

# **Ranking Recovery Consulting**

## **SEO Consulting Sessions UK**

I offer a 2 tier pricing structure for one on one advisory sessions booked over the telephone, Skype or on site that is dependant on the size of the company and level of skill required to fix problems.

Hire me by the hour. Most sessions are 60 minutes.

## **Small Business and Sole Trader Consulting Hourly Pricing**

I've visited websites similar to mine and I've never seen information regarding an hourly fee, it seems you have to email or phone to get a cost. I have a transparent £45 flat fee per hour. Sole traders and SME's often require SEO coaching and standard lessons on how to decipher information from their Google Analytics account. This may also include basic keyword research and how to sculpt a web page for search engines using H1 Headers and associated keyword targeting.

## **Project Management Hourly Fees – Ecommerce and Penalty Recovery Operations**

For team consultations and technical SEO Google advice my rate is £75 per hour, whether video Skype with several members present, or direct one-on-one coaching via telephone and screen sharing using Zoom or Skype.

This rate applies to websites who have suffered a manual

penalty from Google and require a backlink disavow and recovery / request reviews. Constant monitoring and evaluation from the project start date to client satisfaction (KPI is usually search phrase ranking recovery)

I've demonstrated in just 90 minutes of a multi-website project I assisted an agency team of highly skilled developers and their Team Manager identify a large issue related to the technical setup of Google Analytics and Google Webmaster Tools. Overnight their rankings and website traffic increased significantly.

## **eCommerce Google Ranking – Organic Traffic Recovery or Improvement**

This scenario is actually a lot trickier and time consuming than the above situation of a manual penalty recovery. Sometimes it's not possible to black and white verify exactly what when wrong, when, and how to resolve – in cases like these the implementation of positive on-page SEO methods combined with technical exercises such as toxic backlink identification with a view to a possible Google Disavow needs to be ruled out.

It's my primary job to run a detailed manual audit and data mining exercises in Google to backtrack and pinpoint the possible date of the depreciation and possible solutions.

This includes regular consultations purely to discuss the history of marketing techniques that have been employed in the past with the website and to take some of the guesswork out of my findings.

Speaking in-depth with a client is essential, I'll be asking exactly what SEO tasks have been carried out, for copies of previous SEO reports, historical ranking tracking for search phrases, utilising the Wayback Machine and applying 2020 SEO

methods to test stage by stage over a period of months.



## **The Relationship Between Website Developers and an SEO**

Web design agencies don't know SEO just as I don't know how to create a logo or build a website with HTML. It's an industry standard rule that skilled website developers and designers don't have (or need) the knowledge for the more intrinsic settings of Google Webmaster Tools and Google Analytics. This is absolutely identical to the face that I have no idea about design and have zero coding and development skills.

## **White Labelling SEO Services**

I have had agreements with many design agencies in the UK and Europe, white labelling my services and working under their brand to provide tutoring, ad-hoc advice and project fixes. Price is dependent on each project so on this occasion I can't

offer a flat fee as the cost is variable.