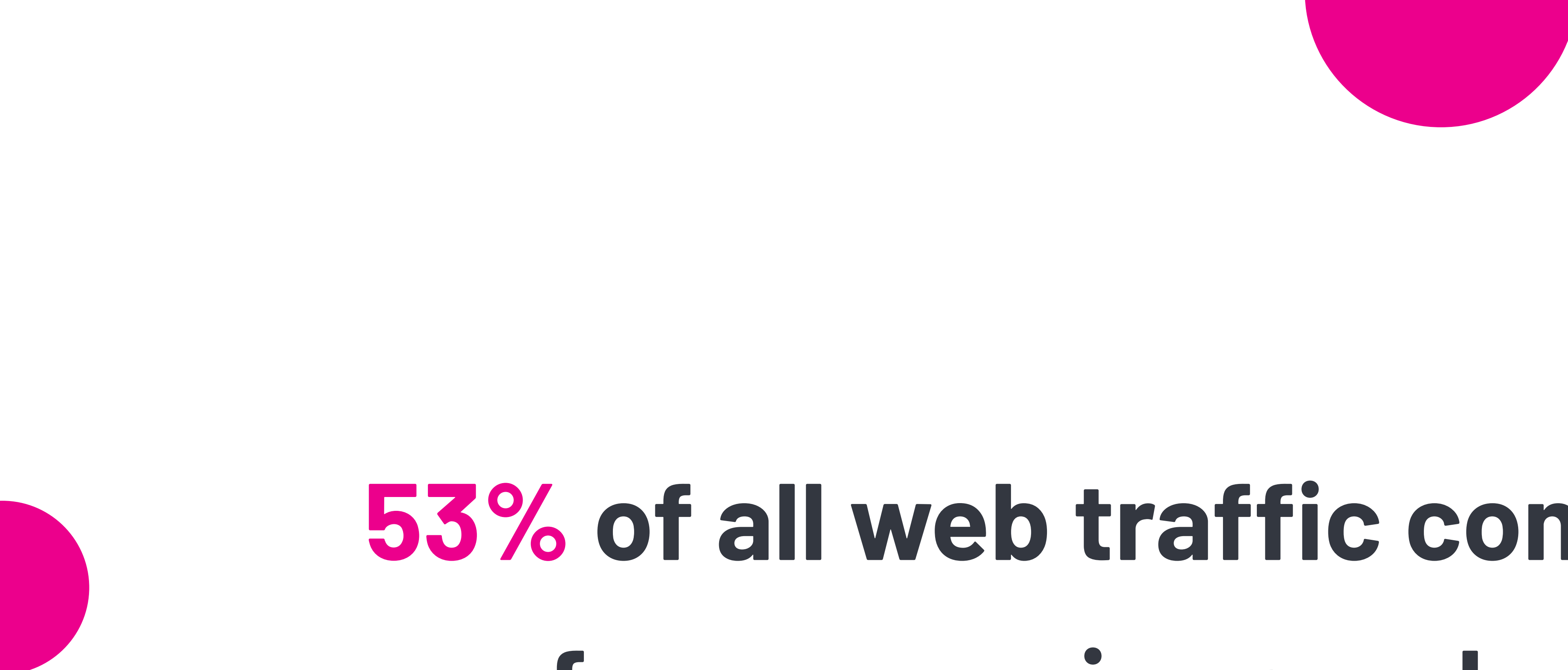




SEO.

Your Audience Understood

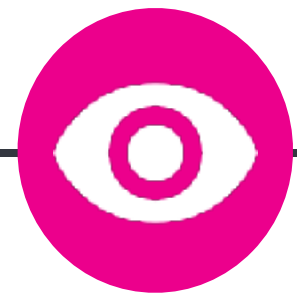


Three large, solid pink circles are positioned in the top-left, top-right, and middle-left areas of the slide, serving as decorative elements.

**53% of all web traffic comes
from organic search.**

Source: BrightEdge

How we help your brand get found and stay found.



Visibility

Help rank where your customers are searching.

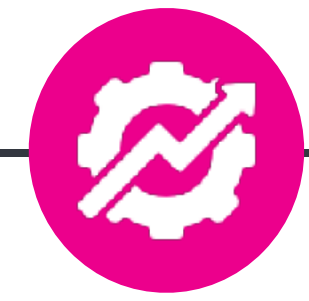
More qualified traffic, without paying for every click.



Credibility

Build trust through consistent organic presence.

Brands that rank consistently are seen as more authoritative and trustworthy.

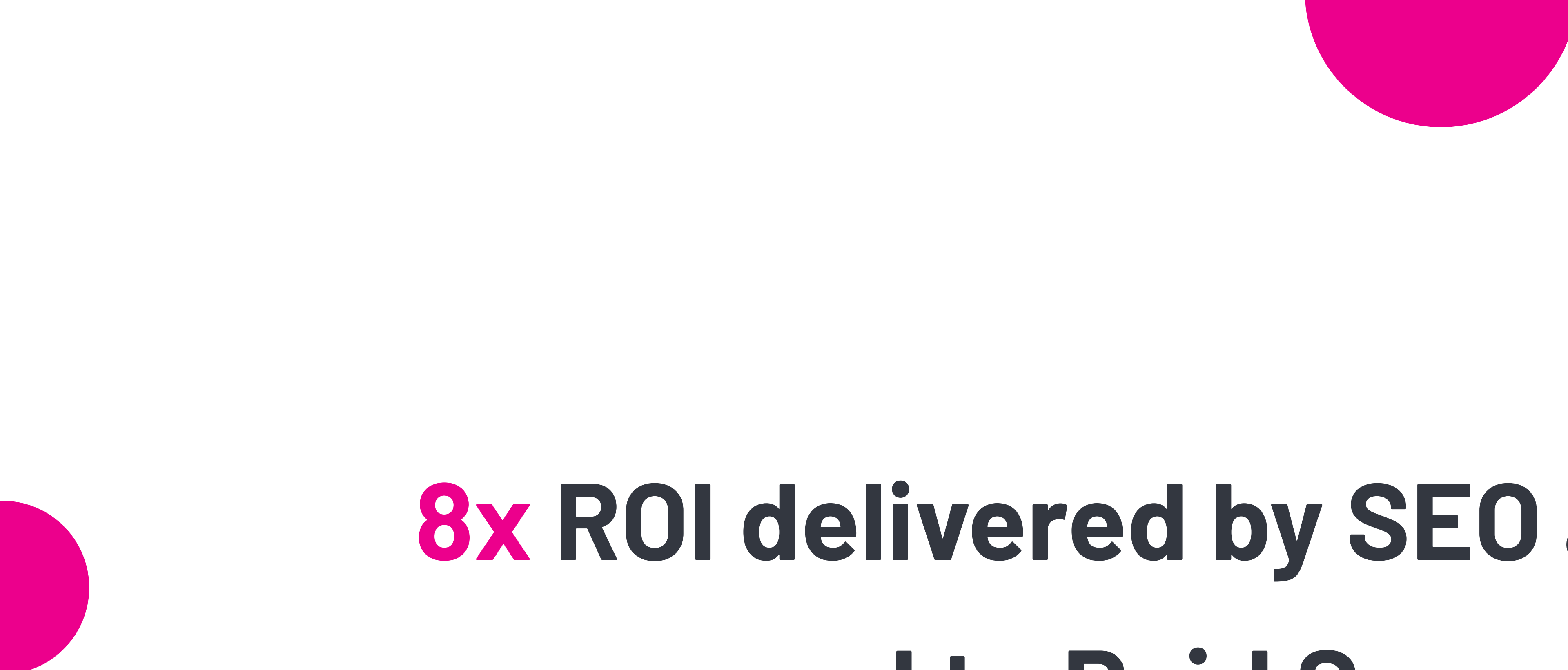


Efficiency

Lower your cost of acquisition over time.

Unlike paid media, SEO compounds and keeps delivering results in future.

As a digital-first agency, we integrate SEO directly into your wider paid search, social, and content strategy, so your channels work together, not in isolation.

Three large pink circles are positioned in the top left, top right, and middle left areas of the slide.

**8x ROI delivered by SEO as
compared to Paid Search.**

A pink speech bubble with a black outline, pointing towards the main text.

Results take time, but
consistent SEO delivers
lasting value.

Source: ContentRefresher

Search has changed. Are you still visible?

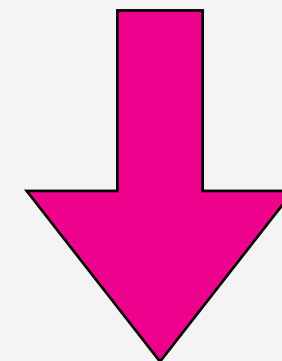
WHAT'S CHANGED

25%

Of searches now show AI-generated answers above organic results

ChatGPT and Perplexity are sending traffic directly to sites, bypassing Google completely.

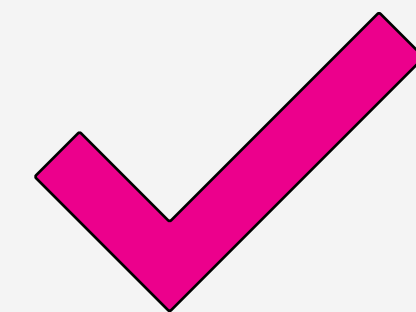
WHAT DOES IT MEAN FOR YOU



Brands not structured for AI citation are losing traffic without seeing a drop in rankings

Zero-click searches are rising. The threat is invisible until it's already hit your bottom line.

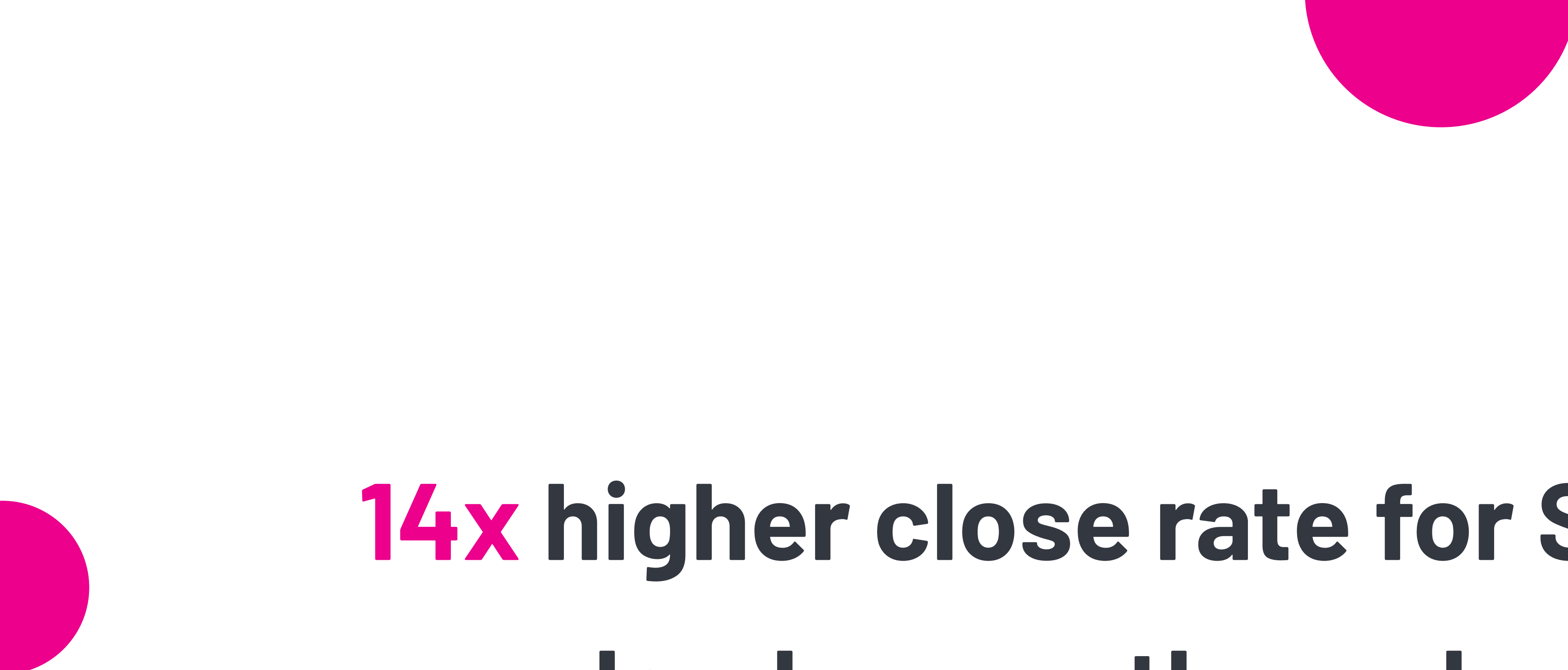
HOW BBJ&K RESPOND



AI in Search Reporting included from Silver tier tracks visibility across search and AI platforms

We audit content for AI citability and adapt your strategy to protect and grow your search presence.

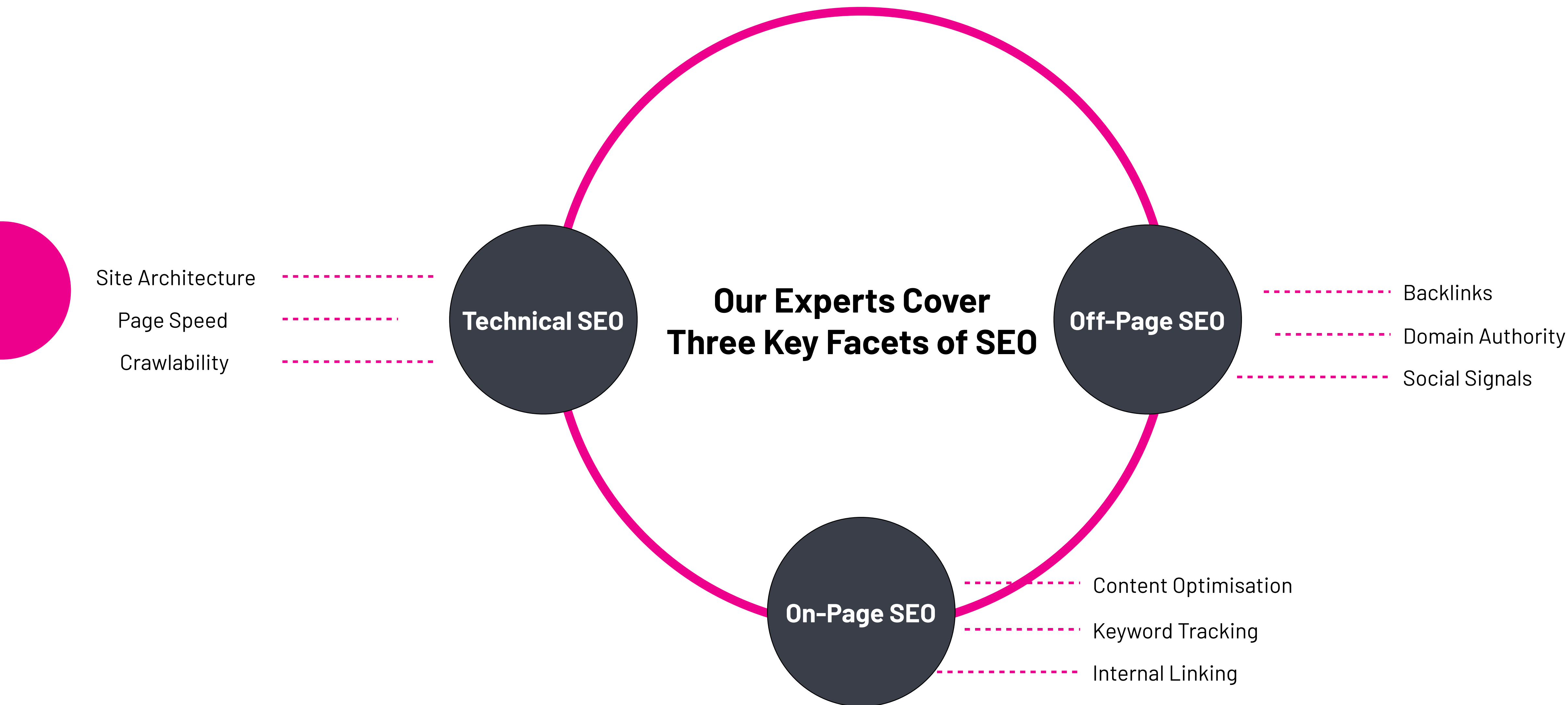
The search landscape has shifted; the brands adapting now will own the results page tomorrow.

Three large, solid pink circles are positioned in the top-left, top-right, and middle-left areas of the slide, serving as decorative elements.

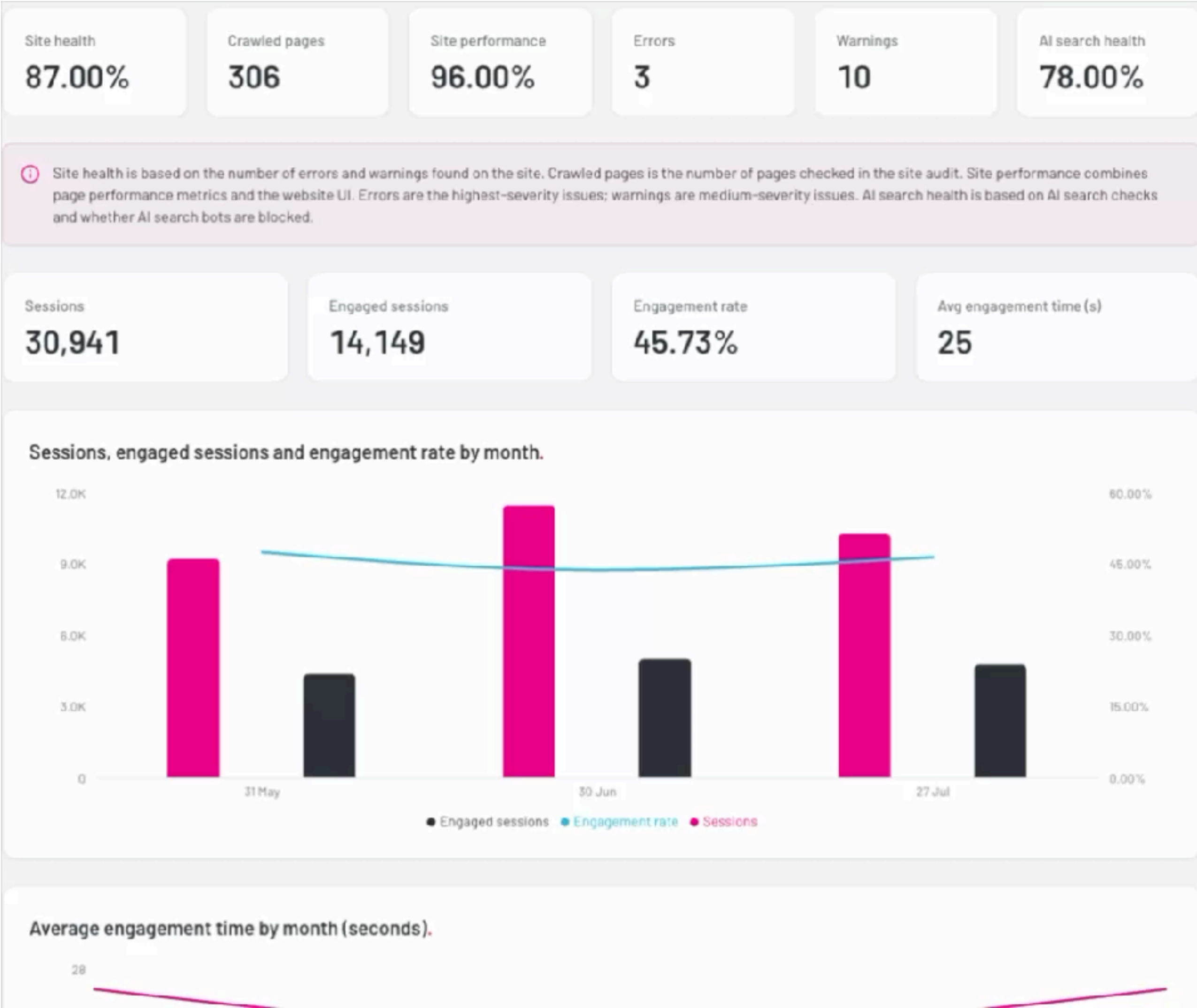
**14x higher close rate for SEO
leads vs outbound.**

Source: Digital Marketing Institute

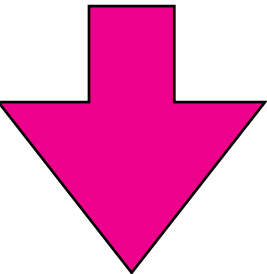
We make sure your website is working for you.



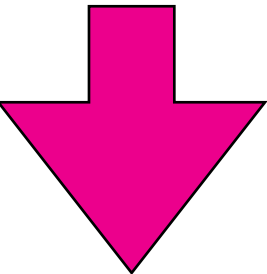
Reporting and measurement.



Clear Performance Overview



Actionable Insights



Meaningful Business Impact

Services	Tracking	Consultancy	Strategy	Enterprise
SEO audit	Monthly	Monthly	Fortnightly	Fortnightly
Templated report	✓	✓	✓	✓
GA4 reporting	✓	✓	✓	✓
Keyword tracking	Monthly	Monthly	Fortnightly	Fortnightly
Page optimisations	-	Monthly	Fortnightly	Fortnightly
Broken links	-	Monthly	Fortnightly	Fortnightly
AI in Search Reporting	-	✓	✓	✓
30-minute monthly call	✓	✓	✓	✓
Technical calls with developers	-	-	✓	✓
Google Search Console health checks	-	✓	✓	✓
Additional auditing - page speed, CWV, schema audit	-	-	-	✓
Content roadmap consultancy	-	✓	✓	✓
SEO content writing support	-	-	✓	✓
Competitor analysis	-	-	✓	✓
Outreach strategy	-	-	-	✓
Monthly Package Cost	£1,000*	£1,500*	£3,000*	Bespoke scope of work to be agreed

*Prices based on 12 month package agreement



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The Drum
Recommended
Until Jan 2024



Supporting the
National Forest