



Content Edit, SEO Audit & Blog Services

PepperStorm Media offers a Content Edit & SEO Audit package that is suitable for both new and established businesses. This service is aimed at boosting your site's SEO, showcasing your services in an accessible and engaging format, and creating an optimal experience for every visitor.

For a website to have the best chance of climbing a search engine's rankings, positive user experience is crucial. PSM offers a comprehensive service that will ensure that your website copy is engaging, informative and error-free and that the back-end of your site is fully optimised.

In addition to perfect site copy and webpage SEO, blog posts are an incredibly useful method of updating your site with new and relevant information, improving your SEO and adding value to your website, as well as a great reason for existing and potential customers to visit 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.

We're looking forward to working with you.

Best,

David Harfield

CEO

[PepperStorm Media LTD](#)



Content Edit & SEO Audit

These services are aimed at improving a 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.

Proofread & Edit - We will proofread all of the page content on your website and edit (or rewrite) it into a style that is not only engaging, informative and representative of your brand but also optimised for all of your targeted keywords.

Check & Remove Duplicate Content - Google penalises duplicate content heavily, 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 with 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 represented on your site in a way in which Google can display in its search engines.

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 in which to 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 get notes and feedback from you on what you'd like us to focus on or we can suggest topics and send over article templates for you to approve.

Keywords - While PSM will have already optimised your site for the main keywords that you want to target, the blogs will provide a great avenue for you to add more specific, niche, seasonal and location-based keywords to your site.

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

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