



New Website SEO Support

A new website is a great chance to improve the performance of your website and how it ranks on the search engines but it often leads to a drop in performance if done incorrectly. Varn can help make sure your websites performance is protected and built on with our bespoke new website SEO support.



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New Website SEO Support from Varn

Launching a new website is a great opportunity to grow your business and enhance your online presence. It can also be a risky time if the new website is not launched properly from an SEO perspective. A new website that is launched without sufficient SEO insight and support will see a drop in performance, whilst also being a missed opportunity to drive more traffic / business. It is much more cost effective to get the SEO correct at pre and go-live stages, rather than have to retro fit the SEO work and try and recover lost rankings, traffic and enquiries / sales.

We can work with you to make sure that your current performance and rankings are protected, and to help you build on that success. Agencies often talk about the expected 'drop' in traffic / performance when a new website goes live but this shouldn't be the case, unless losing traffic was part of your strategy.

Our New Website SEO support packages cover everything from pre-live to at-launch checks, post-launch checks and even SEO auditing / SEO consultancy.

Do call us on **01225 439 960** to talk through your website project or read on to have a look at the packages available and find out more about how we can help support the launch of your new website.

All audit options include:

- ✓ Over 15 years' experience in SEO
- ✓ Google accredited analysts
- ✓ Page performance identification
- ✓ Keyword gap analysis
- ✓ Technical SEO Analysis
- ✓ Bespoke reports (Not auto generated)
- ✓ Prioritised and actionable recommendations

Our New Website SEO Support Packages

The New Website SEO support packages available vary depending on whether you have an existing website, the size of your new site and your SEO requirements.

One

Recommended for new, standalone websites with no predecessor or existing rankings

£1,530 - £1,890
+VAT

Two

Recommended for new websites that are replacing a predecessor and which require ranking protection

£3,510 - £4,770
+VAT

Bespoke

Recommended for new websites that are replacing a predecessor, require ranking protection AND which require a bespoke SEO audit

£5,490 - £7,650
+VAT

SEO Consultancy Option

SEO Consultancy

Minimum 2 hours

£120
+VAT per hour

If none of the options above fit your requirements, one of our senior team can meet with you to discuss what you need to achieve. We can then take a look at your new development site before making recommendations / changes where possible during the meeting.

We can also allow for additional time for SEO training, depending on the budget available. We find that this works well for managers or owner managers. This can be a one-off meeting although we often meet clients once a quarter for a couple of hours for further optimisation and training.

For meetings away from our offices in Bradford on Avon, travel is charged at 50p per mile.

Below is a breakdown of what's included as part of our New Website SEO Support Packages:

Pre-Launch Performance Review

This work would include a review of any existing website(s) in order to protect organic search traffic going forward

Task	One	Two	Three
Identifying top performing landing pages to be protected		✓	✓
Mapping existing keyword rankings		✓	✓
Google Analytics review		✓	✓
Google Search Console review		✓	✓
Existing information architecture mapping		✓	✓

Pre-Launch Development Site Review

This work would include a review of your new development site, before it goes live

Task	One	Two	Three
Mapping keywords driving traffic within the existing site to the new site content / pages		✓	✓
Mapping existing landing pages driving traffic to the correct counterpart within the development site		✓	✓
Creation of required 301 redirects to cover URL changes		✓	✓
New Information Architecture mapping and recommendations	✓	✓	✓
Internal link / 404 error checks	✓	✓	✓
XML Sitemap and robots.txt review	✓	✓	✓
Site crawl to check additional crawl errors prior to launch	✓	✓	✓

Below is a breakdown of what's included as part of our New Website SEO Support Packages:

Pre-Launch SEO Review*

This work would include a bespoke SEO Audit of the development site, prior to launch

Task	One	Two	Three
Review of all on-site Technical SEO Factors			✓
Review of off-site SEO Factors			✓
Implementation of Goal / Conversion tracking within Google Tag Manager and Google Analytics			✓
List of prioritised actions and recommendations to ensure the site is as optimised as possible prior to launch			✓
Top level overview / list of SEO recommendations		✓	

*Please let us know if you're interested in a pre-launch SEO review and we can send across more information on our SEO auditing packages.

At-Launch Checks

This work would include several tasks, to take place within a few hours following the launch of the new site

Task	One	Two	Three
Check real-time Analytics to ensure traffic is being tracked	✓	✓	✓
Submit the new live site to Google Search Console and link GSC to GA	✓	✓	✓
Internal link / 404 error and site crawl checks	✓	✓	✓
Test implementation of any 301 redirects from any previous website(s)		✓	✓
Check form submissions and goal / conversion tracking			✓

Below is a breakdown of what's included as part of our New Website SEO Support Packages:

Post-Launch Checks

This work would take place around one month after the launch of your new website

Task	One	Two	Three
Check Google Analytics for pages with a high bounce rate as well as any other errors	✓	✓	✓
Check Google Search Console for any crawl errors	✓	✓	✓
Crawl of the live site to pick up any additional errors that need to be addressed	✓	✓	✓
Creation of any additional required 301 redirects	✓	✓	✓
Review of keyword / landing page performance following organic search ranking protection		✓	✓

Bespoke

Please contact us for more information about Package 4 and a more bespoke option for larger websites / clients with bespoke requirements.

Email contact@varn.co.uk or call us today on **01225 439960**.

Bespoke

(Contact Us)

Testimonials

"Varn are great to work with and understand the importance of making sure that a company's website and online marketing plan not only improves search engine rankings but more importantly increases ROI"

Jon Marling, Managing Director, Paper Bag Company

"I just wanted to say another big thank you, our inbound enquiries have gone off the scale. It's like it was a couple of years ago."

James Abbott, Managing Director, IT Focus

"The effect has been almost immediate with an increase in website enquiries coming through after only a couple of weeks."

Wes, Director, Guy Auto Electrics

Some of Our Clients



Mercedes-Benz



MEDIA GROUP



Soakology
THE SCIENCE OF BATHROOMS



Stanmore
Implants

