO techniques are proven to increase brand awareness and business through higher rankings and more traffic. SEO has the greatest long-term ROI among all marketing channels.

Local search is also key as it ensures that people that are local to you are able to easily discover your business when they search for your product or services in their local area.

# Over 6 billion searches, daily

The number of daily searches is estimated at over 6 billion.

As well as constant updates, these search algorithms remain top-secret.

Therefore, SEO is a highly specialised skill and is an investment for businesses that want to receive more highly targeted traffic to their sites.



# Answers to some of your questions

## How long will it take SEO results to improve?

It can be anything from one month to six months, depending on a number of different factors.

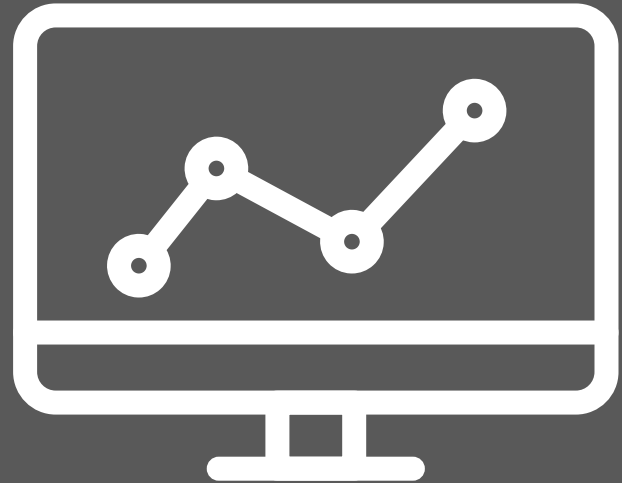
For example, if you want to rank for your own brand and you have an established website, it can take just a few weeks if there is limited competition. It may take 6 months if you have an unoptimized domain, no backlinks, and you are competing for a high volume, high difficulty keyword or phrase.

## How do you stay in the know about Google's updates?

A Google algorithm update can have a significant impact on businesses from all industries every now and then. We are kept informed of these updates through a number of tried and trusted channels. Our award-winning agency team can then react accordingly and implement any necessary measures to keep you in the top spot.

# Some of the SEO solutions we offer

- ✓ Google My Business Optimisation
- ✓ Bing Webmaster Improvements
- ✓ Local Keyword Targeting
- ✓ Monthly Search Audit
- ✓ SEO Ranking Monitoring
- ✓ Competitor Analysis
- ✓ Metadata Addition and Changes
- ✓ Image Title and Text Optimisation
- ✓ Heading Tag Optimisation



# Social Media Marketing (SMM)

With over half the global population having at least one social media account, it's a bit of a big deal. As a result, not utilizing social media in the correct manner can result in your business losing out on new eyes that are eager to see what your amazing products and services are all about.

All of our Social Media Marketing, or SMM, packages have been designed so that they are easy to understand and suit businesses and budgets of all sizes!

We have the experience and the extensive knowledge of the different social media platforms needed to create content that matches your brand perfectly, and can create campaigns to bring in new customers and retain existing ones.



# Social media stats that will blow your mind

Number of Social Media Users



**4.62**  
BILLION

Quarter-on-Quarter Change in Social Media Users



**+1.79%**  
+77 MILLION

Year-on-Year Change in Social Media Users



**+10.1%**  
+424 MILLION

Average Daily Time Spent Using Social Media



**1h27m**  
+1.4% (+2m)

Average Number of Social Platforms used Each Month



**7.5**  
PLATFORMS

Social Media Users vs. Total Population



**58.4%**

Social Media Users vs. Population Aged 13+



**74.8%**

Social Media Users vs. Total Internet Users



**93.4%**

Female Social Media Users vs. Total Social Media Users



**46.1%**

Male Social Media Users vs. Total Social Media Users



**53.9%**

# Answers to some of your SMM Questions

## Will you post any type of content?

The type of content we will post depends entirely on your business and industry, but here are some examples:

- Promotional posts related to your products or services

- Recent industry news and articles

- Ask a Question, Motivational quotes, Tips and advice, National Days, Weeks, Months

## What do I need to provide?

You will need to fill out our onboarding form so that we can learn about your business and your social media goals.

Through our social media dashboard, you can also see all your posts - as well as having the ability to approve or suggest improvements before posts are sent out - putting you totally in control!

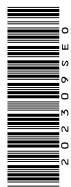
# Our Social Media Marketing solution

- Unique content posted throughout the week
- Different social media platforms
- Content specific to your business and to your followers
- A strong content mix of articles, images, branded graphics, self promotion
- A dedicated account manager that understands your brand and strategy
- Great customer support
- Rolling contracts - cancel any time



For more information about our services, get in touch...

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