



SEO, Digital PR & Conversion Rate Optimisation

<https://strivex.co.uk/>

Version 1.0 April 2025



CRO Agenda

1. Website Improvements &
Heatmapping
2. Competitor Analysis
3. Social Proofing
4. Page Speed
5. Wireframe Proposal

Your CRO Roadmap Summary Here



Engagement

Website Improvements & Heatmapping

People who browse online need to get a clear understanding of the options available to them, with a minimum expense of time or effort.

We use Clueify's AI to predict where users are looking and how they perceive your design. It's like having hundreds of test users just a click away, but without the associated costs.

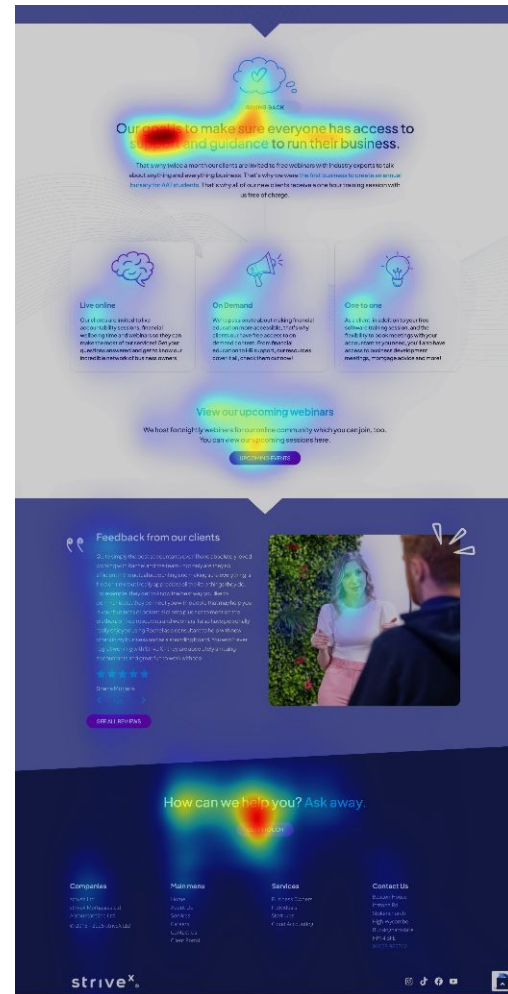


Homepage Attention Map

This is the heatmap analysis of your homepage.

We've included this screenshot to give you a general overview of which areas are attracting the most attention—and which are being overlooked.

On the next slide, we'll break this down in more detail, with tailored recommendations for each section based on the data. →





High Engagement Areas

Top Hero Section (Become a Client CTA + Team Image)

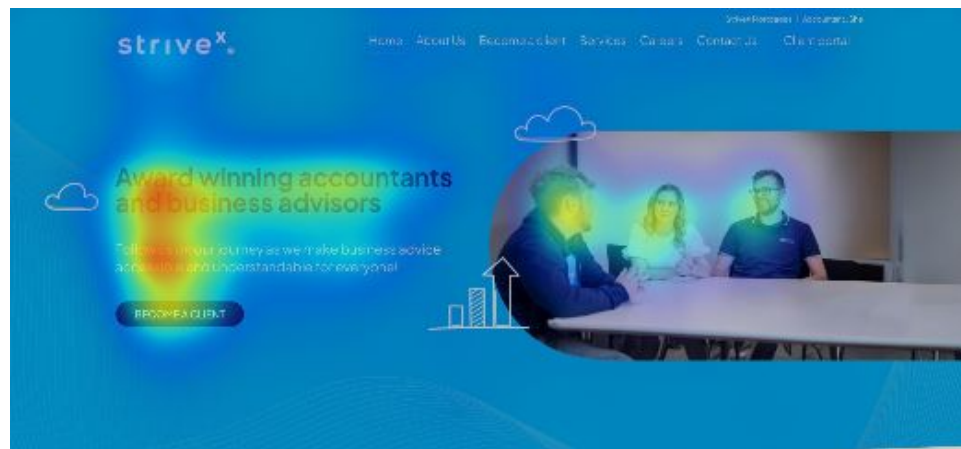
- **What this means:** The main call to action is well-placed and visible. The human element (team image) is drawing users in, building trust early.

Mid-Page Messaging (Headline: “Delivering complete accounting solutions...”)

- **What this means:** Clear, benefit-led messaging works well and is successfully drawing users' eyes toward your value proposition.

Key Takeaways:

1. The page successfully attracts attention to trust-building content (team photo) and the primary CTA.
2. Consider reinforcing these areas with short client testimonials or icons to further support conversion.



Low Engagement Areas

Service Cards (Business Owners, Individuals, Start-ups)

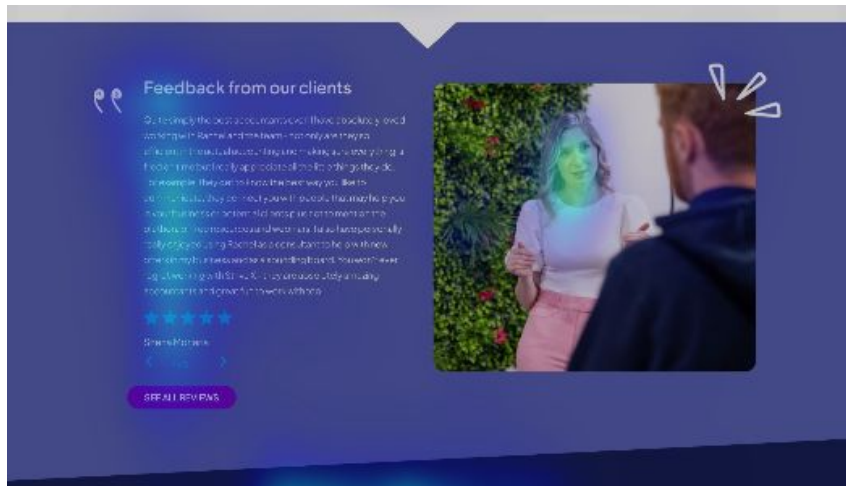
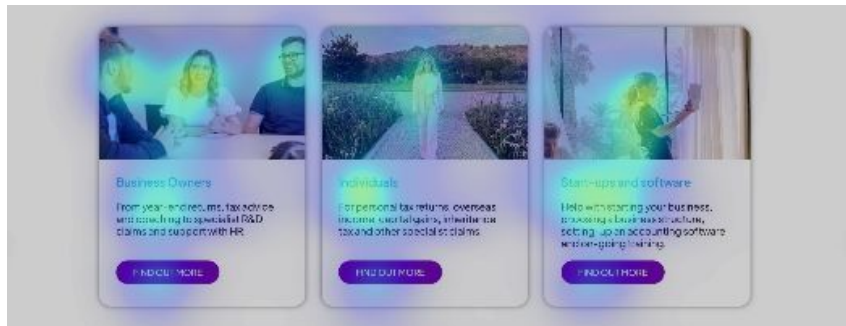
- What this means:** The layout may not encourage interaction, or the CTAs may not stand out enough to drive clicks.

Client Testimonials Section

- What this means:** Despite the importance of social proof, users are overlooking this section — potentially due to layout, hierarchy, or competing visual elements.

Key Takeaways:

- Redesign the service cards with stronger CTA contrast and simpler content to draw more attention.
- Visually elevate testimonials (e.g., pull quotes, star ratings, larger photos) and move them higher or closer to CTAs to build trust and boost conversions.



Analysis

Competitor Analysis

This analysis has been conducted heuristically by a member of our UX team. They have manually looked at how your competitors' websites look, and made notes of what they do well, and where you could take advantage of this.



Competitor Analysis: A Heuristic Review



Accounts + Legal

<https://accountsandlegal.co.uk/>

1. The 'Instant Quote' CTA

✓ The CTA is effective because it promises a quick, no-hassle quote, clearly explains the outcome of clicking it, and subtly promotes the service as free by avoiding any mention of cost.

2. The Mega Menu

✓ The mega menu is well-organised, making it easy for users to find services quickly, which reduces friction and improves conversion by streamlining the navigation experience.



<https://www.gravitate.digital/>

1. Google Review Widget

✓ Builds trust fast with real client feedback.

2. Clearly Displayed USPs

✓ Quickly shows why the agency stands out.

3. Logos Beneath the Fold

✓ Adds credibility for engaged scrollers.

4. Simple Contact Form

✓ Easy to use, encourages quick enquiries.



<https://smoothaccounting.co.uk/>

1. Makes Their Audience Clear

✓ The messaging, visuals, and service focus make it obvious they're targeting small business owners and entrepreneurs.

2. Reviews in the Menu

✓ Including reviews in the top navigation keeps social proof visible at all times, subtly reinforcing trust on every page.

Trust

Social proof

Social proof can increase your conversion rate. In fact, 84% of consumers trust online reviews as much as personal recommendations.



Google Review Analysis

1. Personalised Service

“They’ve really taken the time to understand my business and offer advice that actually applies to me.”

● Why this stands out: Many clients feel treated as individuals, not just numbers—key for building long-term trust in accounting.

3. Clear, Jargon-Free Advice

“They explain things in plain English, no jargon.”

“Accounting finally makes sense thanks to the way they break it down.”

● Why this stands out: This makes them especially valuable for business owners or sole traders without a finance background.

2. Fast, Responsive Communication

“Always quick to respond to emails or calls, even outside typical hours.”

● Why this stands out: Responsiveness builds confidence and reduces the stress often associated with accounting and tax matters.

4. Proactive Business Support

“They helped me save money I didn’t even know I was wasting.”

“They give valuable advice on how to grow and structure my business better.”

● Why this stands out: It positions StriveX as more than an accountant—they’re seen as a true business partner.

Social Proofing Action Points

✓ Better Use of Google Reviews

- Feature real reviews on key pages (homepage, service pages, contact).
- Add the Google logo ★ next to the reviews to make it instantly clear they're verified Google Reviews.
- Consider embedding the Google Reviews widget for live, scrollable feedback—this adds authenticity.

✓ Add a Case Studies Section to the Menu

- Create a dedicated Case Studies section accessible from the main navigation.
- Highlight real clients, the challenges they faced, and how StriveX helped them succeed.
- This not only proves results, but lets visitors see who you've helped and the impact you've made.

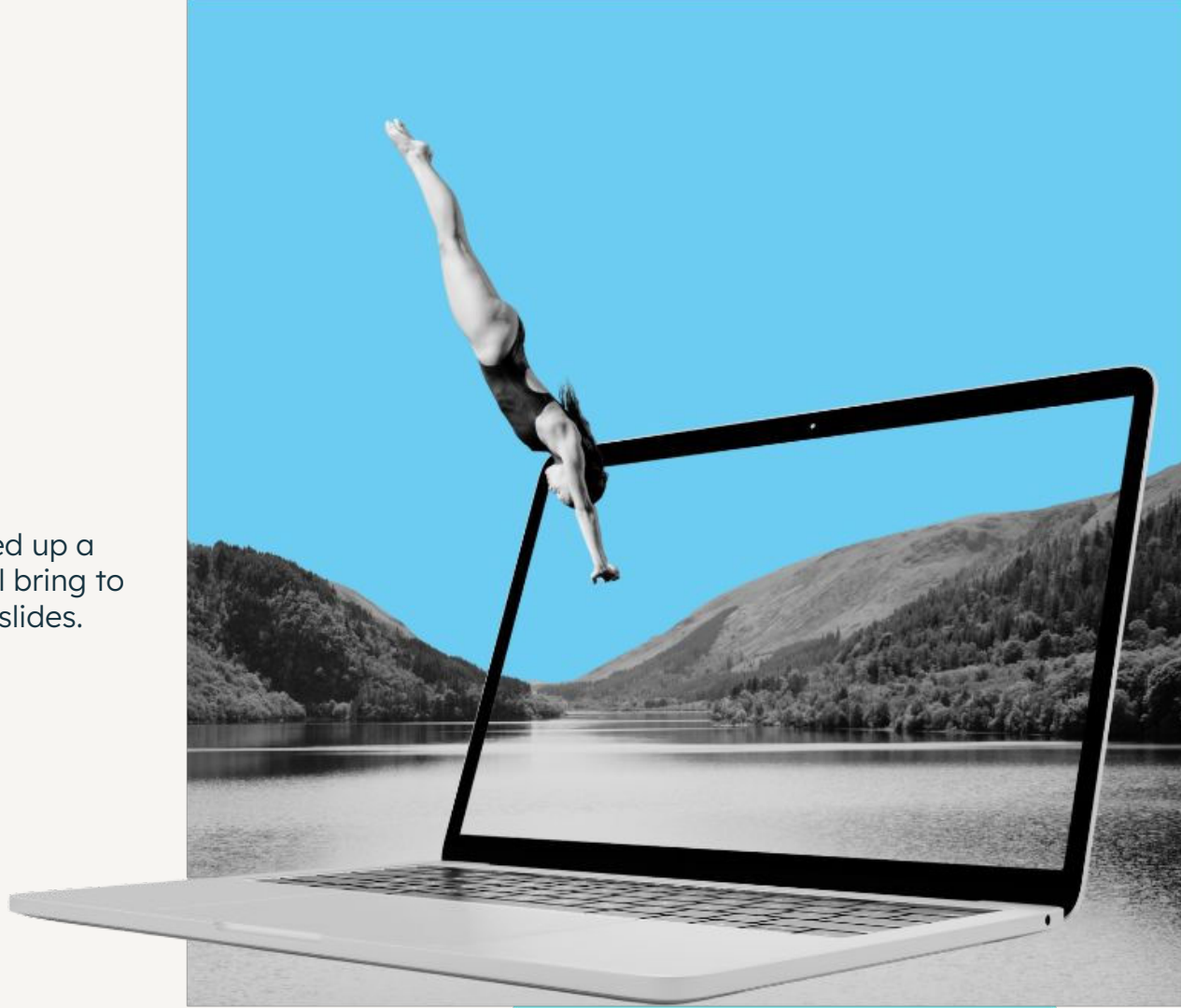
✓ Include Logos of Clients & Awards

- Add a strip of client logos and award badges on the homepage or near your CTAs.
- These symbols boost credibility at a glance and help reinforce your reputation.
- Competitors like Accounts & Legal and Gravitare Digital already do this—so including it levels the playing field and keeps your brand competitive.



Wireframe Proposal

Based on our findings, we have mocked up a wireframe for your homepage that will bring to life all of the points from the previous slides.



✓ 1. Mega Menu Like Competitors

The top navigation uses a clean **mega menu layout**, which makes it easy to access key service areas at a glance.

➡ **Why it's good:** Mega menus improve usability and conversion by helping users navigate directly to what they need without unnecessary clicks.

✓ 2. Audience-Specific Labels in Menu

The menu clearly separates services for **Business Owners, Employers, and Individuals**, so users instantly know where they fit.

➡ This reassures visitors that they're in the right place and streamlines the journey.

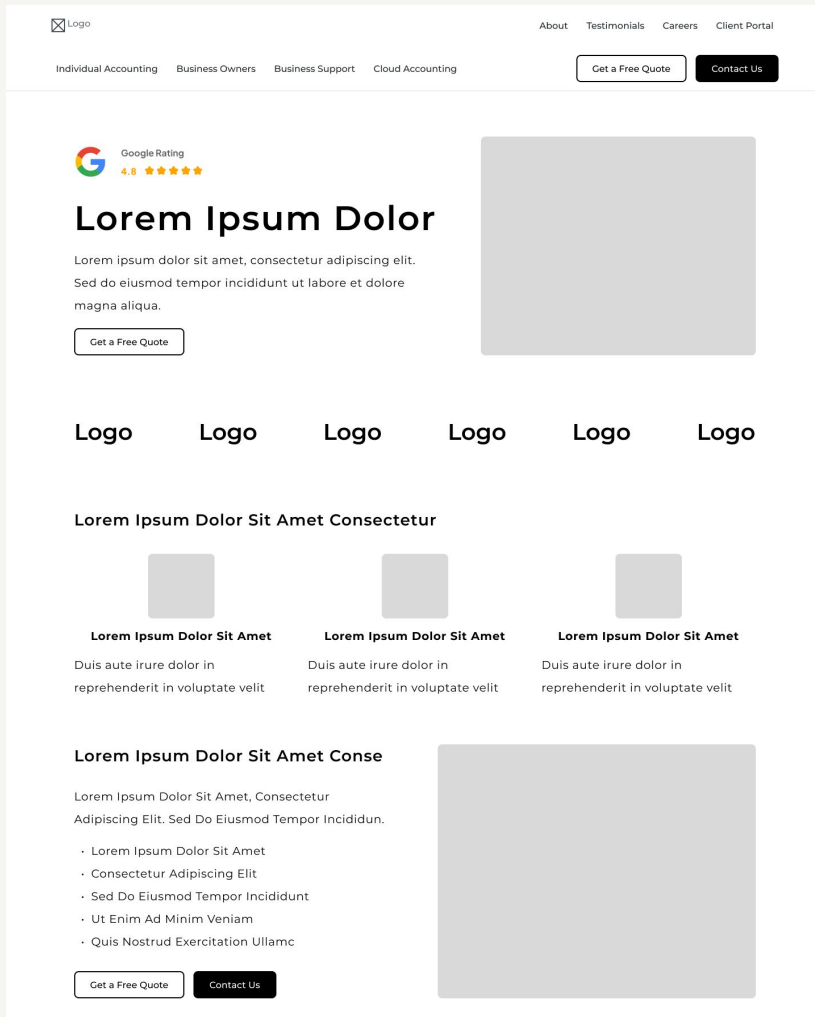
✓ 3. Testimonials in Menu

The inclusion of a **Testimonials** link in the main nav means users can immediately access social proof.

➡ Highlighting your wins and happy clients builds trust early on.

✓ 4. Simple CTAs (Get a Free Quote + Contact Us)

➡ This gently divides the audience while making your offer clear and attractive.



✓ 5. Google Reviews Widget Above the Fold

The **Google star rating with logo** is placed right near the top, under the hero.

→ This builds instant trust and clearly shows you're a credible, top-rated provider.

✓ 6. Logos Beneath the Fold

Just below the hero, we see **client logos** displayed.

→ This adds quick-hit credibility and lets users associate you with trusted names.

✓ 7. Clear USPs (Icons + Bold Headers)

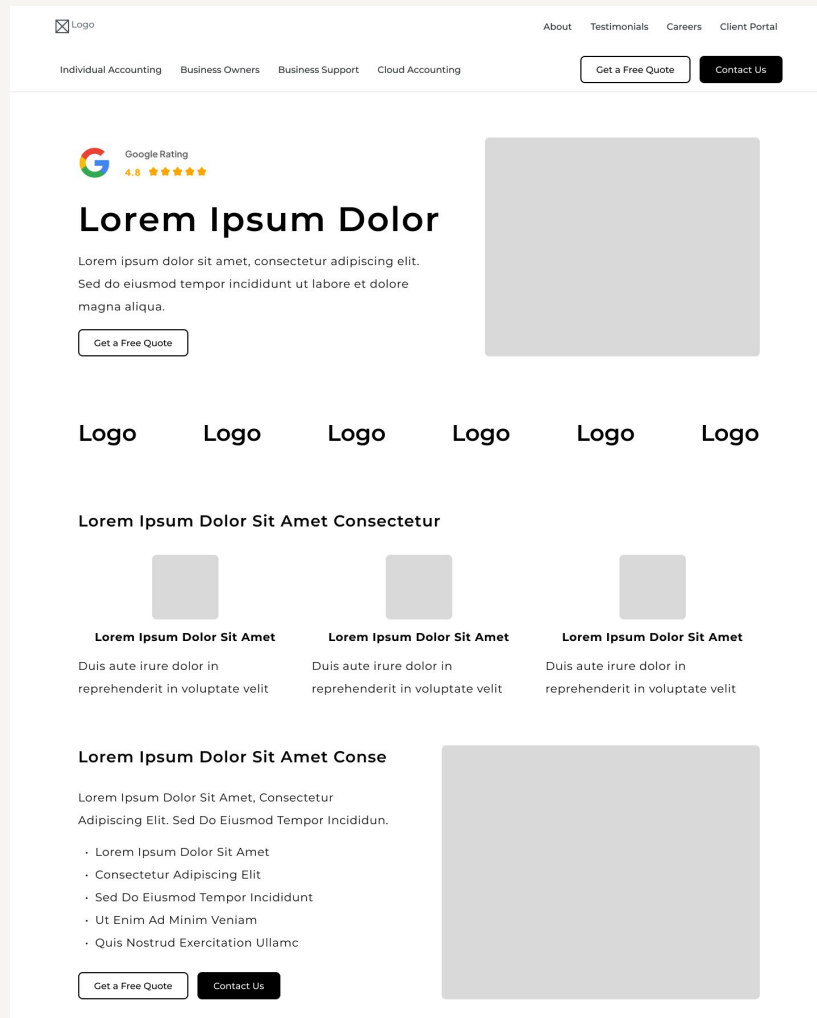
Rather than paragraphs, USPs are displayed with **icons and bold headers**.

→ Users can skim and understand benefits fast without reading heavy copy.

✓ 8. More Info on Why to Choose the Company

The section beneath the USPs gives more **brand-focused content**, building confidence in your expertise and personality.

→ Important for differentiating your firm from others.



✓ 9. Segmented Services by Audience with Visuals

The homepage breaks services into “I’m a Business/Employer” and “I’m an Entrepreneur/Individual,” each with **service thumbnails**.

➔ It’s intuitive and helps users find the right solutions fast.

✓ 10. Easy-to-Use Contact Form on Homepage

A **simple contact form** is included halfway down the page.

➔ Low-friction and convenient—helps capture leads early.

✓ 11. More Google Reviews with Widget + Stars

Google reviews appear again further down, in a **carousel with stars and the logo**.

➔ This dual coding (visual + text) reinforces credibility while staying scannable.

I'm A Business



Lorem Ipsum Dolor >

I'm An Individual



Lorem Ipsum Dolor >

Lorem Ipsum Dolor Sit Amet Consequetur

Lorem Ipsum Dolor Sit Amet, Consectetur
Adipiscing Elit. Sed Do Eiusmod Tempor Incidunt.

Contact Us

☐ Check this box to agree to receive marketing emails from Latitude Law☐ Check this box to agree to Latitude Law using your details in order to contact you

Your information will be used in accordance with the privacy policy

SEND

Google 5 ★★★★★

Based on x reviews

Robert Iles

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt.

★★★★★

Robert Iles

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt.

★★★★★

Robert Iles

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt.

★★★★★

✓ 12. Service Details with Icons

Below the reviews, services are shown again but in more depth, with **icons and ‘Learn More’ links**.

➡ Great for users who want to dig deeper after skimming the top.

✓ 13. Case Study With Skimmable Layout

The case study section includes **headlines, quotes, and dropdowns** for sections like “Background” and “Impact.”

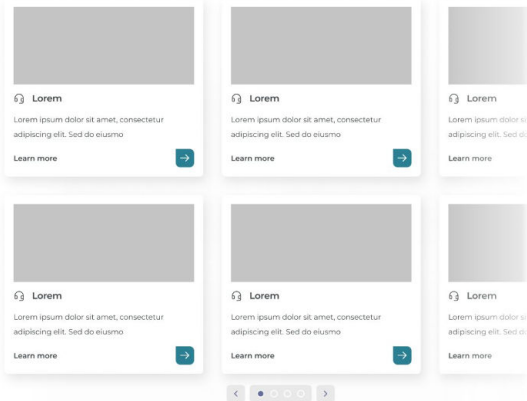
➡ This lets users quickly understand what you did and the results, without long-winded text.

✓ 14. Final CTA and FAQs at Bottom

A final **call-to-action** encourages another chance to convert, followed by a **FAQ section**.

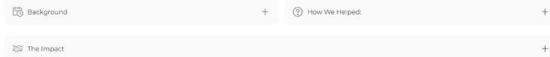
➡ FAQs help remove last-minute doubts and address common objections, perfect for end-of-funnel users.

Lorem Ipsum Dolor Sit Amet Consequetur



Case Study: Lorem ipsum dolor sit amet consectetur

"Duis aute irure dolor in reprehenderit in voluptate velit."
—Duis aute irure dolor in reprehenderit in voluptate velit.



Read more case studies

Lorem ipsum dolor sit amet consectetur



Frequently Asked Questions



SEO Agenda

1. Content Gap Report
2. Top Pages report
3. Near-Top Rankings (4-30 list).
4. Copywriting techniques
5. Blog content
6. Package options & team information

Your SEO Roadmap Summary Here

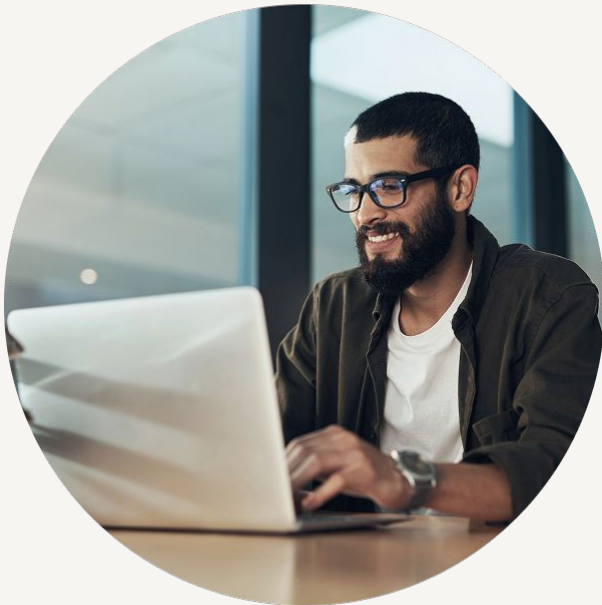


Capture Missed Opportunities.

Turn their rankings into yours. This [content gap report](#) shows all of the main keywords your competitors are ranking for — and what you are missing out on.

We'll develop targeted content to fill the keyword deficit.

Rank for their wins with our keyword plan.



The secrets to your competitors' SEO success

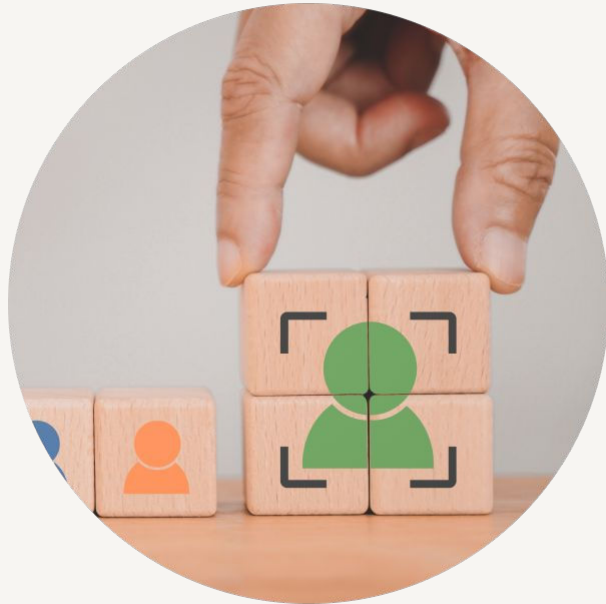
See here the top performing pages of your competitors, complete with traffic estimations and keywords they're optimised for to bring in traffic. We've also identified three more competitors ranking for your target keywords and analysed them:

smoothaccounting.co.uk	10 important service, location & blog pages identified.
www.gravitate.digital	8 service & blog pages identified.
accountsandlegal.co.uk	75+ valuable pages, mostly blogs driving traffic.
Additional competitors	
www.theaccountancy.co.uk	150+ mostly blog pages driving traffic
www.crunch.co.uk	200+ mostly blog pages driving traffic
www.azets.co.uk	10+ a mix of valuable service pages with a strong Local SEO presence.

Claim That Near-Top Ranking Potential.

Here is [a list of pages](#) on your website with keywords in which you are ranking close to page one (positions 5 - 30).

In SEO we call these near-top rankings 'quick wins' or 'low-hanging fruit' opportunities. We'll target these pages for optimisation to capture page-one rankings.



Get found, get clicks, get customers — via over 100 pages

Over 100

new commercial and
blog page opportunities.

Generating

724,000*

approx total search
volume.

Including

2 pages

that are ranking just
outside of the top three
positions.

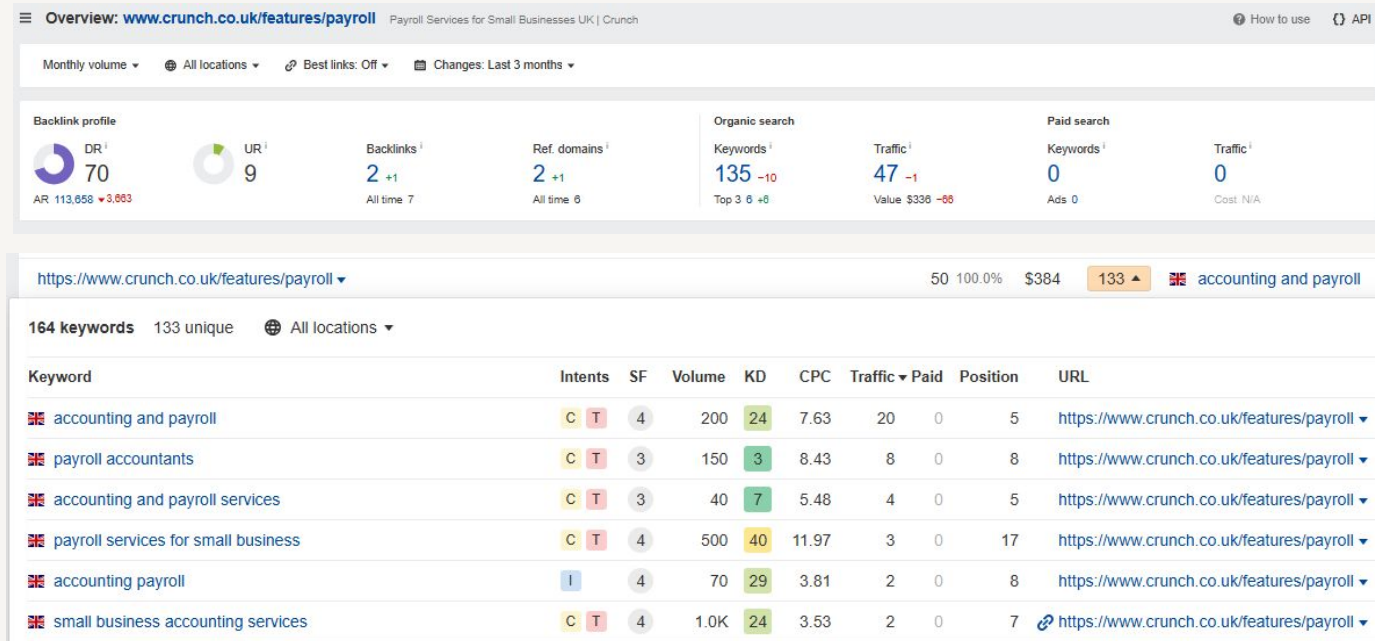


Focus on one commercial page can bring:

A competitor has this [payroll services page](https://www.crunch.co.uk/features/payroll) that we're missing out on:

- **Estimated 700** annual visitors to 1 page.
- With an average CPC of **£8.40**.
- Google ads cost over **£6,000pa**.
- Assume a conservative 1.5% close rate (**11 conversions**) & apply your AOV.

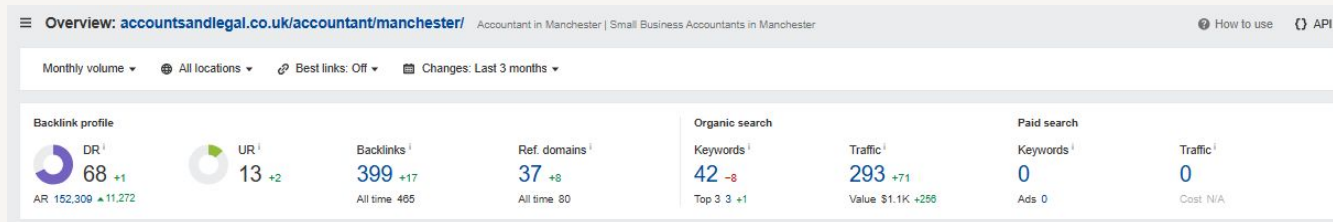
All for just this one commercial page.



Focus on one location page can bring:

Our competitor is ranking well for this [Manchester-based](#) location page:

- **Estimated 3,500** annual visitors to 1 page.
- With an average CPC of **£4.40**.
- Google ads cost over **£12,000pa**.
- Assume a conservative 1% close rate(**35 conversions**) & apply your AOV.



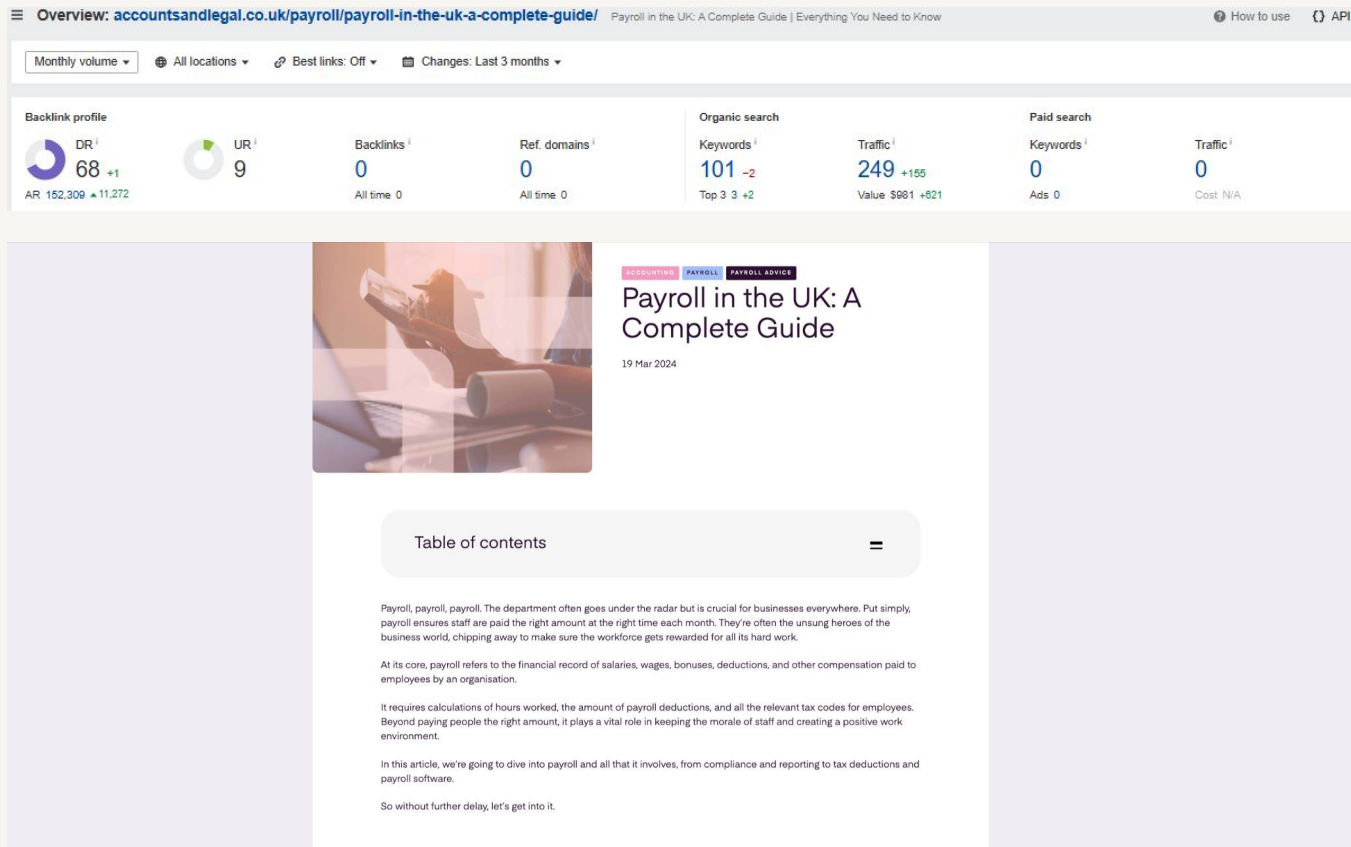
URL	Traffic	Value	Keywords	Top keyword
https://accountantsandlegal.co.uk/accountant/manchester/	251 100.0%	\$941	42 ▲	accountants in manchester

37 keywords United Kingdom ▾										
Keyword	Intents	SF	Volume	KD	CPC	Traffic	Paid	Position ▲	URL	
accountant in manchester	C T Local	2	150	29	4.24	45	0	2	https://accountantsandlegal.co.uk/accountant/manchester/	
accountant manchester	C T Local	2	150	28	3.75	19	0	3	https://accountantsandlegal.co.uk/accountant/manchester/	
manchester accountant	C T Local	1	150	47	4.46	20	0	3	https://accountantsandlegal.co.uk/accountant/manchester/	
accountants in manchester	C Local	2	250	47	3.71	70	0	5	https://accountantsandlegal.co.uk/accountant/manchester/	
small business accountant manchester	C T Local	3	30	28	6.82	3	0	5	https://accountantsandlegal.co.uk/accountant/manchester/	
manchester accountants	C Local	2	250	45	3.42	13	0	5	https://accountantsandlegal.co.uk/accountant/manchester/	
accountants manchester	C Local	3	600	47	3.42	68	0	6	https://accountantsandlegal.co.uk/accountant/manchester/	
accounting manchester	I Local	2	80	27	3.68	4	0	8	https://accountantsandlegal.co.uk/accountant/manchester/	
accounts direct manchester	N C Local		40	0	3.17	0	0	10	https://accountantsandlegal.co.uk/accountant/manchester/	

Focus on one blog page can bring:

Our competitor is ranking well for this [ultimate guide on UK payroll](https://accountsandlegal.co.uk/payroll/payroll-in-the-uk-a-complete-guide/) here:

- **Estimated 3,000** annual visitors to 1 page.
- With an average CPC of **£3.25**.
- Google ads cost **£10,000pa**.
- Assume a conservative 0.5% close rate(**15 conversions**) & apply your AOV



Drive more customers through blog content.

We'll optimise your existing blog and create new articles, establishing you as an industry thought-leader while attracting more customers.

Quick wins:

- ✓ Blog audit
- ✓ Internal links audit
- ✓ Knowledge Hub creation

These quick wins will help us understand where to improve content performance and ensure easy discovery by site users and search engines.



Bring The Conversation To Your Website.

- There is 'high readability' around your topics online. **Your competitors are getting huge amounts of traffic via their blogs.**
- This provides a great opportunity for us to create centralised, internally-linked topic clusters that answer the key questions your target audience is asking.
- You will get a blog content plan and a diagrammatic Miro Map so you'll be able to see how each article relates to the other.
- Strategic, interlinked blog topic clusters are important as they make it easy for search engines and LLMs to crawl, understand and rank websites.

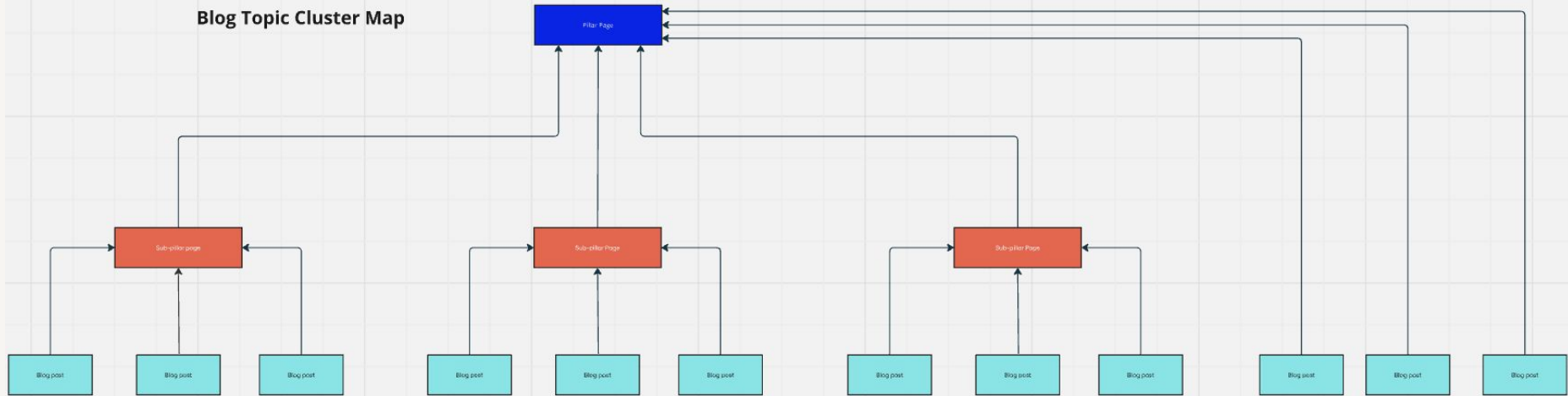
Readability Index

Low readability

High readability



Example Of How Blog Topic Clusters Take Shape.



Visualise Your Success With Our Clear Roadmap.

Here is your [commercial content plan](#) and [blog content plan](#). In this next slide, see how we will execute your content strategy in these simple steps:



Your SEO Copywriting Package Includes:

A team of SEO copywriting strategists:



SEO Tools Worth Over £15k per annum:



Digital PR Agenda

1. Goal Setting
2. Competitor Backlink Analysis
3. Site Backlink Audit
4. Your Campaign
5. Strategy Outline

Your DPR Roadmap Summary Here



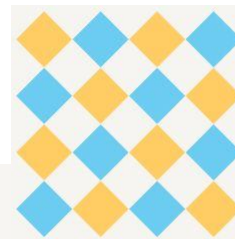
Goal Setting

We'll consult with you to learn about your long-term business goals to align with our PR-focused goals.

We'll also identify target keywords, pages and publications to track throughout your campaign to demonstrate the impact of our work on your site.



Your Digital PR Goals



Current Traffic Generators

Grow Rankings

Most of your organic traffic comes from branded searches, which Digital PR would help contribute to.

However, targeted earned media campaigns that focus on commercial pages and keywords would help expand your organic presence to pick up customers in new ways.

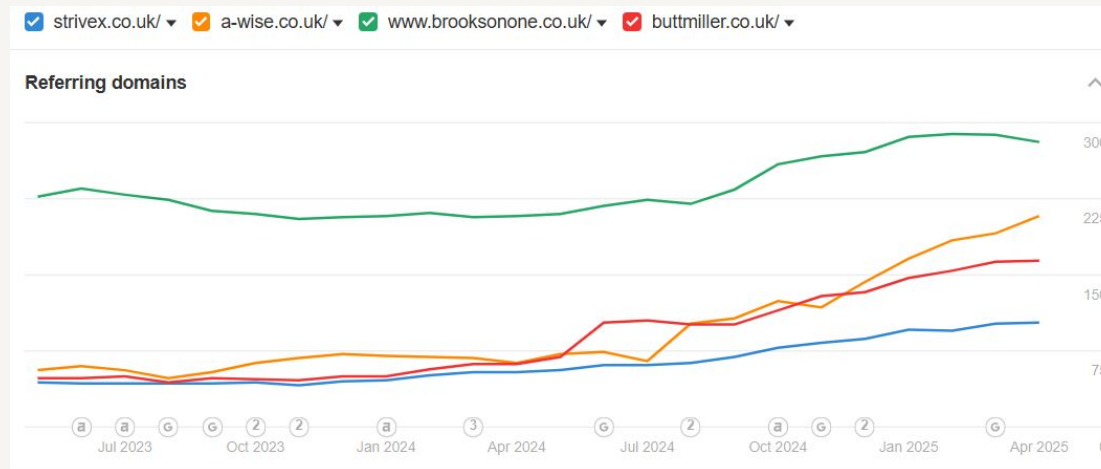
Having your brand related to diverse key terms also helps frame you as a relevant business for your services when people encounter your earned coverage naturally.

Keyword	Intents	SF	Volume	KD	CPC	Traffic	Paid	Position	URL
+ strivex	I N C Branded	1	100	0	N/A	105	0	1	https://strivex.co.uk/ ▼
+ strive x	I N C Branded	3	40	0	N/A	15	0	1	https://strivex.co.uk/ ▼
+ rachel harris accountant	I C	2	80	1	1.29	6	0	5	https://strivex.co.uk/ ▼
+ strivex accountants	I N C Branded	1	20	0	N/A	5	0	1	https://strivex.co.uk/ ▼

New Keyword & Page Targets

Keyword	Intents	SF	Volume	KD	CPC	Traffic	Paid	Position	URL
+ chartered management accountant	I	3	200	27	0.88	0	0	34	https://strivex.co.uk/services/management-accounting/ ▼
+ startup accountants	C T	2	100	5	8.06	0	0	37	https://strivex.co.uk/services/start-ups-business-support/ ▼

Your Digital PR Goals



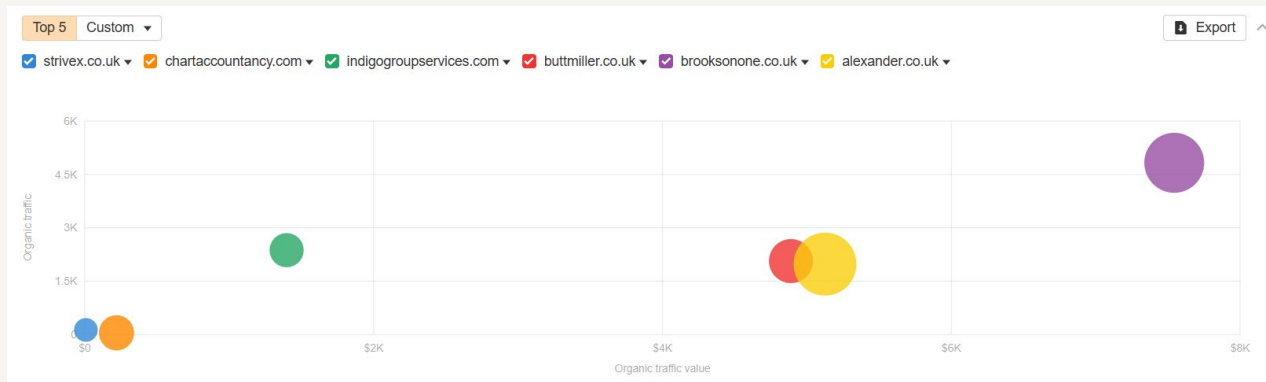
Expand Your Online Presence

You've been successfully building your brand through press opportunities and social media. With our support, you can expand this and start picking up even more top-tier coverage on a regular basis.

With multiple customer profiles to target, we can create campaigns that relate to each group of customers, raising awareness of your brand before people even visit your website.

By contributing to news and updates in the industry, we can spread your brand message further.

Your Digital PR Goals



Outgrow Competitors

By creating informative campaigns with a commercial focus, we'll build the reputation of your site while also driving new organic growth.

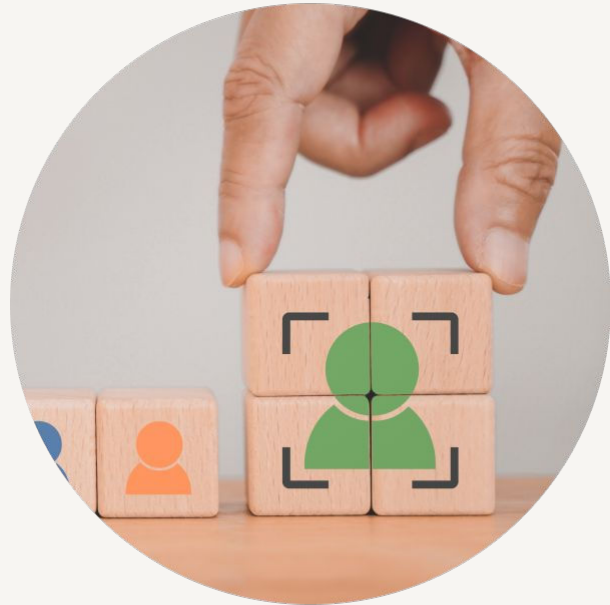
Your competitors combine on-page content optimisation with high-quality link building so filling this gap in your strategy will help you grow in line with them.

By developing a commercially-focused link strategy, we will be supporting your organic growth as well as your business growth by ensuring you're being seen by the relevant searchers.

Competitor Backlink Analysis

We analysed over [1,000 referring domains](#) of your competitors not linking to you to identify trends in their backlink profiles.

Using this, we will create an action plan to target your key audiences and secure coverage that matches and exceeds your competitors.



Trend Analysis



We identified key competitors in your niche who were performing well organically for keywords relevant to your services.



Your organic competitors

- chartaccountancy.com/
- buttmiller.co.uk/
- brooksonone.co.uk/
- a-wise.co.uk/
- alexander.co.uk/

We identified key trends in the link profiles of your competitors that would help you rank for your target terms.

Using the following trends, we will create targeted campaigns that attract the attention of editors and journalists.



Trends

- News/Media
- Financial/Professional Services
- Regulatory/Government
- Business Directories

There are some relevant sites in your competitors' backlink profiles that would be useful additions to your own profile. We will tailor our campaigns around key areas like news/media, financial services and business to target these publications.

However, there are other publications that we think would be suitable for your site that we will also target, allowing us to get ahead of your competitors and create a more effective, diverse profile than theirs to support your organic growth.

Key Publications

Based on our backlink analysis of your competitors, as well as our own knowledge of the news landscape, we have identified publications in multiple verticals that we would target with our campaigns.

News & Media

 **INDEPENDENT**

Readership (monthly): 12.6m
DR: 91

THE HUFFPOST

Readership (monthly): 161,000
DR: 87

Financial & Professional Services

**GLOBAL BANKING &
Finance
review®**

Readership (monthly): 5,600
DR: 79

**&Business
Accountancy Daily**
BUSINESS | TAX | FINANCE | HR

Readership (monthly): 2,400
DR: 67

Regulatory & Government

 **ICAEW
CHARTERED
ACCOUNTANT**

Readership (monthly): 124,000
DR: 83

FCA FINANCIAL
CONDUCT
AUTHORITY

Readership (monthly): 333,000
DR: 91

Business

BusinessMatters
UK'S LEADING BUSINESS MAGAZINE

Readership (monthly): 12,000
DR: 77

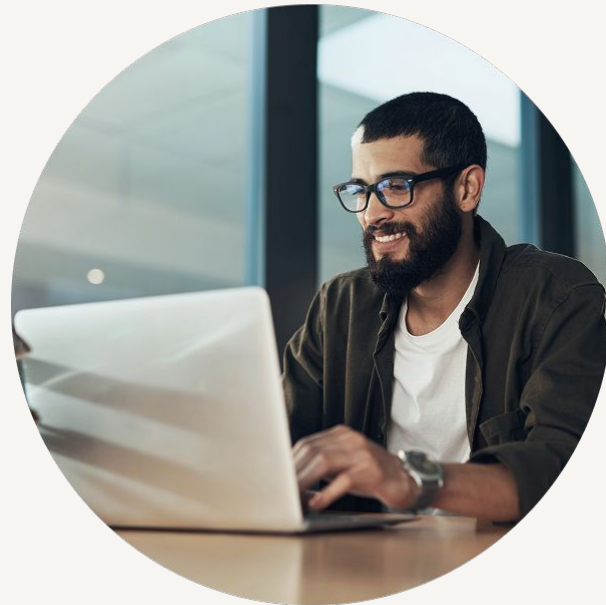
RealBusiness

Readership (monthly): 14,000
DR: 76

Backlink Audit

Your blog is regularly updated with expert insight that could be valuable when shared with the right audience

In addition to creative campaigns that capture the attention of a broad audience, we will also use your expert-led blog content to create thought leadership and advice campaigns.



Expert-led Links & Coverage

You've earned coverage in highly relevant publications to promote striveX and share insight into being a founder.

These are high-quality signals that prove to Google your site is genuine and relevant in your space.

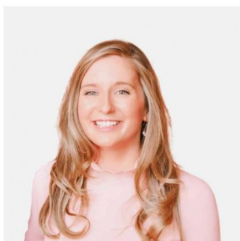
We would extend this work, making coverage more consistent and focused around your target audience/services.

Previous Coverage

- Productivity hacks
- Corporate bursary announcement
- Budget advice
- Founding a business
- Webinar coverage

Common Trends - striveX backlinks

- Business Directories
- News & Media
- Niche & Industry Sites
- Tech/Cloud Sites
- Business Sites



Member Since: 7th Jun 2022

Recognition 🏆 Likes: 0 🙌 Thanks: 0

Bio

Rachel is a qualified accountant and business owner with a passion for supporting other female entrepreneurs. She specialises in accountancy and tax advisory services for female entrepreneurs, influencers and business owners and always goes the extra mile for her clients by providing support, empowerment and positivity along the way.

Rachel Harris

Director striveX

Articles Blog posts Questions Answers Comments

7th Jan 2025

Reducing self assessment stress in your practice

Self assessment season can be one of the most stressful times of the year for accountants, bookkeepers and their teams. With deadlines...

[People](#)

14th Aug 2023

Find the right way to communicate with clients

I'm a profoundly deaf business owner. The implementation of communication preference conversations with clients in my practice came from my...

[Practice strategy](#)

3rd Jul 2023

When communication gets lost in translation

You chat with a client over the phone, a passionate and creative person who is making good money. They are engaged in everything you're...

[People](#)

20th Jun 2023

Talent begins with Z

As a millennial who began my accounting career as a school leaver on an apprenticeship scheme and who now owns one of the UK's fastest...

[Practice strategy](#)

Every Digital PR Package Includes:

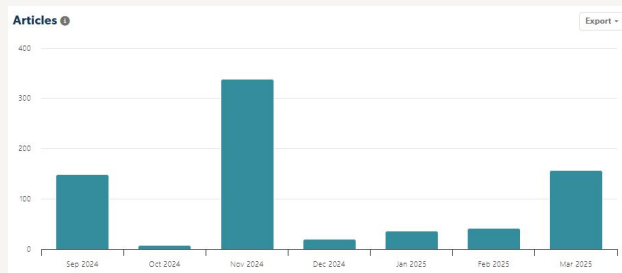
Dedicated Digital PR Account Manager



Access to a Team of Specialists



Quarterly Coverage Reviews



PR Software Suite Worth Over £25k pa



Expert-led Campaigns

What is an expert-led campaign?

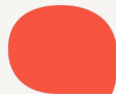
- A short, often reactive campaign combining a popular news story with valuable expert advice
- Assets are typically a pitch email
- Opportunity to contribute to public conversations
- Providing an insightful comment, demonstrating actionable steps or raising awareness about a particular issue
- Shows your audience you care about their issues and know how to solve them

How do journalist requests work?

- We have access to multiple platforms where journalists request comments from experts
- We send comments from our clients directly to journalists to feature in articles they're already working on
- We receive more than 50 requests per day across a range of sectors



**Response
Source**



qwoted



Expert-led Campaigns - Examples

Using expert comments to drive the narrative

Throughout the campaign, we can use expert-led content to share key insights focused around your top categories that deal with issues your products aim to solve.

Prospective Headlines

- Expert's advice to survive your first year in business as 20% fail in the UK
- Tax warning for 'side hustles' as rules for online platforms change
- Most new business owners make this mistake that could be affecting your chances of survival
- Tax requirements you need to know about running a business from home

Campaigns targeted at your key audiences

Having built brand recognition around starting your own business, you're in an ideal position to provide advice to new business owners and self-employed people about the issues they might face. Using your team's expertise, we would craft thought leadership campaigns that aim to improve your brand's presence with your key audience.

THE HUFFPOST

BusinessMatters
UK'S LEADING BUSINESS MAGAZINE

Real Business

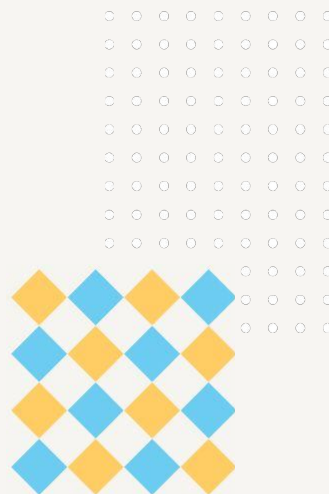
Hero Campaigns

What is a hero campaign?

- Hero campaigns require more investment than expert-led pieces but aim to have a deeper impact
- These campaigns typically involve unique data or assets that can be featured as blogs on your site
- Hero campaigns dive deeper into key issues in your industry, positioning your business as a thought leader
- This content can have multiple angles or outreach periods, extending the life of the campaign

Hero campaign formats include:

- [Location-based indexes](#)
- [Surveys](#)
- [Map content](#)
- [Social media data](#)
- [Review data](#)
- [Publicly available data](#)
- [Brand leverage](#)



Hero Campaigns - Example

How many people want to start their own business?

Looking into entrepreneurship and the challenges of starting a business

We would conduct a survey of people in the UK asking whether they would start a business if they could and what is stopping them from starting their own business or what they prefer about employment over entrepreneurship.

Potential angles:

- Entrepreneurship in men vs women
- The most entrepreneurial generation
- The biggest benefits of employed work
- How to overcome the most common challenges of starting a business

Focusing on key, relatable issues

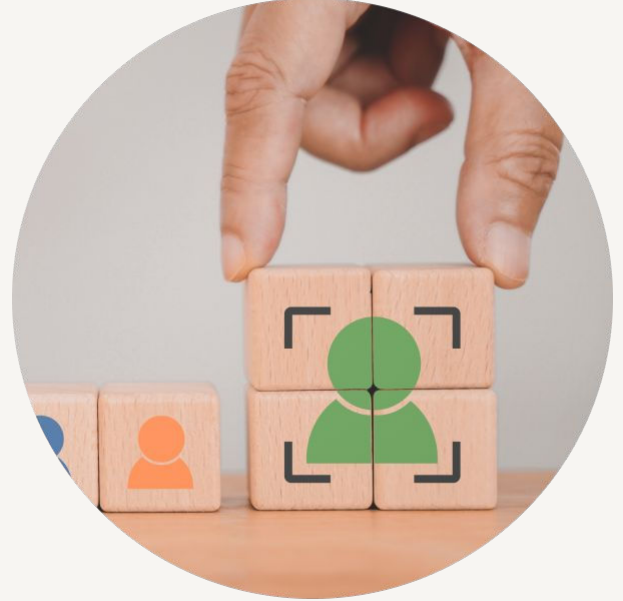
One of your target audiences is new business founders and, with expertise in that area yourself, this is the ideal intersection for our initial campaign to share financial and business insight to the sentiment of real Brits.



CITY A.M.

 INDEPENDENT

Strategy Outline



Strategy – Your First 6 Months



Outline Strategy

- Designate target pages for link building
- Designate target keywords to track progress
- Designate target publications based on link intersect



Develop Content Calendar

- Identify peak seasons
- Map anticipated government updates



Create Valuable Assets

- Create unique data-led content
- Create attractive pitch content



Begin Outreach

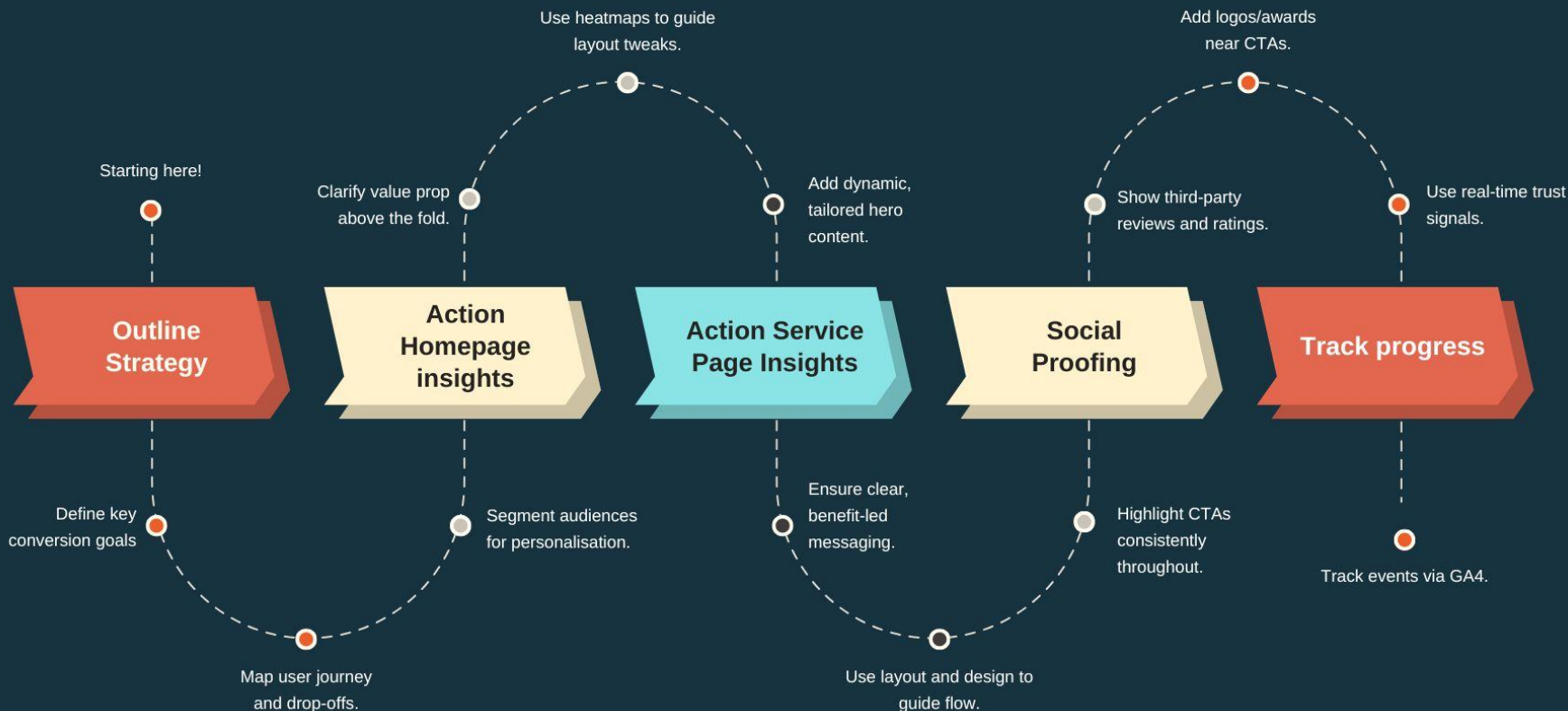
- Divide focus between general news and industry thought leadership
- Outreach data-led research and advice-led expert comments
- Break thought leadership down by industry
- Use existing blog content to add expertise to campaigns
- Build relationships with key journalists
- Monitor immigration news for reactive opportunities



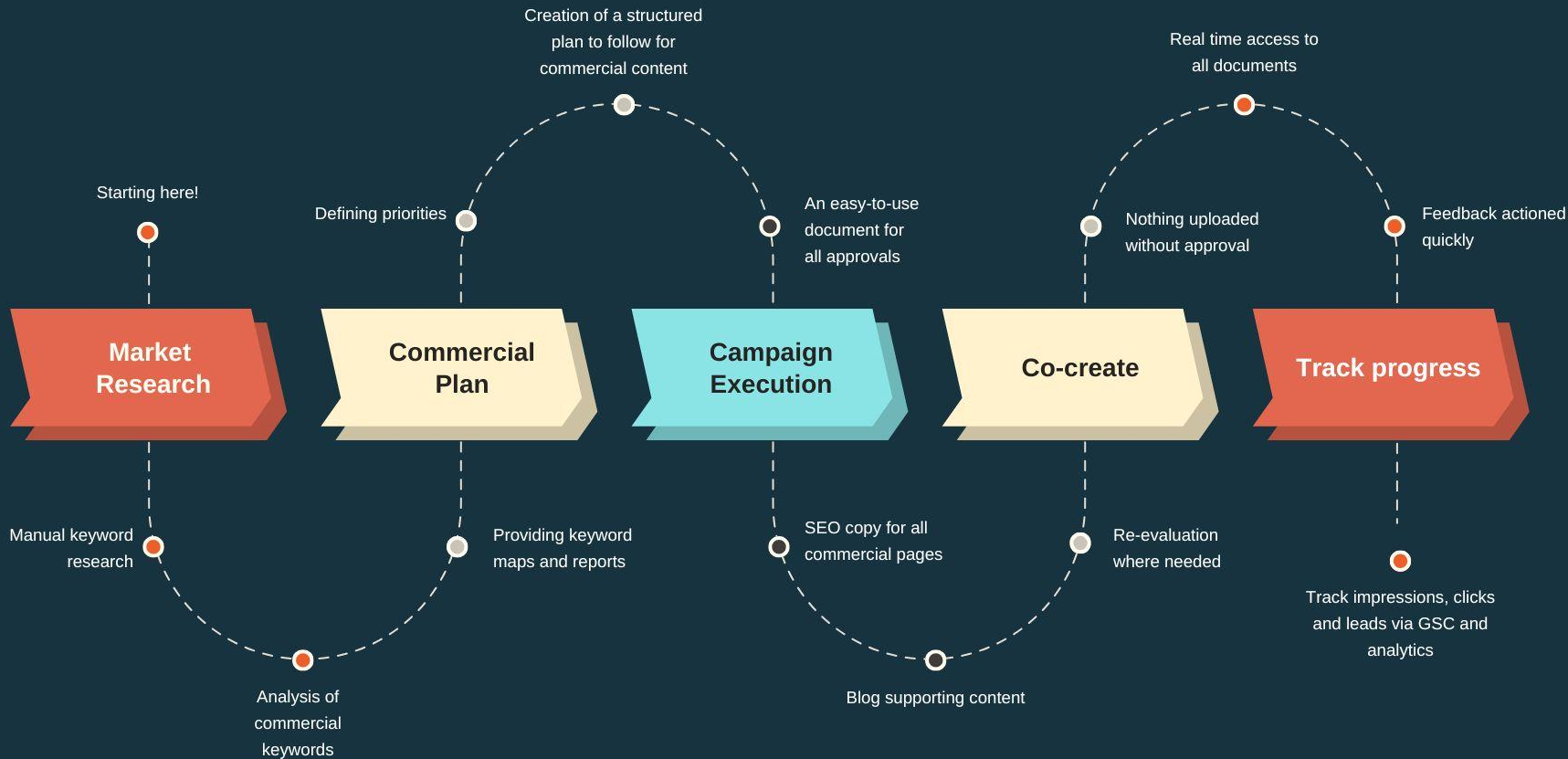
Track Progress

- Continually review campaign outcomes
- Track keyword progress and page performance
- Provide monthly campaign performance and coverage updates
- Provide 3-month detailed coverage reviews

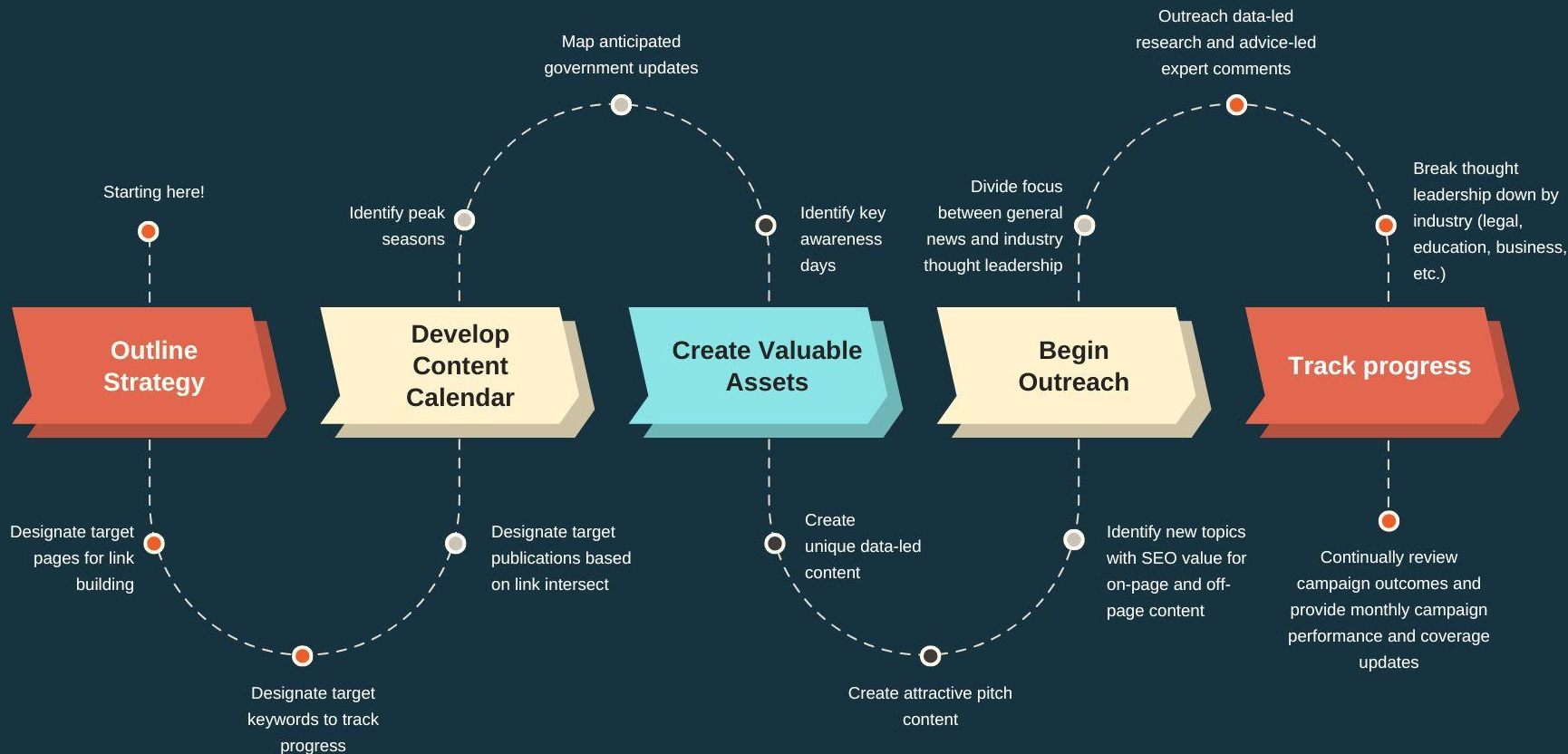
Your CRO Roadmap



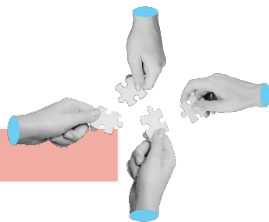
Your SEO Roadmap



Your Digital PR Roadmap



Contents



CRO/ UX Roadmap

1. Website Improvements & Heatmapping
2. Competitor Analysis
3. Social Proofing
4. Page Speed
5. Wireframe Proposal

Your CRO Roadmap Summary Here

SEO Roadmap

1. Content Gap Report
2. Top Pages report
3. Near-Top Rankings (4-30 list).
4. Copywriting techniques
5. Blog content
6. Package options & team information

Your SEO Roadmap Summary

Digital PR Roadmap

1. Goal Setting
2. Competitor Backlink Analysis
3. Site Backlink Audit
4. Your Campaign
5. Strategy Outline

Your PR Roadmap Summary