



A FULL SERVICE DIGITAL AGENCY WITH A 20 YEARS TRADING HISTORY

Rocket your way to
SEARCH ENGINE DOMINATION



www.toprankservices.co.uk



Some websites do take longer than others to reach the top of the rankings due to competition, the location and the chosen keywords but we have never failed, not once.

Rankings



ARE YOU STRUGGLING TO RANK?

If your current SEO agency or specialist insists that they've been working on your websites SEO for 6 plus months and you're still on the cusp of success - a commonly used term - Then now is the time to switch, and here's why...

It's simple, local SEO doesn't take so long to show results. You won't instantly climb to No.1 but your rankings and stats should show an improvement after just 1 or 2 months.

Rankings improve over time as Google re-crawls and re-indexes your website. You don't suddenly jump from oblivion to page 1 like some marketing companies would have you believe.

Reports



RANKING REPORTS

Ranking reports are extremely important in marketing as they allow us to keep track of our campaigns and allow the client to not only see that we are in fact working on their website but they can also see rankings moving in the right direction.

We generally release a report each month showing visitor stats and rankings, you'll find a typical report here. This sample report is for a local business targeting a 40-50 miles radius.

Depending on where you are searching from, local results can differ massively and because of this some marketing companies don't even supply ranking reports saying they are not important and it's all about traffic numbers.

Rankings are extremely important and traffic can be falsified.

RANKING REPORTS (CONT)

Here at Top Rank we try to keep our ranking reports as accurate as possible by placing ourselves in the location we are promoting.

We do this using our own bespoke coded search tool that makes use of Google's little known geodata database to place us at the location.



By doing this we are able to get the same results as some living, working in the targeted area.

If you are targeting a large radius the you too will be able to see where you are ranking for different towns, cities and areas that you target.

You can sample our search tool [here](#)

MINIMUM TERM SEO CONTRACTS

Top Rank will never request that a company sign any kind of minimum term contract for SEO services.

Our SEO and Marketing services are PAYG and can be cancelled or paused at any time.

Marketing companies that require their clients to sign minimum term contracts are only proving that they have zero confidence in their abilities as a marketing company.

Being forced to sign a minimum term contract for 6 or 12 months can also be an indication that the company has no marketing experience or skill or has no intention of doing any SEO work at all, these are generally the same companies who insist that “you’re on the cusp of suggest” every month.



How Organic SEO Works

The aim of any SEO campaign is to increase visitors and improve conversions.

Unfortunately there is no SEO manual with clear steps - although you will probably find a few for sale online - So there is no clear explanation of how SEO actually works.

Here at Top Rank we have had 20 years to improve our SEO skills and we utilise a wide range of optimisation techniques that we have developed the years.

Techniques that have been proven to work time and time again.

Organic SEO requires both onsite and off site work to be successful this means that as well as the promotion of your website elsewhere on the web through link building, guest posting, citation building etc, there must also be onsite optimisation of both your content and your websites structure.



Why Use Top Rank?

Top Rank has been in the design and marketing industry for over 20 years (est 1999) and have seen other design and marketing companies come and go.

To succeed in this industry you must be constantly evolving. Many marketing companies mention tried and tested techniques as their tagline whereas Top Rank believe in evolving and changing their marketing strategies in line with the constantly updating Google guidelines and algorithms.

Many companies offering organic SEO are simply marketing companies employing salesmen and link builders so cannot offer 'on-site' optimisation which is just as important as 'off-site' optimisation and this is why many marketing companies fail at local SEO

If a marketing company has no idea about website design and structure then they are not going to be able to make important changes and updates to a websites code and mark-up.



KEYWORD ANALYSIS

You may believe that you know exactly what keywords you want to rank for, in fact you may already be targeting certain keywords with another marketing company.

That's a great start, however we will still analyse your niche, your competitors websites and search trends pertaining to your industry to come up with cost effective high conversion keywords for specific pages on your website.

Choosing the correct keywords is very important. A keyword that has the highest number of searches may not be the best keyword for bringing in leads or work.

Sometimes keywords with fewer monthly searches will convert better than keywords with the highest number of searches and it's our job to not only rank your website on page one but to make sure that ranking on page one for certain keywords or phrases will actually convert into leads for your business.



KEYWORD ANALYSIS (CONT)

A very simple analogy would be a double glazing installer targeting “new windows”. This phrase will literally get 1000’s of monthly searches however some of these people may be searching for the latest Microsoft Operating System and some will want to buy windows to fit themselves so this is what’s known as a high traffic, low conversion keyword.

Now “UPVC Window Installer” would get far fewer searches yet the conversion ratio will be much higher because someone searching for this exact phrase more than likely wants new windows fitting and is looking for a local window supplier and installer.



Top Rank will suggest a range of keywords with varying traffic and conversion ratios. Less frequently searched high conversion keywords and phrases can build up much needed authority with Google at the beginning of a campaign.

Each keyword will have an individual price based off the competition and the number of monthly searches allowing our clients to choose their own budget.



WEBSITE ANALYSIS

An important starting point, that many marketing companies neglect to carry out is the analysis of your current website. This step can be missed for number of reasons.

The main reason for this step being missed is that the marketing company don't actually intend to do any on-page optimisation anyway, either due to a lack of knowledge or simply because their business model is off site marketing and linking building only, an old strategy once adopted by many marketing agencies to avoid the hassle of trying to gain access to a clients server and/or website code.

Unfortunately this strategy no longer works since Google brought out their local business algorithm back in 2019.

Local rankings now rely heavily on things like schema mark-up and rich data, all of which are on-site tweaks.

WEBSITE ANALYSIS (CONT)

Top Rank will analyse your websites code and structure to see if it is suitable for marketing.

Some older websites or websites created with online drag and drop web site builders simply don't meet the requirements for modern marketing and SEO and if this is the case we will inform you.

What we wouldn't do is take your money anyway and just do off site marketing knowing that we are going to struggle because this would damage our own reputation.

If your current website isn't suitable your options would be a new, optimised website or resorting to paid ads.

A new website created by Top Rank for one of our marketing clients would be heavily discounted.

**ARE YOU READY TO
DOMINATE THE SEARCH
ENGINES?**

GENUINE CLIENTS REAL RESULTS

Over the years Top Rank have helped dozens of local companies achieve page one rankings.

We understand that there are literally 100's of local SEO companies all claiming to be able to achieve the same success as Top Rank yet lack any sort of evidence to back up their claims.

Here at Top Rank we have no problem showing potential clients actual evidence of our success.

With permission from our clients we've made a selection of partial reports available showing rankings and movement. We send these ranking reports and other data to our SEO clients each month.

Ayrshire Locksmiths

Commercial, residential and automotive locksmith company based in Ayr, Scotland. Currently ranking for local locksmith related results across Ayrshire and Renfrewshire

[View Report](#)

Williams & Co Solicitors

No win no fee, personal injury solicitor based in Wigan, Lancashire, Currently ranking in Wigan and surrounding towns for personal injury, whiplash claims and other related keywords

[View Report](#)

Universal Signage

Retail & Shop Signage company based in Trafford Park, Manchester. Currently ranking for a range of shop signage and vehicle signage related keywords across Greater Manchester.

[View Report](#)

Top Rank are a full service digital agency established in 1999

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