



Website Content Edit & SEO Audit

PepperStorm Media offers a Website Content Edit & SEO Audit package that is suitable for both new and established businesses.

Our comprehensive service will fully optimise the back-end of your site (enhancing your SEO), showcase your services in an accessible format and ensure that your website copy is engaging, informative and error-free.

We also offer blog content creation as an additional service. Blog posts update your site with new and engaging information, improve your SEO and add value to your website, as well as attracting visitors and potential customers to your site on a regular basis.

The details of our services are outlined below; if you have any further questions or would like us to tailor a bespoke package to suit your requirements, please get in touch at david@pepperstormmedia.com.

David Harfield
CEO

[PepperStorm Media LTD](#)

Content Edit & SEO Audit	2
Content	
Keyword Optimisation	
Links	3
Finishing Touches	
Blog Content	4
Additional Services	5
Social	
Newsletters	
Content	
Testimonials	6
Pricing & Next Steps	6



Content Edit & SEO Audit

For a website to have the best chance of climbing a search engine's rankings, positive user experience is crucial. These services are aimed at improving your site's SEO, user experience and client onboarding process.

Content

Consultation with PSM Editorial Team - We'll connect on a call at a time that suits you to discuss who your target audience is, what your ideal client looks like, which keywords you want to target, etc., and, most importantly, what you want to achieve with our services.

Copy - We'll edit (or rewrite) all of the page content on your website into a style that is engaging, informative and representative of your brand while also optimised for all of your targeted keywords.

Check & Remove Duplicate Content - Google can penalise duplicate content, so we'll check to see if you've repeated yourself anywhere on the site and edit any necessary copy so that it relays the same message in an original and dynamic format.

Keyword Optimisation

Keywords - We'll identify up to five short and long-tail keywords that you want to target across your site, ensuring that at least one is on every page.

Meta Descriptions - You need to tell Google how to describe each page of your site in its search engine, so we'll ensure that all meta descriptions are optimised to get your brand message across as well as featuring your preferred target keywords.

Activate Yoast SEO Plug-In - We'll install and activate an SEO plug-in that allows you to edit the meta descriptions and targeted keywords on every page and post on your site. Yoast* is only available on WordPress; however, if your site is on SquareSpace then we can offer similar keyword targeting with their built-in SEO tools. (* We recommend upgrading to Premium for \$69 which allows you to target up to five keywords per page/blog post.)



Links

Broken Links - Just like typos and grammatical mistakes, broken links are terrible for SEO; we'll check every link on your site to make sure that they're formatted correctly and don't lead to '404 error' pages.

Internal Links - Google rewards sites that have useful internal links, so we'll make sure that every page is easily accessible from within your site and blog via internal links.

Create Custom 404 Page - As you add more and more content to your site, the chances of a link leading to a 404 error page increases - we'll prepare your site for this by creating a custom 404 page that represents your brand voice and encourages readers to revisit the homepage, rather than a standard error page that would damage the user experience.

Optimise Page URLs - For all new pages and blogs, we'll optimise the URLs so that they are reader-friendly and more clickable. For example:

Title: *7 Tips On Finding The Best Wedding Photographer For Your Special Day*

URL: *yoursite.com/7-tips-on-finding-the-right-wedding-photographer-for-your special-day*

Optimised URL: *yoursite.com/find-best-wedding-photographer*

Finishing Touches

Add your Business Address on Google - If you have a business address, we'll make sure that it's clearly and correctly represented on your site so that it's easy for Google to display.

SSL Certificate - Having an SSL-certified site is vital in gaining visitors' trust, especially if you expect them to hand over money via your website. If you haven't got the 'padlock' next to your site URL, we'll show you how to get it set up for free.

Mobile-friendly - The majority of visitors will be accessing your site via their phones or tablets, so it's essential that it is mobile-friendly; we'll run the site through Google's mobile-friendly tool and report back with advice if there are any areas for improvement.

Speed of Site - We'll run a speed test that tells you how fast your site is loading and inform you of any tips on increasing the speed of your site to give it that extra edge against its competitors.

Blog Content

Once your site has been through our Content Edit & SEO Audit then it's best to leave the website copy alone until you want to add more page content, as Google will have ranked and assessed the existing page content. However, Google doesn't like a stagnant site, so the best way to post fresh, SEO-charged copy on your site is through a regularly updated blog.

Topics - While these articles will be based around the services that you offer, they will be less of a 'hard sell' and more of an informative and fun way that you engage with your customer base. So while a few could be about a new service that you offer or a discount that you're running, the majority should be informative, advice-based articles from which your readers can get value as well as share amongst their social groups. This will position you as a confident leader in your industry and establish a basis of trust with your audience.

Article Titles - We can either suggest topics or receive feedback from you regarding the focus of the content, before creating article templates for you to approve.

Keywords - While PSM will have already optimised your page content for the main keywords that you want to target, the blogs will provide the ideal resource to add more specific, niche, seasonal and location-based keywords to your website.

Length - We recommend 800-1000-word blog articles as this keeps readers on your site for at least five minutes; the longer a reader stays on your site, the more invested they are in your brand and the more Google will reward your site in its search engine rankings.

Volume - We usually recommend a minimum batch of 10 articles, so you can target a variety of topics as well as offer an in-depth explanation of your services.

Blog Post Specifications:

- 1000-word (approx.) articles
- Fully optimised for SEO
- Up to 5 targeted keywords
- 2-3 copyright-free images
- Uploaded and scheduled on your site



Additional Services

PSM also offers several other services, the most popular being Content Creation & Blog Management, Social Media Management and Newsletters.

Once you have quality content on your site, you'll want to make sure it's read by as many people as possible. Social and newsletter promotion gives you a great excuse to contact your customers on a regular basis with new and engaging articles to attract readers to your website.

Social

Our Social Media Management can cover any social platform and involves content creation, scheduling, community management, ad management and promotion. It's very likely that your customers will want to check you out and even engage with you on social, so having a quality, regularly maintained social presence is essential to good user experience.

Newsletters

Newsletters are an efficient and affordable way of engaging with a brand's customer base on a regular basis and we recommend sending them on a monthly basis although we can scale up to any frequency.

Content

In addition to blogs, we also offer more ad hoc services, such as website copy, eBooks, brochures, app content, 'listicles' and product guides. We also offer Content Creation & Blog Management as part of an ongoing monthly package for clients who want consistent content posted throughout the year.

Learn more about our [Social Media Management](#), [Newsletters](#) and [Content Creation & Blog Management](#) services.



Testimonials

Further details about the clients below can be found on our Company Overview and more testimonials and examples can be found on the [Clients](#) section of our website.

"I was recommended PepperStorm Media from a friend in the industry and I can honestly say the team did not disappoint. Right from the initial email David was so friendly and informative. Nothing was too hard, and they confidently answered all my questions. We worked together to find the perfect voice that was original and perfectly me. My whole site has had the copy revamped, an SEO audit, keywords and advice on where to go from here. I feel confident that my site has been improved drastically because of PepperStorm Media and I am excited to continue my working relationship with them on future posts and updates. Highly recommend."

Ashleigh Haase

[Ashleigh Haase | Wedding Photographer | Yarra Valley, Victoria](#)

"David and the PepperStorm crew have been unreal – I have never had such an easy collaboration and worthwhile investment in outsourcing. These legends know what's up, from the interactions, copy options to installing everything on the site for us, their service makes it so easy to sing their praises. I've loved the process so much and will continue having PepperStorm write blog posts for us as we are seeing the results already and have had so many compliments on our copy. I think I have sent almost 10 people their way in the 2 months since originally being referred to David. Absolutely bloody brilliant."

Andrew Hardy

CEO, [Fēlan | Digital Storytellers | Video, Animation & Graphic Design](#)

"It has been an absolute pleasure working with PepperStorm. David is extremely proficient in what he does and is extremely responsive. All of my website's needs were taken care of from content creation to SEO. I highly recommend this company and can't wait to use them again in the near future. Thank you David!"

Emily Riley

CEO, [FLOX Botanical | We Curate, You Create | Flower Delivery Melbourne](#)



Pricing & Next Steps

Every site we work with is unique, which is why we tailor our services and pricing to suit each individual client.

To learn more about costs, deliverables and timelines regarding your website, please get in touch at david@pepperstormmedia.com.