

Search Engine Optimisation

When your potential customers are researching purchases for your products or services, the resource they turn to more than any other is search engines. If your company is not present, high up in the Google listings when they search, then the business will go to your competitors.

Why is search so powerful?

Because you are capturing potential customers while they are actively looking for your products or services. You are not trying to get their attention while they are reading about another topic, or doing their e mails, but instead while they are looking for you!

Reed Business Insight's SEO Service delivers:



A detailed SEO consultation report that describes precisely all the changes required on your website so that Google and other engines will index your site. This starts with qualified recommendations on the keywords to target that will deliver the most business for your company.



Link Building. The main way Google judges the 'value' of a site is by the sites that link to it. Reed Business Insight will plan and execute a link building campaign to ensure that your site rises to the top of the search engines.

We provide regular reporting with specialist commentary that shows your progress up the search engines and the sales or enquiries that have been achieved as a result of this work.