by Brendon Comerford

FREE SEO REPORT

How to take position 1 for “Plumbers Brisbane”

Brendon has managed SEO & Digital campaigns for Australia’s Largest Brands.

WHAT IS IN THIS REPORT?

1. A review of every Brisbane Plumber on the front page of Google.
2. Backlink quantity, relevance and authority.
3. Whose has the fastest and slowest page speed.
4. Whose Schema Markup done well, missing or spammed
5. Who is investing the most in SEO right now. (Link Velocity)
6. Who is number 1 and why. Are they protecting their position?
7. What is needed and the cost to take the top spot.

WHAT IS POSITION #1 WORTH?

Average Cost Per Click $20.33
Average Search Volume 2900/mth
Estimated Traffic Value $15,000/mth
Estimated New Enquiries 80-120/mth

YOU CAN BE #1 IN 7 STEPS

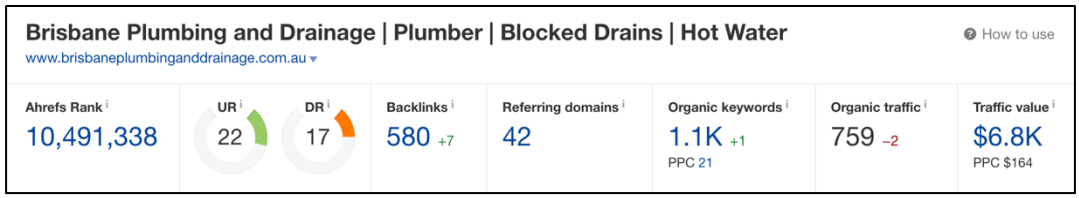
Anyone can learn 7 simple steps to hold accountable even the best SEO managers to get you to the #1 spot.

1. Check onsite SEO has been done correctly
2. Check Schema Markup is in place with no errors
3. Check how your site measures against correlation statistics
4. Check for low quality & irrelevant link building
5. Check if link velocity is too high and poses a risk
6. Check if organic and brand search is in line with total traffic.
7. Check your brand has been secured across the web.

BACKLINK SUMMARY

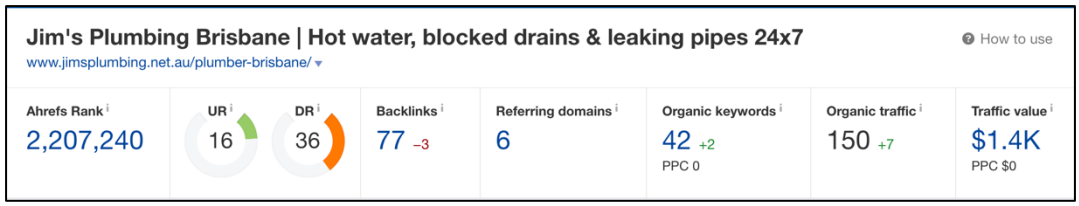
This view provides a bench mark view of plumbers in brisbane ranking in order from 1 to 6, however it doesn't detail the relevance or power of individual links. One high quality link can be worth more than 10 lower quality links. View the video to get a more detailed link analysis of each competitor ranking on the front page of Google.

1



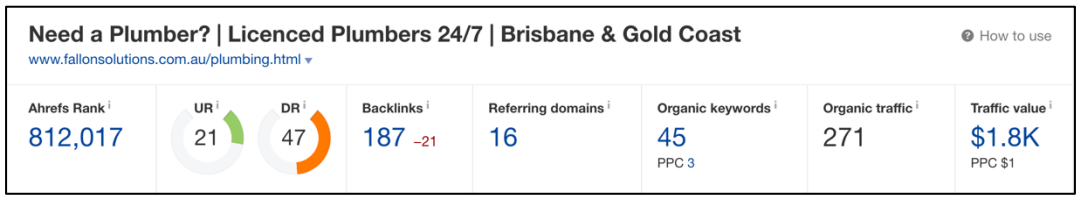
Approx. 10 to 12 high quality links. 4 new links in last 60 days

2



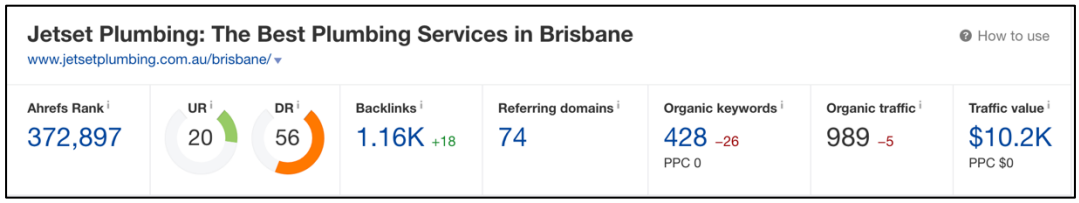
Approx. 1 high quality link. (They rank due to very strong brand authority, not page relevance)

3



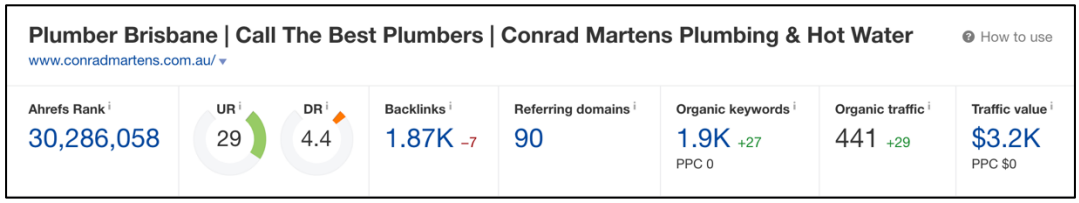
Approx. 1 medium quality link to that page. (Again have strong brand authority)

4



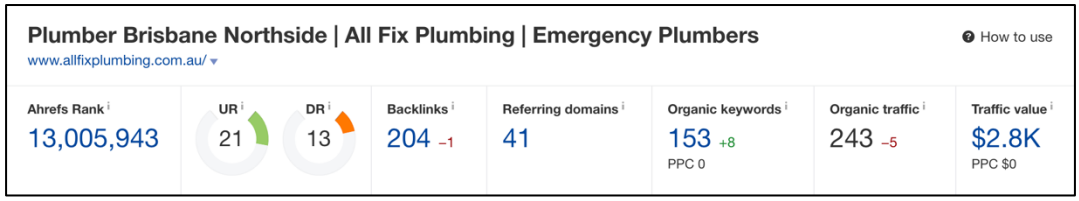
Dozens of spamy no traffic location PBN links. Outdated technique brand at risk of a manual penalty.

5



Approx. 9 high quality links to that page. All new links, watch out for these guys.

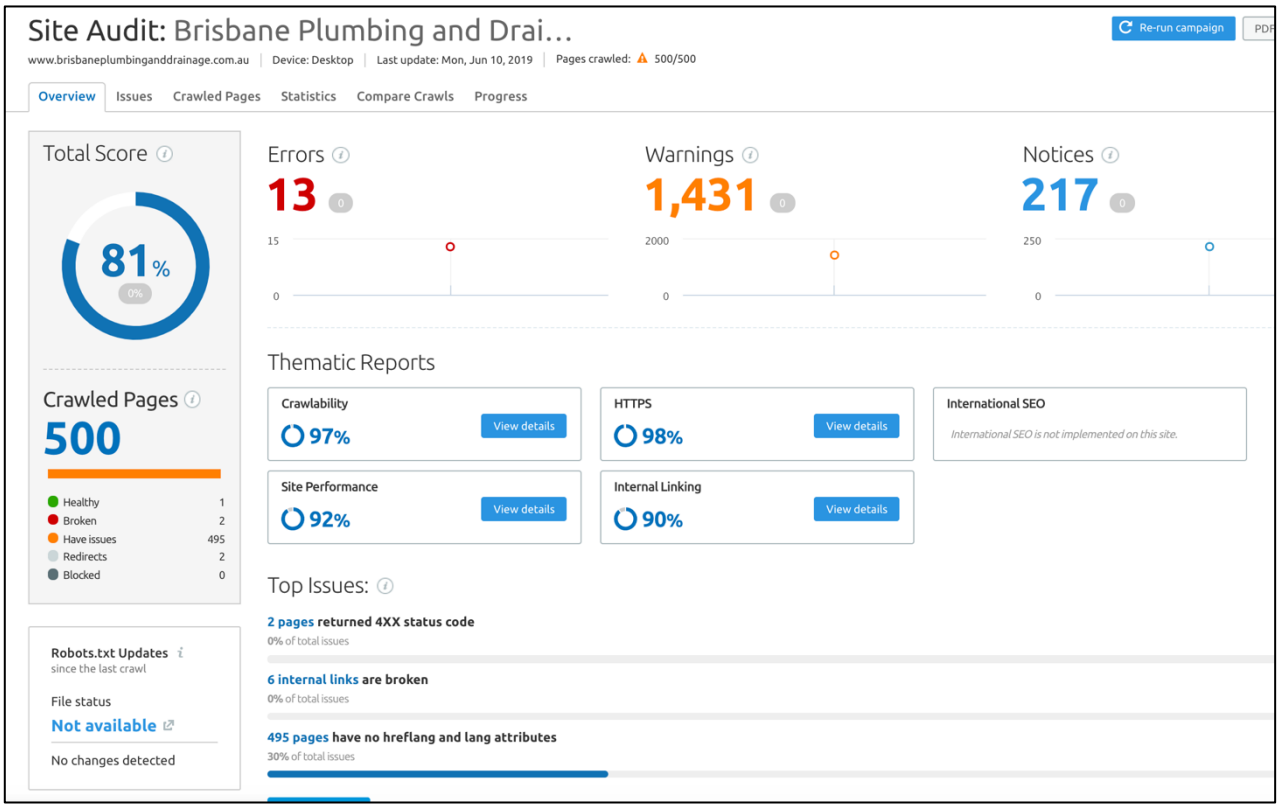
6



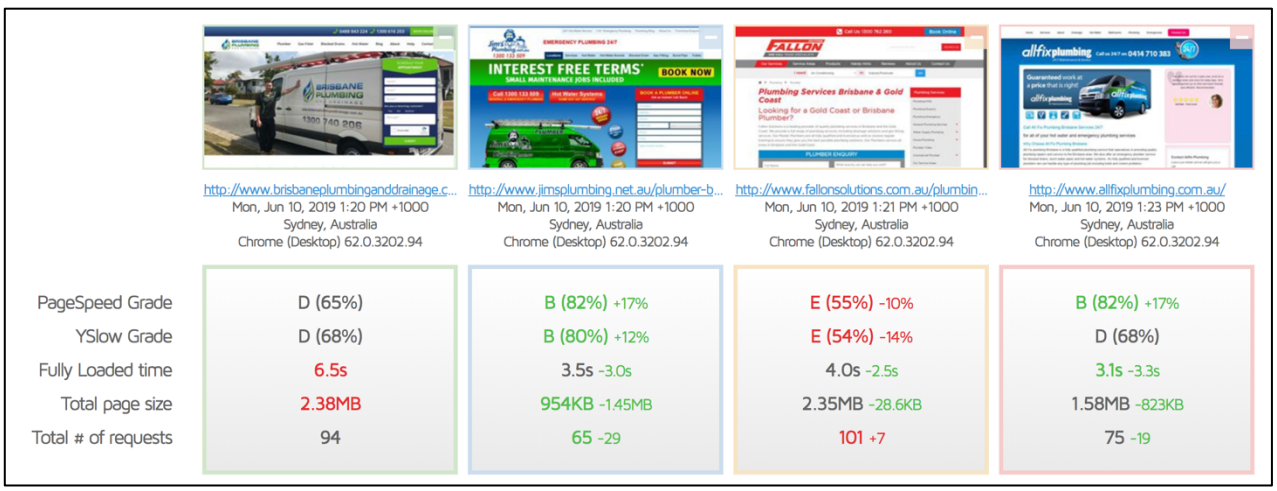
0 high quality links to that page.

ONSITE SEO

This is an onsite SEO review of the top competitor on Google. Note that this only looks at issues that may be holding the site back. On page 9 you can learn how to setup SEMrush to review your onsite SEO and compare the difference. We also use Content Correlation software to review the volume and types of content required to compete for position 1.



Site speed is one of the many factors that could be slowing you down from achieving position one. It is recommended to have your site under 4 seconds however as you can see below the top 4 competitors are not showing very high speeds and are still ranking.



BACKLINK QUALITY

Here are the top referring domains that have published backlinks to the website in position 1 that provide the most ranking value for the keyword “Plumbers Brisbane”.

Ranking value is sorted via strength of their backlink value which passes on this authority to their site. In other words the backlinks of the backlinks pointing to you are also graded. So it’s important to acquire links from sites that also have a strong backlink profile.

Domain	DR	Ahrefs rank	Referring domains (dofollow)	Linked domains (dofollow)	Organic traffic
typeof.me	0	110,610,542	4	399,610	0.00
wynnummanly.net	0	65,021,776	1	135	1.2
countonclean.com.au	9	17,848,511	41	7	158
dawsonelectric.com.au	13	12,722,002	41	14	386
go4it.com.au	19	8,745,580	65	17,213	1,884
southqldrestoration.com.au	20	7,992,398	60	21	171
carpetcleaningkings.com.au	21	7,607,865	145	12	1,948
wynnummanly.com.au	26	5,334,927	178	148	407
additions.com.au	27	5,005,547	188	11	455
shopprice.com.au	29	3,879,509	325	1,748	935
businesslistingnow.com	33	2,752,283	1,746	12,938	561
lifeandexperiences.com	35	2,269,010	507	7,395	192
1sthappyfamily.com	36	1,948,020	614	1,757	8
nationaldirectory.com.au	40	1,328,161	909	90,445	2,940
modernlifeblogs.com	41	1,304,470	356	1,515	61
writeupcafe.com	41	1,210,006	1,597	8,392	76
brisbane-australia.com	43	1,087,682	436	8,651	19,584
mybeautifuladventures.com	46	870,847	906	4,263	288
localbd.com.au	48	731,049	1,790	37,119	1,497
tastefulspace.com	52	483,644	1,156	8,114	1,630
homeimprovement2day.com.au	57	305,610	299	2,925	6,385

Here is an example one high quality link on their site. To get a more detailed analysis of all links from their site, view the full analysis video.

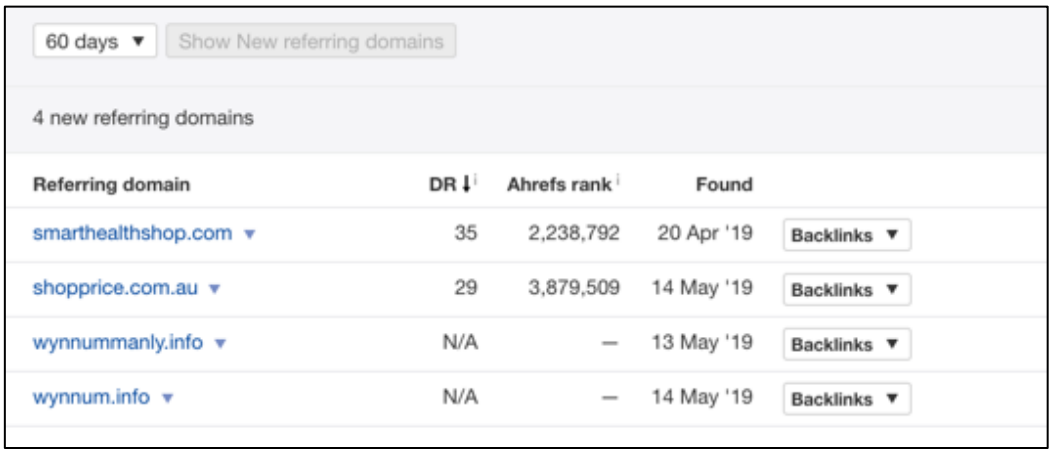
Visit the Additions Building Company blog today to read our latest post - Top 3 Benefits Of An Out-door Patio Kitchen www.additions.com.au/our_news/plumbers-complete-your-brisbane-patio EN	27	8	0	1	2	0.00	1	if you happen to know of a good electri-can and Brisbane Plumber you can enjoy other conveniences such as sinks, dish-washers, ceiling CONTENT brisbaneplumbinganddrainage.-com.au/ 301 → www.brisbaneplumbin-ganddrainage.com.au/	18 Jan '19 10 d

LINK VELOCITY

What is Link Velocity? Its simple. If too many people are publishing backlinks about your brand at an unusual ratio to the volume of traffic you receive, Google is going to know something is up. The key is acquiring the right amount of links at the highest quality.

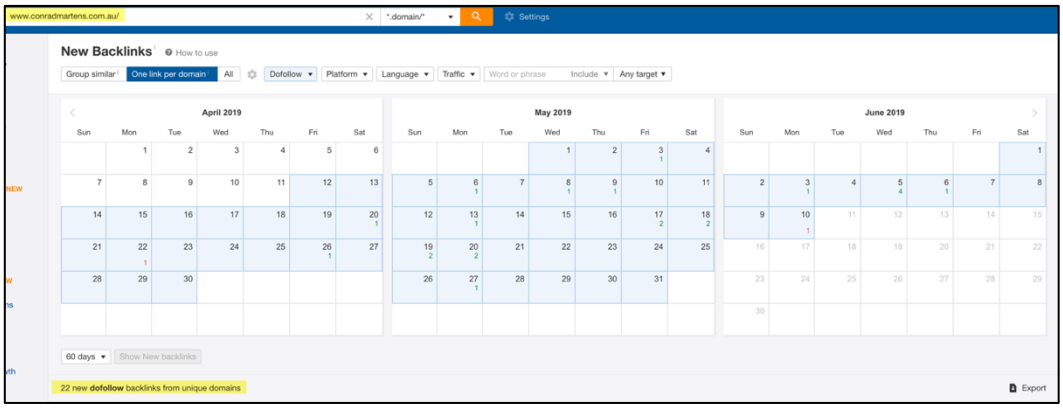
Are they protecting position 1 for "Plumbers Brisbane"?

Not at all. This position is up for grabs to the next Plumber in Brisbane who wants to invest into high quality onsite and offsite SEO techniques for their brand and their website. Please note this software can sometimes produce incorrect results if they have updated their domain URL structure. 301 redirects will give false readings as can other site changes.



Who is investing the most right now to take position 1?

To get a more detailed insight on more competitors who are also gunning for position 1, view the full SEO analysis video. If you decide to invest into SEO, you do not want to be investing less into good quality SEO than your competitors or you will just be chasing their tails and wasting your money. In the full analysis video I will show you who is investing wisely into good links and which competitors are investing into poor quality links. Below is the competitor investing the most right now with 22 do follow links in the last 60 days. This does not mean they are the highest quality links that are being created.



SCHEMA MARK UP

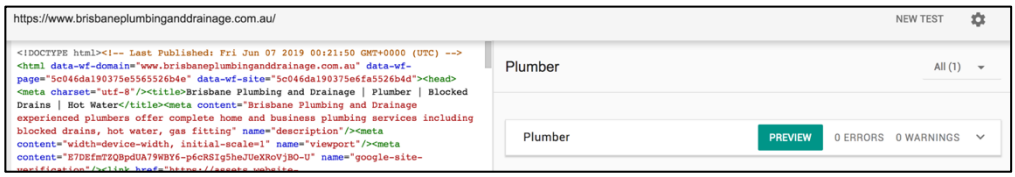
Schema Markup are snippets of code on each page that gives Google more context about what it's reading.

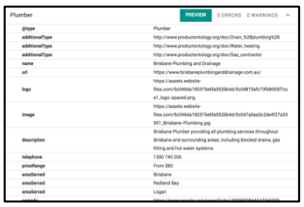
Think of it like teaching a child to read. Well Google is similar, it can read most of the words but it can't always translate the contextual meaning of it, so help is needed to relate it with further explanation. Another comparison could be a glossary in the back of the book that gives more context and understanding of what's on each page.

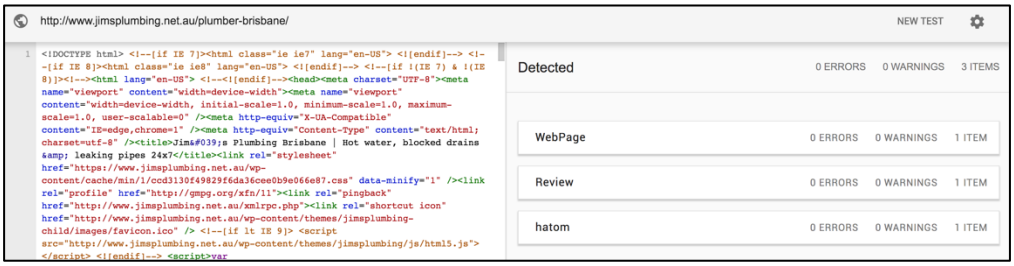
What you want to see below are zero errors or warnings, and a lot of detail added to provide content to all of the content on the page. Ideally you would also like to see the right category or type of snippet code. i.e Local Business, Website or below even better "Plumber" if there is a relevant snippet for your industry. If there is missing Schema Markup this can be just as bad not providing any context to Google about what your page is about.

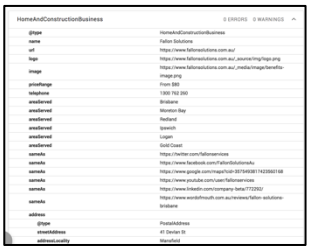
Learn more about Schema Markup on page 10, or view my analysis video.

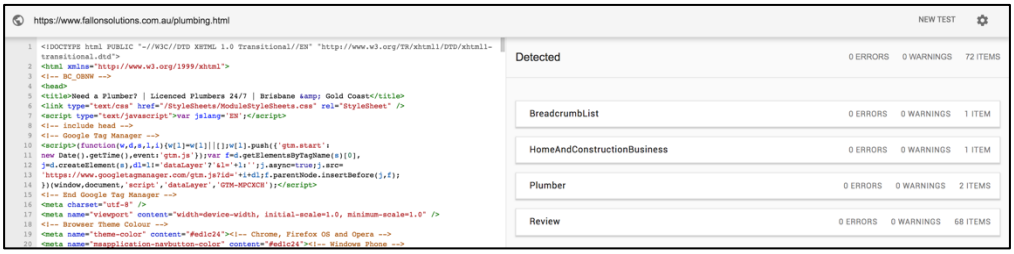
Website in position 1,2 & 3 have good schema with a lot of context detail.

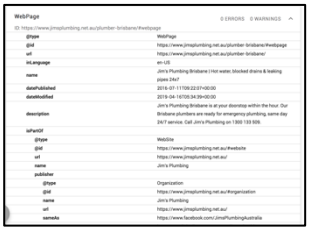




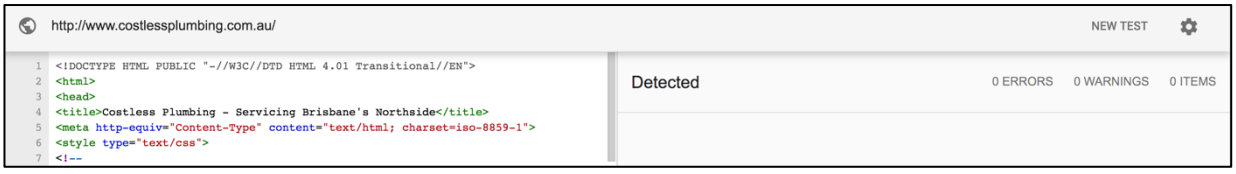








Example of missing Schema. This business was showing on page 7 of Google.



COST ESTIMATE TO TAKE #1 POSITION

The cost and time it takes to rank number one on Google is very subjective with many variable and contingent factors. The audit analysis we have conducted provides the closest estimate possible for any business who wants to rank #1 for "Plumbers Brisbane".

The time investment is also relative to how aggressive and quickly you want to achieve results. The benefit of investing more aggressively is so that you are not chasing the tail of competitors who are also investing in SEO even if their strategy is not superior to ours.

The end cost of ranking #1 for "Plumbers Brisbane" can be significantly less when you invest more into higher volume higher quality backlinks from the start.

Below are the recommended options:

*SEO onsite and setup fee custom quoted based on an onsite and content audit.

- $1699 per month - 10 to 14 months (rough estimates)
- $2399 per month - 8 to 12 months
- $2999 per month - 6 to 10 months
- Protective SEO - $699 per month (unless competitors improve their link quality)

Performance is reviewed every quarter due to the 2 to 3 month lag effect on all SEO activity before Google rewards value to new links created. We expect there will be an instant boost from onsite SEO activities before a longer upward curve in traffic and rankings over a 12 to 16 month period.

Unfortunately there is no such thing as cheap SEO anymore. If you want results the investment into achieving #1 position is based on understanding the SEO process and learning the process involved is tedious, long and strategic.

Do we provide guarantees?

Yes we guarantee if you don't give up to early we will get results, simple. The reality is that SEO takes time and has many variables that can result in rankings being achieved quicker or a little bit longer than expected.

If your top competitor suddenly starts building high quality links it will impact our current assessment. Our analysis however shows that no one is doing very high quality SEO right now and whoever starts SEO with us right now will go to number 1 and we will keep them there.

How long it will take is an estimate of 6 to 16 months. The more aggressive you want to invest the quicker we will get you there. It also means we can maintain the position easier with minimal protective link building.

by Brendon Comerford

SEO CHECKLIST in 7 Simple Steps for Business Owners

Brendon has managed SEO & Digital campaigns for Australia's Largest Brands.

SHOCKING BUT TRUE!

Over 80% of SEO managers are either doing it wrong or doing nothing at all.

I have been doing SEO for 12 years and I'm shocked every day when I perform an SEO audit. They don't teach this at University, so managers are inventing and teaching their own crazy stuff and most of it is WRONG!

So what can you do?

Anyone can learn 7 simple steps to Audit and Hold Accountable Your SEO Manager. This checklist could save you thousands! Here's what you need to learn:

1. Check onsite SEO has been done correctly
2. Check Schema Markup is in place with no errors
3. Check if Content Correlation software is being used.
4. Check for low quality & irrelevant link building
5. Check if link velocity is too high and poses a risk
6. Check organic & brand search traffic is increasing
7. Are you building hundreds of social profiles?

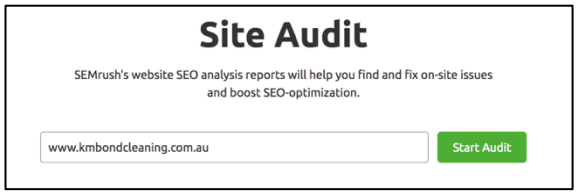
STRONG FOUNDATIONS

Onsite SEO is the foundations and the very first step that needs to be done. Onsite SEO alone can help you get from page 10 to page 3 but getting to page one of Google for your high competition keywords requires link building. It's important to tick all the boxes if you want to appear #1 on Google and onsite SEO is the first.

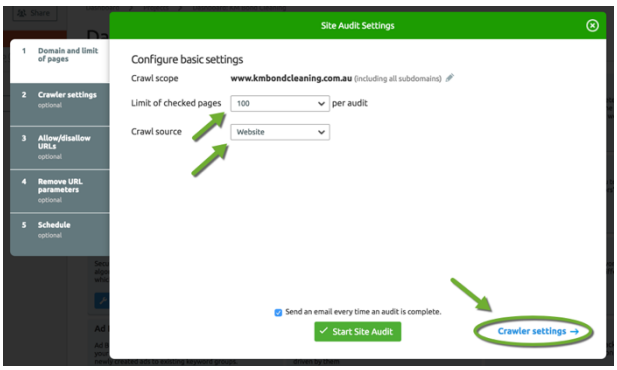
To check if onsite SEO is being done correctly we recommend using SEMrush. Follow these simple steps to check your onsite SEO has been completed.

1. Go to SEMrush.com and sign up for a free account.

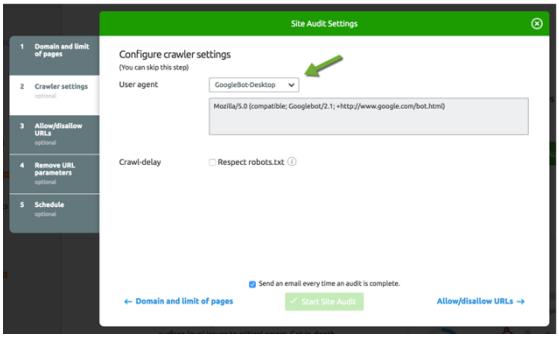
2. Once logged in, go to https://www.semrush.com/siteaudit/ and enter your domain URL.



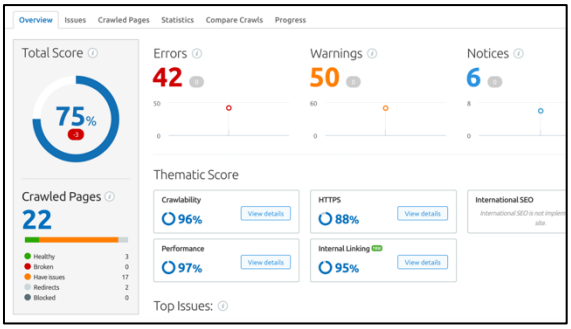
3. Select 100 pages on a free SEMrush account. If your site is more than 100 pages you will need to subscribe or call us on 07 3180 2383 to perform the onsite audit for you at no cost. Next, click on crawler settings.



4. Select Googlebot-Desktop, then click on Start Site Audit.



5. Once the audit is complete you will see how many pages were crawled, the total errors and total warnings. From here you can view each, hover over the (i) information icons to learn about each. From here you can have discussions with your SEO Manager to question why some of these have not been optimised or fixed.



Top 10 issues you don't want to see

1. Duplicate Title Tags or anything duplicate.
2. Slow load speed
3. Multiple 4XX status codes
4. Missing title tags on important pages
5. Images with missing Alt Attributes
6. Pages missing meta descriptions
7. Broken links or images
8. Too many pages with missing H1 Headings
9. Important pages with a low word count
10. Too much text in title tags

SCHEMA MARKUP

One of the most overlooked but important onsite SEO factors which can give you an almost instant boost to your SEO rankings.

What is it?

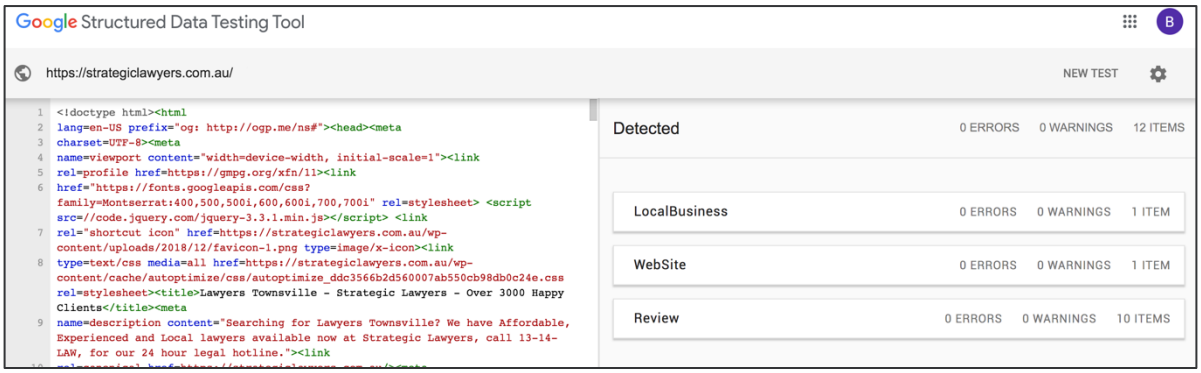
Schema Markup are snippets of code on each page that gives Google more context about what it's reading.

Think of it like teaching a child to read. Well Google is similar, it can read most of the words but it can't always translate the contextual meaning of it, so help is needed to relate it with further explanation. Another comparison could be a glossary in the back of the book that gives more context and understanding of what's on each page.

You will find more often than not, websites in position 1 especially for competitive industries have no missing schema mark up, no errors or warnings and the further down the page you go, most companies have errors, warnings and missing schema markup. It's no coincidence and you can check for yourself.

Go to: https://search.google.com/structured-data/testing-tool/

The errors and warnings will give the major issues however other factors are just important, like not having duplicate schema markup, too many snippet categories or the wrong type of schema markup categories. Best practice is to choose one type of schema markup category, for example Plumbers have their own category, "Plumbers" and within that you should have a lot of schema markup giving contextual meaning to most of the content on that particular page you want to be visible on Google. If you don't have a suitable category you may also choose "local business" Below is an example of what you want to see.



If you would like a more complete analysis and review of your Schema Markup, contact us today for a free video audit. Even if you have zero errors or warnings you may still have missing or incomplete schema that is holding your back from position 1 on Google.

CONTENT CORRELATION

Many SEO Managers are still trying to guess the volume and type of content that is needed for each page when there are software tools available that tell you with a high degree of accuracy what is needed to take the top position.

Guessing for many industries is not good enough and it can be expensive. Creating quality content for a dozen or hundreds of pages is not cheap, and writing not enough content can be even more expensive if you invest in SEO without it.

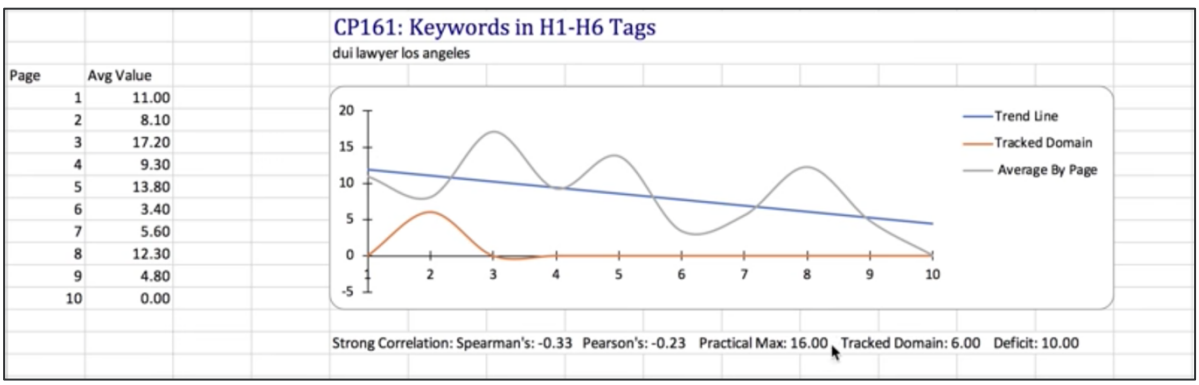
So how does it work?

Content Correlation software looks at who is currently ranking for a keyword in the top 3 Google positions compared to those who are not, up to 100 pages back. It then dives deep into on page optimisation to correlate what the top ranking sites have in common that the non ranking sites don't have and provides a blueprint report of exactly what is needed to take position 1. Each keyword and each industry is different and guessing is a thing of the past.

- How many words do they have on the page,
- How many images, how many times have they used the keyword on the page,
- How many times have they used other relevant keywords,
- Do they have videos, are keywords used in headings, H1-H6 Tags (shown below)
- Do they have schema in place, etc. (there are up to 250 other on page ranking factors)

The goal of this process is to build the perfect foundations to rank based on what Google is already valuing in other pages.

Where the strength of this software lies is in how it's used. The software itself is just a tape measure of over 250+ on-page SEO factors and compares empirical measurement data to make content changes and by exactly how much. It looks at how deficient you are and what tuning is required with your content strategy. Many SEO content managers are over tuning their SEO by investing in the wrong areas.



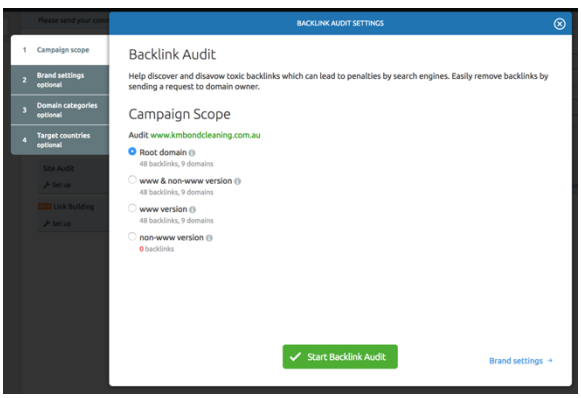
Before we go down the road of Content Correlation, it's wise to start by creating a keyword mapping document. This is the process of taking the top 5 to 20 keywords the site would want to rank for based on search volume and commercial intent (high traffic, high value or both) mapping against the current pages on the site and either using a current page with its current URL, using a current page but updating its URL or creating a new page.

QUALITY NOT QUANTITY

Offsite basically means, nothing to do with your website. It's off your site and on other people's websites where all the magic happens. Link Building is SO EASY! It's just getting other websites that Google trusts, who have pages relevant to your industry, endorsing your brand. That's it! But how they link to you is EVERYTHING! Here is what you want to see.

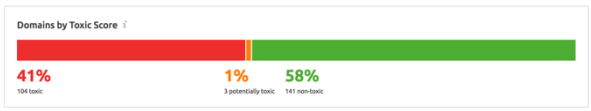
1. **Run a Backlink Audit.** While logged in to your free SEMrush account. Go to www.semrush.com/projects . Then click on Backlink Audit.

2. **Click on Start Backlink Audit.** A pop up will ask to connect Google Search Console. Click X to exit this, it is not important.



80% of the ranking factor for high competition keywords is quality relevant backlinks. Less than 20% is due to onsite SEO.

3. **Review Toxic Links.** You do not want to see any red links. Orange links need to be reviewed and are considered low quality. Low quality links provide little value to ranking front page of Google.
You want to see nearly all green here however this is just step 1. Also watch out for too many business directory links being built each month. They carry less value.



4. **Review Link Relevance.** It is common sense that if a Google trusted, non toxic website has industry relevant content on a page and is also endorsing your brand with a link, it must be passing on this trust to your brand. How does Google know the page is relevant? Easy, keywords in the URL. You also want keywords as the heading of that page and mentioned a few times in the content. Under Audit Tab, ensure the backlink URL's have the keywords you want to appear for in Google. It's really that simple. Example below

www.backlink.com.au/**accountants-brisbane**

5. **Branded Anchor Text.** Ensure your brand name is being mentioned a lot in (not all) the clickable links on each backlink page. Sometimes just your brand name, and sometimes your URL. Remember this is an endorsement from one brand to another which is all about letting Google know other reputable brands and publications also trust you by putting your URL or brand publically on their page. It's no different to a celebrity endorsement campaign.

5. OFFSITE SEO CHECKLIST (Backlink Velocity)

HOW MANY LINKS?

What is Link Velocity? Its simple. If too many people are publishing backlinks about your brand at an unusual ratio to the volume of traffic you receive, Google is going to know something is up.

1. **View .** While logged in to your free SEMrush account. Go to www.semrush.com/backlink_audit . Then click on Lost & Found.

2. **Review New Links.** In the last 60 days, how many new links were created? In above example the volume is 9.

3. **Review Traffic Volume.** Log In to your Google Analytics and check your monthly traffic volume. Not sure how, ask your web developer or contact us and we can assist.

4. **Traffic Vs Link Ratio.** If the volume of new links each month is more than 1% of your total website traffic in the same period, your SEO agency may be building too many links. Google knows it is highly unlikely for more than 1% of total traffic to then be publishing content about your brand online.

5. **Is your Link Velocity over 1%?** If yes then you can only afford to build the highest quality links each month. Quality beats quantity. Sometimes all you need you need is 1 or 2 quality, high authority and relevant links each month.

6. **Request Your Links.** If your SEO manager is building links each month, request to see a list of all the links built in the last 90 days. How many are directory links, how many are published on real websites either as page, article or blog content.

What to do if you are at risk of Link Velocity over 1%

- Ensure top keywords are in the URL pages
- No more low quality directory listings
- Links from pages that have high traffic
- Mostly your brand name in the linking text. (Anchor Text)
- Boost your websites traffic volume
- Ensure your brand is being searched enough on Google as a ratio to your traffic.
- Boost the Click Through Rate of your organic listings.
    - There are creative ways to boost all of the above

OTHER SEO FACTORS TO CONSIDER

Home Page or Inner Page URL?

Are they trying to get your home page ranking or specific keyword inner pages? If you are competing against major brands with a lot of publicity generated links, consider ranking an internal page, not your home page unless your business name has your top keyword in the URL already.

Google My Business Optimisation

If local visibility is important there are a number of methods to optimise your GMB. Consider a social fortress, expanding Q&A in GMB, and getting reviews from customers with keywords in the review. Talk to us to learn other methods to boost local visibility.

TRAFFIC + BRAND

The next step in reaching #1 is checking if your website traffic and branded search volume is increasing at a fast and natural rate. By boosting waves of traffic to your site and the amount of times your brand is being searched on Google at a natural ratio, we can have a dramatic impact on your ranking increases, and FAST.

How do we boost your traffic and branded search? (i.e how often someone searches your brand name in Google.)

Well that's our secret we can't share but every time we do the impact is WOOSH. Sky Rocket increases on your way to number 1. It's 100% white hat and will provide a clear advantage over the majority of SEO agencies who can not do this.

The Key is Natural Increases

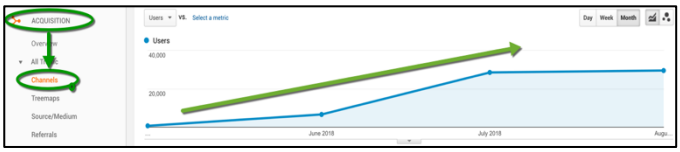
If we were to boost your site traffic, (granted for the purpose of Google SEO only, not sales enquries) then it is also important for it to look natural. Google knows that if your traffic is increasing but your brand search on Google is not increasing they will realise something is not natural.

Sounds Artificial? Well sorry to say but that's' all what SEO is, staying one step of Google with techniques to get you and keep you at number 1. Do you really want to do SEO the old way and let your competitors steal your top position?

So we need to be creative, we need to be aggressive but white hat safe at the same time. Our methods for boosting your traffic and brand search is a critical part of what is working right now. It is safe, future proofed and will ensure you outrank every competitor in your industry FAST.

How to Check If Your Traffic and Brand Search is increasing fast enough?

1. Log In to your Google Analytics and check your monthly traffic volume increases. Not sure how? Ask your web developer or contact us. You can also login to your Google Analytics, select the date range since your SEO agency started, click acquisition, then channels and view the graph to see if Users have significantly increased since they started. If you have not also increased budget for paid traffic and there is little or no traffic increase then it's safe to say your SEO agency is not implementing the latest methods to achieve rankings for position one.



2. How do you check your brand is being searched more over time? Well this one is hard to check back in time, but all that matters is your brand search is maintained at around 1% of your total traffic at all times. Simply use the Chrome extension tool Keywords Everywhere to find out how often your brand is being searched on Google and make sure it is at least 1% of your total monthly traffic volume.

Please note that with SEO the goal should always be to appear in the top 3 positions for your highest converting most profitable keywords and getting part of the way there can mean nothing. Why? Check it out below!

Position 1 - Click Through Rate = 30.16%
Position 2 - Click Through Rate = 14.54%
Position 3 - Click Through Rate = 9.86%
Position 4 - Click Through Rate = 6.11%
Position 7 - Click Through Rate = 2.11%

This is why we always aim for position one!

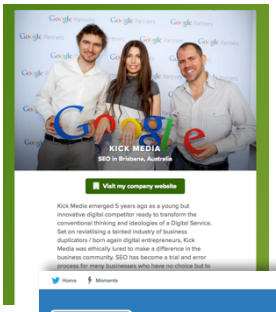
7. OFFSITE SEO (250+ Social Profile Sites)

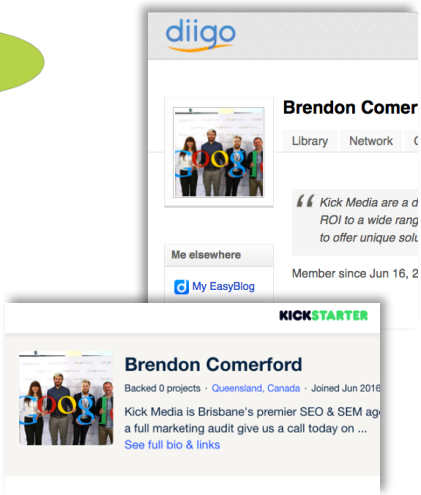
The most innovative SEO strategy developed and tested over the last 12 months has been seeing remarkable results for our clients, with many seeing instant increases in the first 30 days.

What is a Social Fortress?

This strategy starts with setting up and optimising up to 300 social profile sites to significantly increase your brand mentions across the internet. Each social profile contains information about your brand, your address, phone number and unique images. We then geo-tag and caption images to increase topical and geographical relevance to Google. Once built and optimised we then strategically link each social profile back to your website and where possible across other social platforms. This allows authority to pass between and through your profiles and at the same time through to your website. This increase in quality links and brand mention gives Google the perception of your business being a large brand and a real player in your local area.

200+ Social Profile sites





THE GOAL

Social Fortress is another form of backlink to your site which builds your brand authority allowing your website to rank higher for more keywords in a very short amount of time.

It is recommended to implement a social fortress directly after completing Onsite SEO and before link building. Contact us today to learn more and receive a quote.

Your New SEO and Digital Marketing Team

Ross | Brendon | Joseph | Chris | Ana

SEO *BRISBANE*
RESULTS *GUARANTEED*
60 Day Boost and 6 Month Ranking Guarantee

ETHICAL SEO AGENCY

"I only have three words that describe this company. Honest, Genuine and Professional."
- David White - WhiteIT

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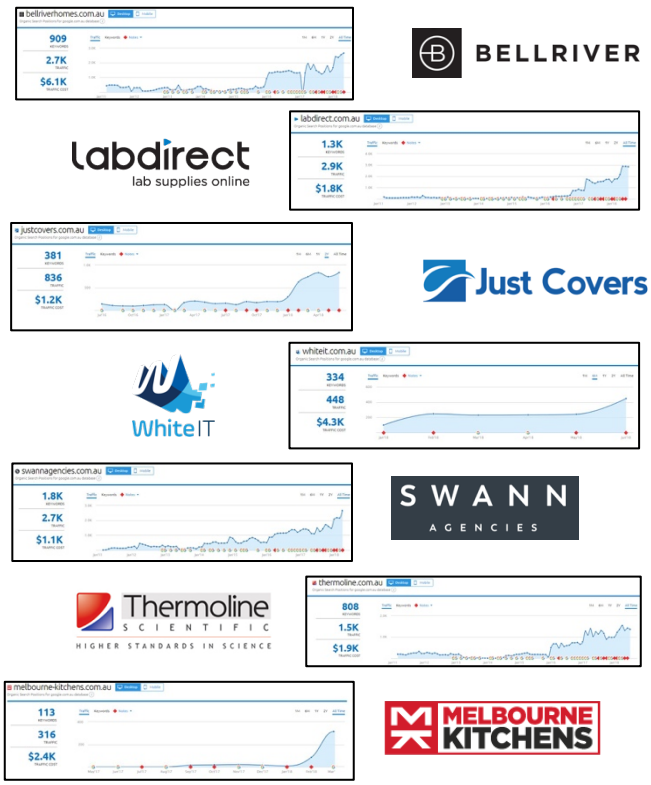
Kick Media is a boutique agency using the latest marketing and tracking technologies, which means reporting and results are 100 % transparent. You can be assured every dollar you spend has a dollar return on investment by knowing exactly how much your next phone call or online enquiry is costing you.
With a strong policy on honest and ethical advice you can be assured we only recommend strategies we are confident will work for your business. We are here to guide you through the digital maze of advertising options available. We can tailor the most effective digital strategy to fit your marketing budget. We look forward to helping you achieve your business goals.

Call us today at 07 3180 2383

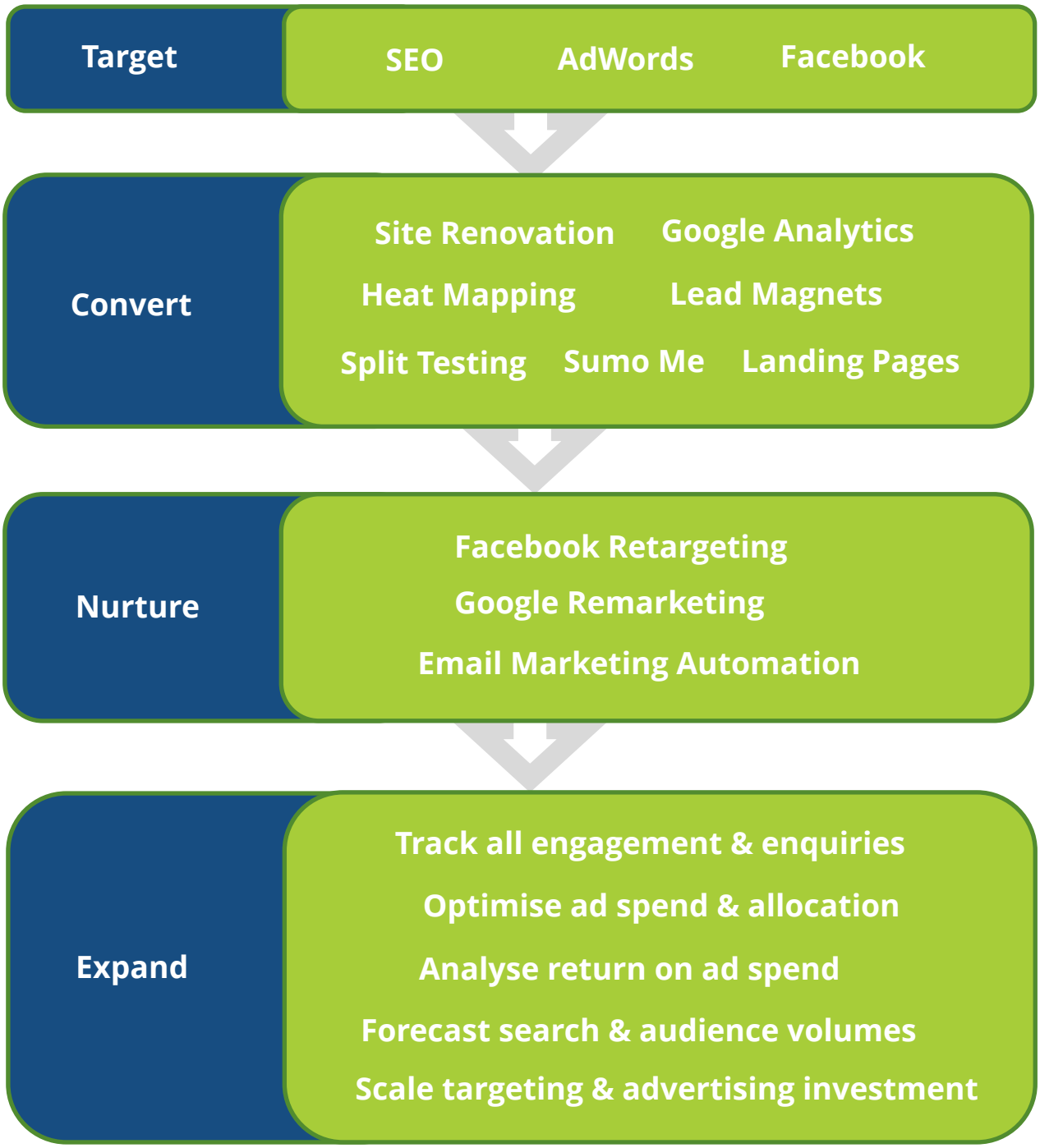
RESULTS *EVERYTIME*



View more at
kickmedia.com.au/case-studies

SEO #1 *in 3 months*

"Since working with Kick Media, my business has expanded by over 800% in 3 years. Avoid the large agencies, I've tried many. This is the only SEO team you need and they will get results. Good SEO isn't cheap, but i know my business would not be where it is today if I didn't invest in SEO"
- Russell Crawford

Digital Strategy Road Map

Below is a visual road map of our entire services and strategies that can be tailored and rolled out for your business over the next 12 months. Once in place this marketing system serves as a turn key blueprint that will drive sales enquiries. Your return on ad spend will be measured so you can know with confidence how to scale your advertising budget while maintaining profitability levels. Your marketing system will become a tangible asset for your business.