

A 3D rendered computer monitor on a desk. The screen displays a target icon on the left, a bar chart with four bars of increasing height in the center, and a line graph with an upward-pointing arrow on the right. The background is a light gray with two circular patterns of horizontal lines on the right side. A blue rectangular box is overlaid on the bottom left of the image.

SEO SERVICES.

Award-winning SEO services
for UK businesses.

LOCALiQ

Who we are.

LOCALiQ is an award-winning multi-channel digital marketing agency. We specialise in local marketing and have years of experience working with a variety of clients across many industries.

We consistently deliver exceptional results for B2B, B2C, eCommerce and services businesses – our digital marketing services will help you and your business thrive.

Whether you're a small business looking to attract local customers, or you're trying to expand across the UK, we can't wait to help you grow in the markets that matter.



Our SEO services:

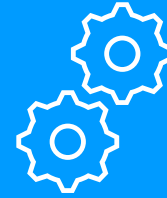
We understand that SEO can be a vast topic to understand, let alone implement.

An effective SEO strategy requires time and knowledge, that's why we don't just have an SEO expert at LOCALiQ, we have an award-winning team of them. We also use industry-leading software to ensure that we continue to deliver the best possible results for our clients.

We monitor and review user experience, engagement rates and conversion rates to direct our work towards making a material difference to your business, whether that be increased lead generation or greater organic brand visibility.

The main components of our SEO service:

- Technical
- On-page
- Off-page
- Content creation



Technical SEO

We'll identify and fix areas that can negatively affect UX and page crawling/indexing.



On-page SEO

We'll conduct thorough keyword research for your business. We'll use this research to inform and optimise your web pages to align with user intent.



Off-page SEO

We'll carry out Google Business Profile optimisations and ensure NAP consistency across the web.



Content creation

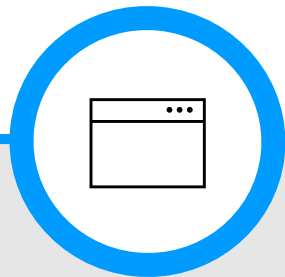
We'll update your site with a stream of high-quality content, which is considered a major ranking factor by Google

What to expect:

More Clicks | Improved Search Visibility | More Leads

We'll make sure all aspects of your SEO strategy are taken care of.

Every SEO campaign starts with a **full website audit**. We then conduct extensive keyword research and create a **complete SEO strategy**, ensuring **better search engine rankings** for your website.



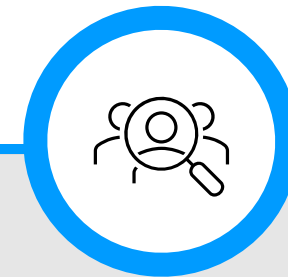
Full website SEO audit

As part of our process, we conduct an audit of your website, reviewing key data from a range of software and our own expertise – we'll then use this to identify areas that need improving.



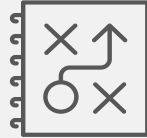
Keyword research

Our team of SEO experts are experienced in conducting in-depth keyword research. We'll uncover keywords tailored to your business and implement them as part of our SEO service.



Complete SEO strategy

At the beginning of your SEO campaign, your SEO analyst will construct a comprehensive document outlining the SEO strategy and specific tactics we have chosen to implement for your campaign.



Bespoke strategy creation.

At the start of your LOCALiQ SEO campaign, your SEO analyst will create an in-depth document outlining the key components of your strategy, and the tactics that will be used to ensure we create an effective SEO strategy.

We'll also outline your business aims and build a set of specific KPIs in line with these to ensure we're able to measure campaign success.



Transparent monthly Reporting.

At LOCALiQ we believe in transparent reporting, that's why we create a monthly report that details the latest developments in your SEO campaign.

We'll include key metrics and data points, as well as a summary from your SEO analyst, a breakdown of your keyword rankings and top performing pages, as well as a breakdown of organic traffic and audience insights.

Your SEO analyst will also be available for regular touchpoint calls throughout the duration of your campaign.



Case study: Ultimate Gaming Paradise

Ultimate Gaming Paradise is a boutique company run by gamers, for gamers. Their mission is simple – to provide the best online customer service experience, helping you with your next purchase through their funny, honest online reviews via their exclusive gaming community.

Challenges

Finding their industry extremely competitive, Ultimate Gaming Paradise approached us to help build their brand awareness and online sales.

Solutions

Following extensive competitor and keyword research, LOCALiQ created an SEO strategy to achieve Ultimate Gaming Paradise's online goals. Our strategy focused on improving their existing content to establish the brand as a thought leader within their niche and improving the visibility of their store, category, and product pages.

Results

Our SEO campaign improved their website impressions by 658% and increased their clicks by 417%, and Ultimate Gaming Paradise saw their online sales jump by a huge 3451%. Alongside these improvements, their keywords in positions 1 – 3 also increased by 283% and positions 4 – 10 by 111%.

It has most definitely been very, very impressive on the numbers.

I monitor them daily and am very happy with what I'm seeing. More and more product search terms are resulting in good rankings."

Matthew,
Director of Ultimate Gaming Paradise

Key Stats:

3451%

INCREASE IN GROSS SALES

658%

IMPRESSIONS

280%

**INCREASE IN
KEYWORD RANKING**

Key Stats:

230%

INCREASE IN WEB TRAFFIC

466%

INCREASE IN CONVERSIONS

869,246

AUDIENCE REACH

Case study: Petflaps

Founded in 2020, Pet Flaps UK is the official supplier for more than three major international manufacturers with over 2000 installations. They are now the biggest pet door installer in the UK, offering specialist cat flaps, pet flaps, and dog doors in a range of different designs.

Challenges

Pet Flaps UK wanted to build their online presence within search engines and improve their website's conversions. They wanted to be found for transactional keywords with a high buyer intent, focusing on their flexible installation options (i.e. installation into glass, uPVC).

Solutions

Combining a comprehensive SEO strategy and strategic paid search campaign, we focused on improving their existing content to target highly valuable keywords and helped to redesign their website for an enhanced user experience.

Results

Our SEO campaign resulted in a 92% increase in impressions and a 230% increase in users visiting their website from organic search, increasing their online conversions by 466% – fantastic results for our client which has helped them grow into the go-to company within their field.



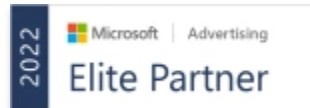
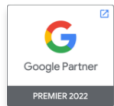
“Natasha and her team have impressed me with their knowledge and have, over the past few months, almost completely re-written the website's content and customer experience.”

“Our SEO ranking continues to grow and develop with impressive statistics to back up their efforts. Our business is rapidly becoming the dominant player in our market”

John,
Director of Pet Flaps UK

An agency you can trust.

We're a Google Premier Partner, Meta Business Partner, Microsoft Elite Partner and Snapchat Marketing Partner. These badges of authority reflect our expertise and the outstanding results we achieve for our customers.



21 Apr 2023

Excellent service from their SEO team...

Excellent service from their SEO team on our website migration last year. they worked with our website design agency and turned around thousands of redirects in less than 1 week. our previous agency said it would be 6 + weeks and at double the price... highly recommended for migrations. thanks again to the team for their help.



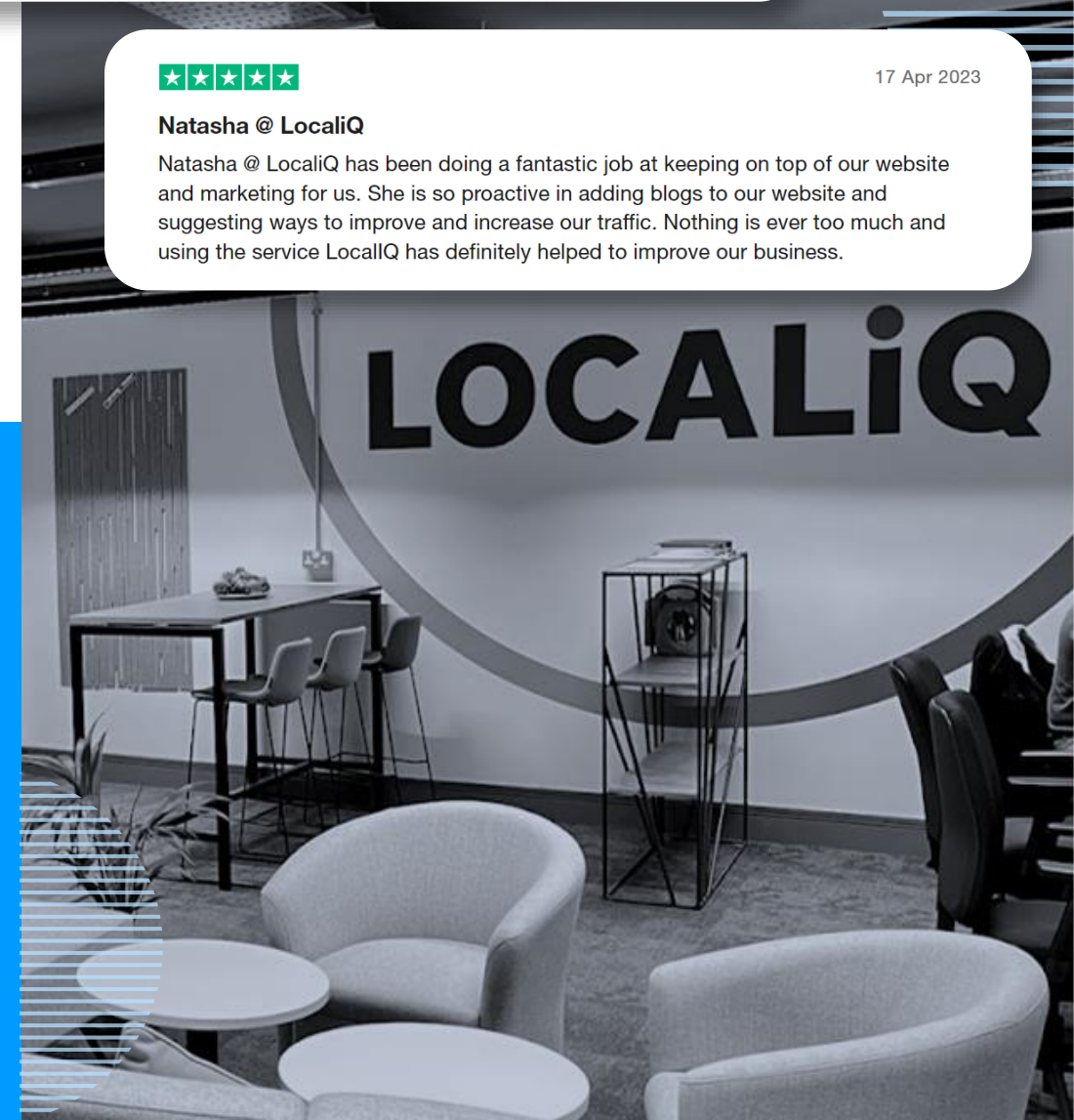
17 Apr 2023

Natasha @ LocaliQ

Natasha @ LocaliQ has been doing a fantastic job at keeping on top of our website and marketing for us. She is so proactive in adding blogs to our website and suggesting ways to improve and increase our traffic. Nothing is ever too much and using the service LocaliQ has definitely helped to improve our business.

Proud to be recognised.

We're a proud bunch and these industry recognitions have been a result of our hard work, dedication and real results we have delivered for our clients.



Get in touch.

Ready to climb the SERPs? Contact us today for a free, no-obligation chat and find out how our team of SEO specialists can help drive more traffic to your website.



02080 592195



Drop us a message

LOCALiQ
www.localiq.co.uk