



BRIDGING THE DISCONNECT WITHIN ORGANISATIONS

SEO Strategy for PANDEK Group

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Introduction

Current Situation

PANDEK Group is facilitation group with less than 10 members in its organisation in which Paul Kelly, the founder facilitates the workshops (PANDEK, 2025). Their mission statement is to enrich the daily lives of employees by bridging the disconnect within organisations (PANDEK, 2025). PANDEK delivers workshops through a variety of USPs such as their LEGO Serious Play method, their affiliation with The GC Index as well as their numerous workshop styles such as design sprints and pinpoint facilitation.

In the current market PANDEK stands as a medium ranged competitor, it is an organisation that performs better than less developed competitors such as West of England Coaching and Counselling but lacks the pull and appeal of a competitor like Jewell Facilitation. This can be seen in Figure 1. The biggest pitfall of PANDEK is their socials which loses out to most in its field, therefore appeal through PR and backlinks is a necessity to have PANDEK reach the same heights as better performing competitors.



Figure 1 – Market Analysis through a Perceptual Map

PANDEK has successfully worked with all company sizes and therefore does not have a bias, however PANDEK in past workshops appear to have a trend of facilitating workshops with Tech organisations as well as Research & Academia facilities. A clearer understanding can be seen with the User Personas found in the Appendix

PANDEK Audit

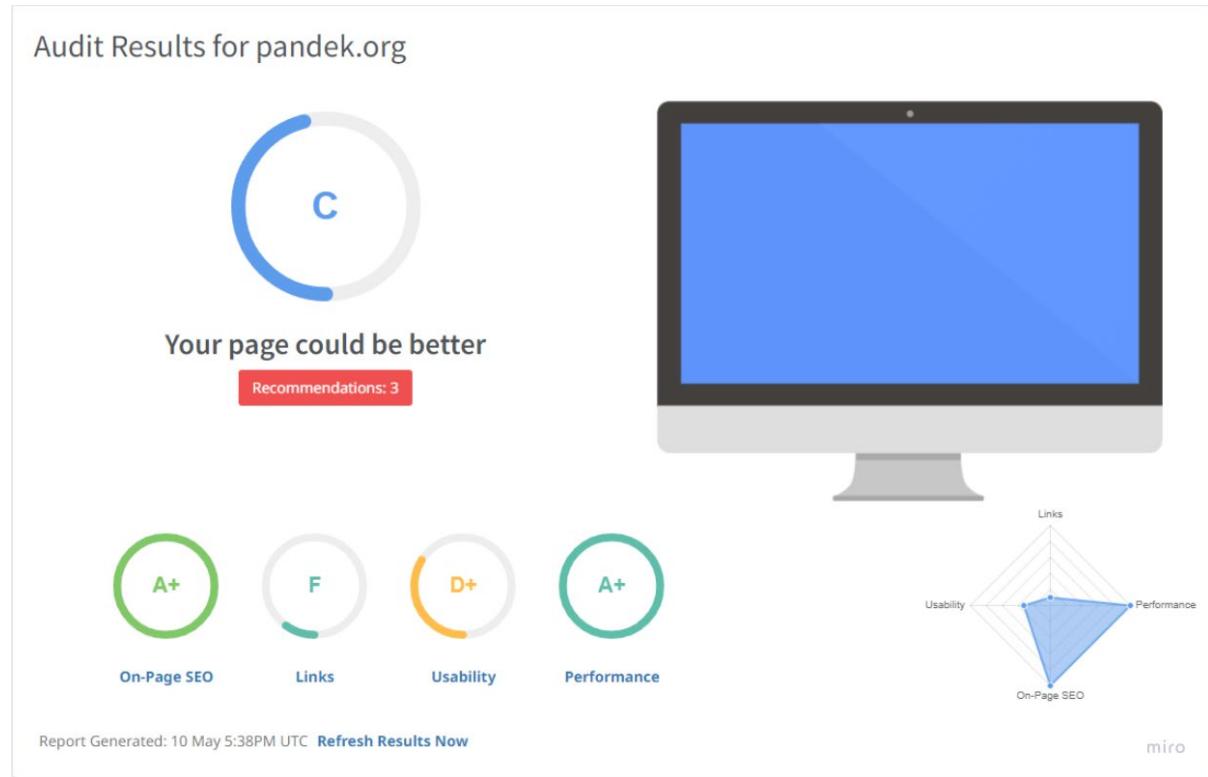


Figure 2 - Audit Result of PANDEK Group Website

An audit of PANDEK reveals its strong elements are very successful in what they do with an A+ in on-page SEO as well as Performance, however a deeper look will reveal that on-page SEO is successful in areas not relevant to PANDEKs customer target, with its most successful rankings coming from the USA, Australia and Indonesia, which are very much out of the scope for a Bristol based organisation. Additionally, it has only one successful keyword which ranks on the first page of Google. In the case of performance, it receives a perfect score with little to be improved upon.

However, PANDEK suffers from average usability, predominantly due to poor mobile page speeds which has led to a discrepancy in performance from its desktop page, this is significant as a third of PANDEK Groups website visits are mobile based as seen in Figure 3.

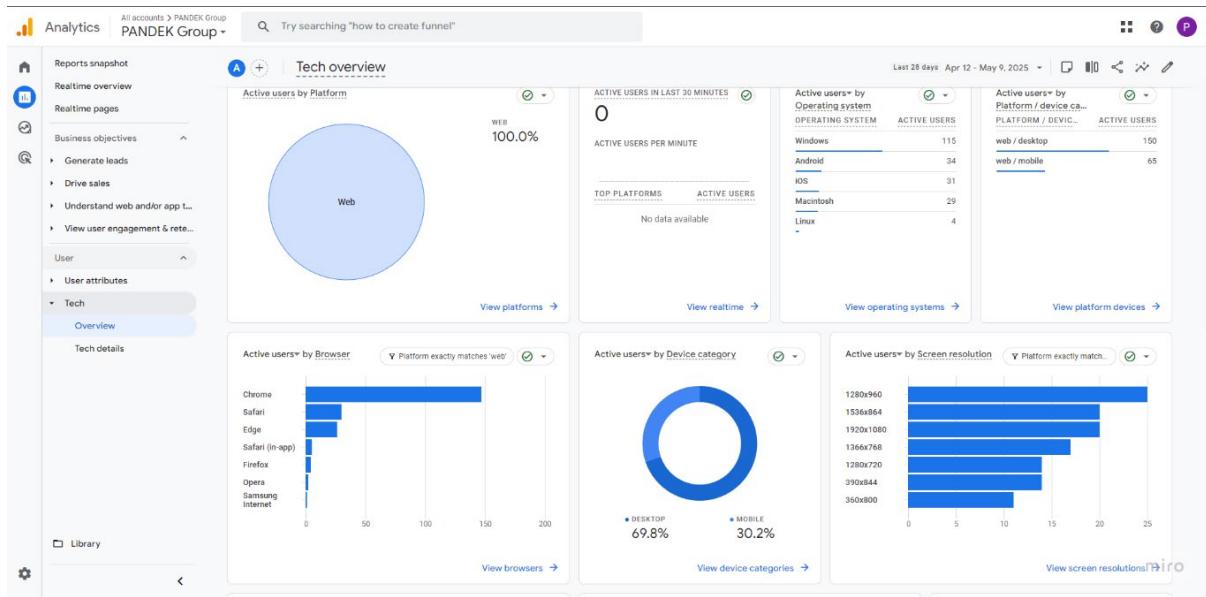


Figure 3 - PANDEK Group Tech Overview

Although, PANDEK's biggest pitfall is its poor rating with backlinks. While this is a common pitfall for most in the facilitation field, having a slightly better rating with backlinks could be the distinguishing factor over why a certain organisation gets clicked on more than another. This is the case with Creative Huddle and Bara Studio who are rather big organisations in comparison to PANDEK but on a similar scale, Jewell Facilitations stellar search results could be acquitted to this unique advantage from its competitors.

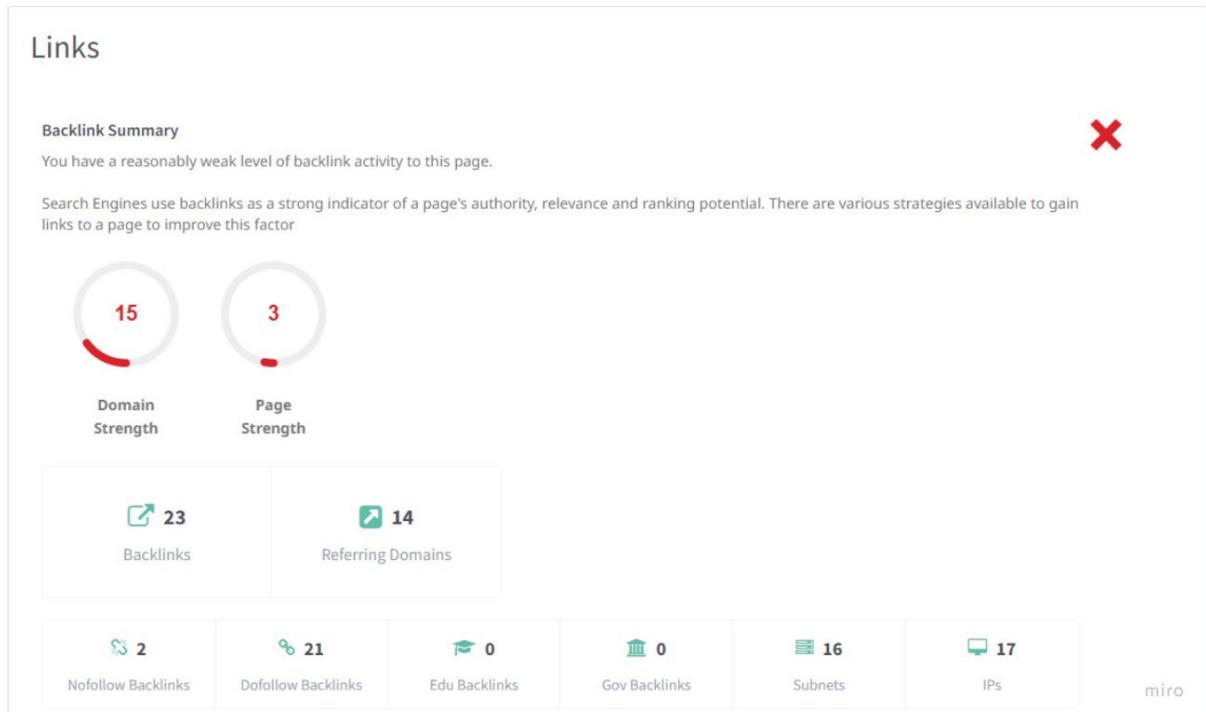


Figure 4 - PANDEK Backlink Performance

SEO

Objectives

- Increase local SEO (predominantly Southwest England as well as UK) through methods such as backlinks and on-page SEO in the next 12 months
- Gain authoritative backlinks to boost page position and local SEO in the next 12 months - improve Web Page authority by 5-20%
- Increase socials interaction by 10% of followship in the next 6 months
- Improved user experience of mobile version with increased mobile viewing speed (equal to or better than the desktop) in the next 3 months
- Improved keyword pool to keep relevant to the site and increase position to top 20 on SERPs in the next 24 months.

SEO Plan

Keyword Research

<input type="checkbox"/> Keyword	▼ Clicks ⓘ	Clicks Change ⓘ	Rank ⓘ	Rank Change ⓘ	Volume ⓘ	Competition ⓘ
<input type="checkbox"/> different leadership styles	8	▲ 3	39	▲ 27	—	16
<input type="checkbox"/> liberating structures	5	▲ 1	14	▲ 5	—	4
<input type="checkbox"/> what is team cohesion	2	0	31	0	—	8
<input type="checkbox"/> benefits of mission statement	1	0	18	▼ 3	—	10
<input type="checkbox"/> vision and mission statement	1	0	28	0	—	14
<input type="checkbox"/> vision and mission difference	1	0	40	▲ 2	—	8
<input type="checkbox"/> benefits of a mission statement	1	0	18	▲ 1	—	11
<input type="checkbox"/> team cohesion definition	1	0	53	▼ 20	—	12
<input type="checkbox"/> benefit of mission statement	0	0	27	▼ 7	—	10
<input type="checkbox"/> difference between mission and visi...	0	0	57	▲ 21	—	10
<input type="checkbox"/> define team cohesion	0	0	51	▼ 17	—	11
<input type="checkbox"/> company vision and mission statem...	0	0	63	▼ 34	—	12
<input type="checkbox"/> cohesion team	0	0	73	▲ 1	—	9
<input type="checkbox"/> business visioning	0	0	84	▼ 6	—	11
<input type="checkbox"/> benefits mission statement	0	0	41	▼ 4	—	9
<input type="checkbox"/> different types of leadership styles i...	0	0	93	0	—	13
<input type="checkbox"/> examples of team vision statements	0	0	77	▲ 13	—	8
<input type="checkbox"/> goals vision and mission	0	0	95	0	—	11
<input type="checkbox"/> how many types of leaders are there	0	0	74	0	—	15

Figure 5 - PANDEKs best performing keywords

Organic Search Positions: 53								+ Add to keyword list	Manage columns	10/15	Export
Keyword	Intent	Position	SERP Features	Traffic	Traffic %	Volume	KD %	URL	Updated		
> explain vision statement	I	13		0	< 0.01	110	63	pandek.org/7-reasons-why-a-vision-statement-is-important/	3 days		
> visioning	I	18		0	< 0.01	210	22	pandek.org/specialism/visioning/	Feb 22		
> advantages of mission statement	I	20		0	< 0.01	110	26	pandek.org/7-reasons-why-a-vision-statement-is-important/	Feb 17		
> gc index	N	22		0	< 0.01	320	34	pandek.org/the-gc-index/	Feb 23		
> benefits of mission statement	I	22		0	< 0.01	110	34	pandek.org/7-reasons-why-a-vision-statement-is-important/	Mar 09		
> liberating structures	I N	22		0	< 0.01	590	42	pandek.org/our-approach/liberating-structures/	Feb 28		
> visioning group	I	26		0	< 0.01	170	15	pandek.org/specialism/visioning/	4 days		
> gc index	N	29		0	< 0.01	320	34	pandek.org/maximising-team-potential-through-the-gc-index/	Feb 23		
> what is team cohesion	I	31		0	< 0.01	170	34	pandek.org/specialism/team-cohesion/	Mar 04		
> define team cohesion	I	35		0	< 0.01	90	28	pandek.org/specialism/team-cohesion/	Feb 24		
> task cohesion	I	35		0	< 0.01	140	21	pandek.org/specialism/team-cohesion/	Feb 24		

Figure 6 - SEMrush dashboard of PANDEKs keywords

Keyword tracking sites such as wordtracker and SEMrush revealed that PANDEK performed well in regard to certain words and most if not all PANDEKs keywords had little competition, however all the keywords were rather vague and could be possibly misinterpreted by users when clicking on the website. Therefore, a new keyword pool needs to be generated, including long-tail keywords as well as defining the purpose of keywords. For example, transactional keywords would not be used on an information page. Inspiration for keywords could be found from competitors where there is currently little to no overlap, which is a bad indication of the direction PANDEK is performing in comparison to its competitors that perform well in SEO.



Figure 7 - Graph to showcase Keyword Overlap

What became apparent was the complexity of PANDEKs keywords, companies seeking facilitators or assistance to bridge the disconnect in their team cohesion may not search for words such as "team cohesion" or "bridge the disconnect", it could be a more simplified version such as "help in team organisation" which is where PANDEK lacks in long-tail keywords as well as popular keywords such as "help".

The image displays two side-by-side screenshots of the Google Keyword Planner tool. Both screenshots show the 'Keyword Planner' section with the following details:

- Plan from May 11, 2025, 12 PM, GMT+01:00**
- Site: https://pandek.org/**
- Location: United Kingdom**
- Language: English**
- Date Range: May 2024 - Apr 2025**
- Download keyword ideas** button
- Refine keywords** link
- Columns** dropdown menu
- Keyword view** dropdown menu
- Keyword Ideas** section header
- Exclude adult Ideas** checkbox
- Add filter** link
- 369 keyword ideas available**
- Keyword (by relevance)** column
- Avg. monthly searches** column
- Three month change** column
- YoY change** column
- Competition** column
- Ad impression share** column
- Top of page bid (low range)** column
- Top of page bid (high range)** column
- Account status** column

Screenshot 1 (Top): This screenshot shows keyword suggestions for the website <https://pandek.org/>. The listed keywords include facilitation training, meeting facilitation training, facilitation courses, group facilitation training, workshop facilitation training, coaching training, performance coaching, group coaching, meeting facilitator, accredited coaching courses uk, and coaching courses uk.

Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
facilitation training	100 - 1K	0%	0%	Low	—	£1.30	£3.02	
meeting facilitation training	10 - 100	0%	0%	Medium	—	£1.26	£4.76	
facilitation courses	100 - 1K	0%	0%	Low	—	£1.16	£2.99	
group facilitation training	10 - 100	0%	+90%	Low	—	£0.92	£3.34	
workshop facilitation training	10 - 100	0%	0%	Medium	—	£1.41	£3.17	
coaching training	100 - 1K	0%	0%	Low	—	£1.71	£3.75	
performance coaching	1K - 10K	0%	0%	High	—	£0.95	£4.78	
group coaching	100 - 1K	0%	0%	Low	—	£1.07	£4.60	
meeting facilitator	10 - 100	0%	+90%	Low	—	£0.64	£10.05	
accredited coaching courses uk	100 - 1K	0%	0%	Medium	—	£1.66	£4.59	
coaching courses uk	100 - 1K	0%	0%	Medium	—	£1.65	£3.97	

Screenshot 2 (Bottom): This screenshot shows keyword suggestions for the website <https://www.jewellfacilitation.com/>. The listed keywords include facilitation services, facilitation workshop, facilitation training, organizational development, team workshop, one team, team work, team building, team building ideas, facilitation companies, and team away day ideas.

Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
facilitation services	10 - 100	0%	0%	Low	—	—	—	
facilitation workshop	100 - 1K	0%	0%	Low	—	£1.81	£9.70	
facilitation training	100 - 1K	0%	0%	Low	—	£1.30	£3.02	
organizational development	1K - 10K	0%	0%	Low	—	£1.34	£3.56	
team workshop	10 - 100	0%	-90%	Low	—	£1.27	£5.03	
one team	100 - 1K	0%	-90%	Low	—	—	—	
team work	1K - 10K	0%	0%	Low	—	£0.50	£3.53	
team building	1K - 10K	0%	0%	Low	—	£1.22	£3.79	
team building ideas	1K - 10K	0%	0%	Low	—	£0.95	£2.50	
facilitation companies	10 - 100	0%	0%	Medium	—	£0.70	£2.92	
team away day ideas	100 - 1K	0%	0%	Medium	—	£1.11	£3.19	

Figure 8 - Google Keyword Planner suggested keywords

The keywords suggested by Google Keyword Planner will be relevant in targeting audiences local to the UK but also competing with competitors in gaining audience attention. This is possible as suggested keywords can be generated for competitors which would also be beneficial in PANDEKs approach. This is especially the case with Jewell Facilitation – while they have similar wording, PANDEKs are more complex resulting in smaller average searches therefore blending them together would benefit PANDEKs keyword pool while maintaining its brand positioning.

Pre-click

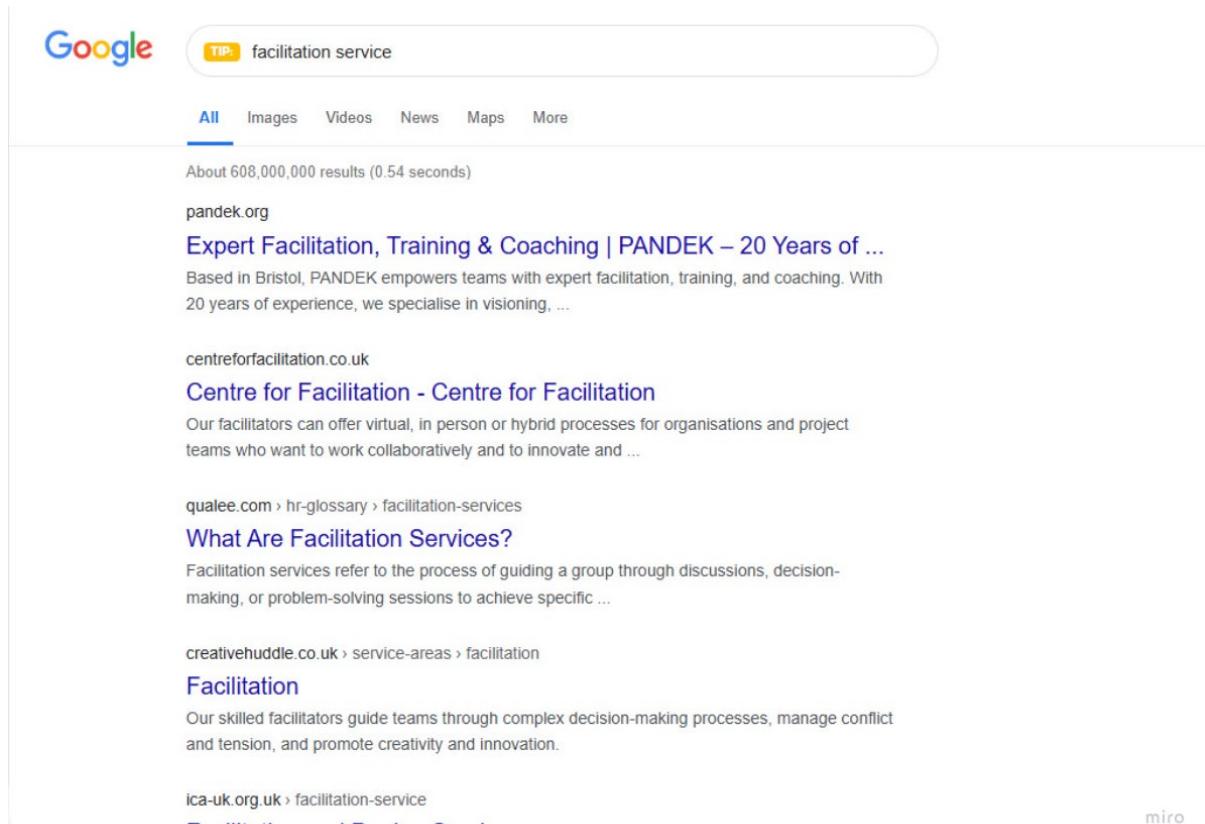


Figure 9 - Pre-click draft results

Pre-click is a significant element of SEO as it is ultimately what persuades a user to click on your website over another. This is achieved through attention grabbing headlines (Mialki, 2025) and meta descriptions that reflect the users search (Digital Marketing Institute, 2025). These need to be fully optimised to grasp the attention of the user.

Optimised URLs will showcase to audiences where they are landing on pages and improved page headlines which utilise long-tail keywords will reveal to audiences what they are gaining by clicking on PANDEKs page. Improved descriptions which utilise local SEO should improve SERP results when a UK resident is searching for a facilitator. Furthermore, both headline and description are densely packed with beneficial keywords. Page headlines are optimised for their designated pages through reflective keywords reducing bounce rate as users navigate to their desired target page rather than random pages that overlap with keywords.

Post-click (Mock-up located in Appendix)

PANDEKs mock-up home page follows best SEO practices to maximise results, for example strong CTA at initiation to reduce bounce rate and more beneficial long-tail keywords work to attract more people. Local SEO is abundant on the page to draw attraction from audiences who are within the UK and are an accessible market for PANDEK. Improved User Experience (UX) allows for an indirect improvement to SEO score; this includes adding more text and being more efficient with assigning heading and body tags to improve usability.

Images on the page will be assigned appropriate file names with alt text and meta descriptions to improve SERP and potentially gain audience members from Google Images. Additionally, images will be optimised for improvement in webpage speed, especially on a mobile level where PANDEK currently lacks in their usability score.

Technical SEO

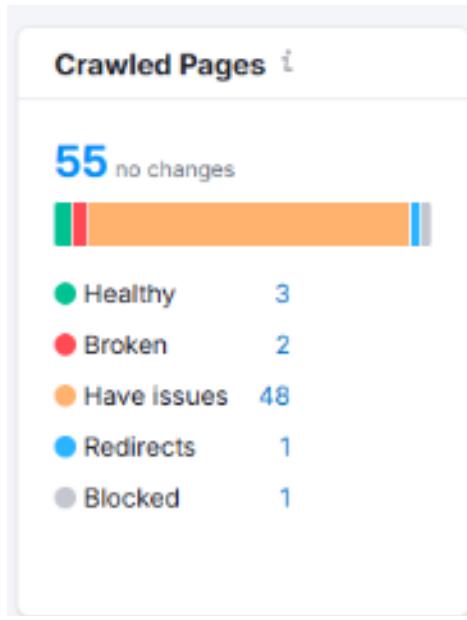


Figure 10 - Results of Crawled Pages

Technical SEO refers to the backend of a website and its infrastructure, in the case of PANDEK which has slow page speeds, these technical improvements are a necessity for improved usability which can be seen in Figure 11.

To target page speed, PANDEK should focus on their mobile speeds and make alterations to image sizing as well as attached CSS code or unused JavaScript. Reducing file sizes could optimise the page for quicker loading time or perhaps allow for lazy load when users reach the page.

While on-page SEO is good PANDEK currently has a firewall that blocks crawling which is evident when performing an Audit due to the error/warning that appears when you attempt to do so. Alterations to this firewall to allow for crawling could potentially increase page speed as search engine bots are provided more

freedom to scan the website.

Errors (2)	
42 internal links are broken	Why and how to fix it
2 pages returned 4XX status code	Why and how to fix it
Warnings (5)	
40 pages have low text-HTML ratio	Why and how to fix it
40 issues with unminified JavaScript and CSS files	Why and how to fix it
18 pages don't have an h1 heading	Why and how to fix it
8 pages have too much text within the title tags	Why and how to fix it
3 pages don't have meta descriptions	Why and how to fix it
Notices (8)	
49 orphaned pages in sitemaps	Why and how to fix it
16 resources are formatted as page link	Why and how to fix it
7 pages have only one incoming internal link	Why and how to fix it
4 links have non-descriptive anchor text	Why and how to fix it
2 subdomains don't support HSTS	Why and how to fix it
2 links to external pages or resources returned a 403 HTTP status code	Why and how to fix it
1 page is blocked from crawling	Why and how to fix it
1 link has no anchor text	Why and how to fix it

Figure 11 - Technical SEO Issues regarding PANDEK's website

Backlinks

PANDEK currently has a medium range of backlinks compared to its competitors, however these backlinks lack authority and provide PANDEK little domain strength, with 20% of the backlinks being considered toxic. Therefore, a strong backlink strategy is needed to compensate for this low performing SEO field.

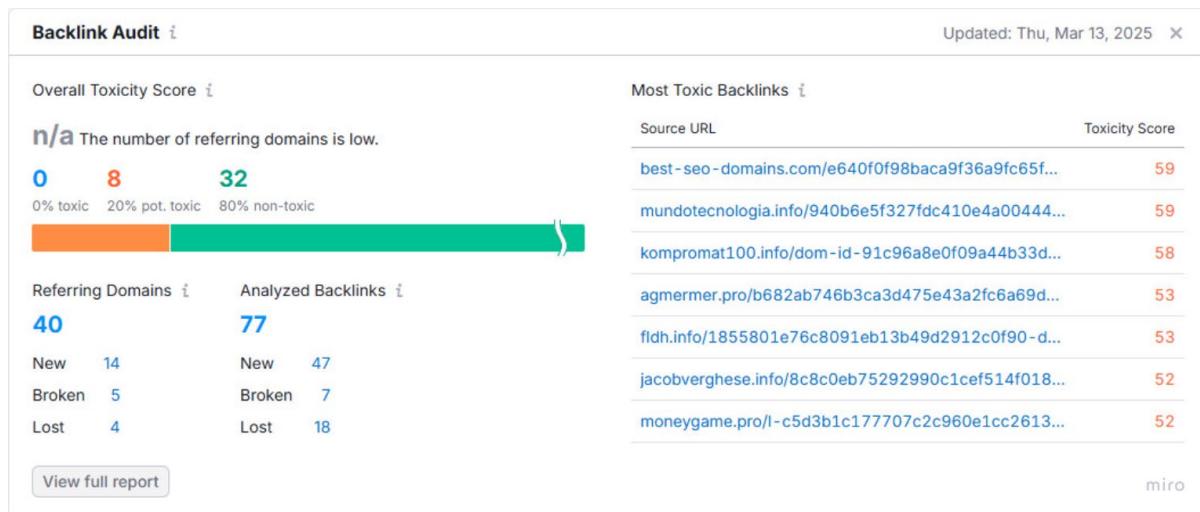


Figure 12 - Backlink Audit

Organisations such as Mailchimp recommend creating blog posts which can generate links when shared (Mailchimp, 2025). Alternatively, Mailchimp suggested backlinks from competitors, which is a rather viable option for the facilitation field as it has a rather strong community (IAF, 2025), this is significant as providing backlinks to one another will aid both companies. Additionally, there is the strategy of HARO or help a reporter out which could be an ideal fit for PANDEK connecting with article outlets to discuss their USPs.

Backlinko suggest companies invest time into high quality content such as infographics which can be shared across multiple channels by other organisations leading to backlinks due to the video being “link-worthy” (Dean, 2025).

SEMrush opt for a more passive approach, with contacting organisations to feature on resource pages, recover lost backlinks as well as inherit broken backlinks from competitors (Handley, 2024). All of the above backlink’s strategies are especially optimal for PANDEK and could lead to quick results if time is dedicated to a strategy.

Measuring and Monitoring

Audits from websites like SEMrush and SEOptimer can provide great insight into the Technical SEO of PANDEK, this is also the case for backlinks. Webpage auditing tools will enable PANDEK to see the authority it would have gained and be able to measure the success of the backlink strategy.

Analyzed Targets 8											Export
Target	AS	Backlinks	Domains	Monthly Visits	Follow / Nofollow	Text	Image	Form	Frame	Info	
pandek.org 🔗 root domain	9 ▼	158	75	n/a	149 / 9 94% / 6%	122 77%	36 23%	0 0%	0 0%	more ▼	View target
jewellfacilitation.com 🔗 root domain	19 ▼	165	113	n/a	135 / 30 82% / 18%	103 63%	60 37%	0 0%	0 0%	more ▼	View target
creativehuddle.co.uk 🔗 root domain	29 ▼	1.7K	651	3.6K	1.1K / 488 70% / 30%	1.7K 98%	33 2%	0 0%	0 0%	more ▼	View target
jonbroome.com 🔗 root domain	8 ▼	125	73	n/a	98 / 27 78% / 22%	106 85%	19 15%	0 0%	0 0%	more ▼	View target
wearegoodthinking.co.uk 🔗 root domain	2 ▼	20	14	n/a	10 / 10 50% / 50%	17 94%	0 0%	1 6%	0 0%	more ▼	View target
westofenglandcoachingandcounselling.co.uk 🔗 root domain	2 ▼	91	32	n/a	58 / 32 64% / 36%	86 97%	3 3%	0 0%	0 0%	more ▼	View target
www.barastudio.co.uk/lego-serious-play 🔗 subfolder	0 ▼	0	0	n/a	0 / 0	0	0	0	0	more ▼	View target
jamesohalloran.com 🔗 root domain	18 ▼	75	48	232	51 / 24 68% / 32%	74 99%	1 1%	0 0%	0 0%	more ▼	View target

Figure 13 - SEMrush Backlinks Analytics Tool

Meanwhile, local SEO can be measured through Google Analytics which can provide snapshots of user attributes. This will enable PANDEK to see whether their SEO is acquiring users from the UK or elsewhere a key insight into how successful the SEO strategy has been.

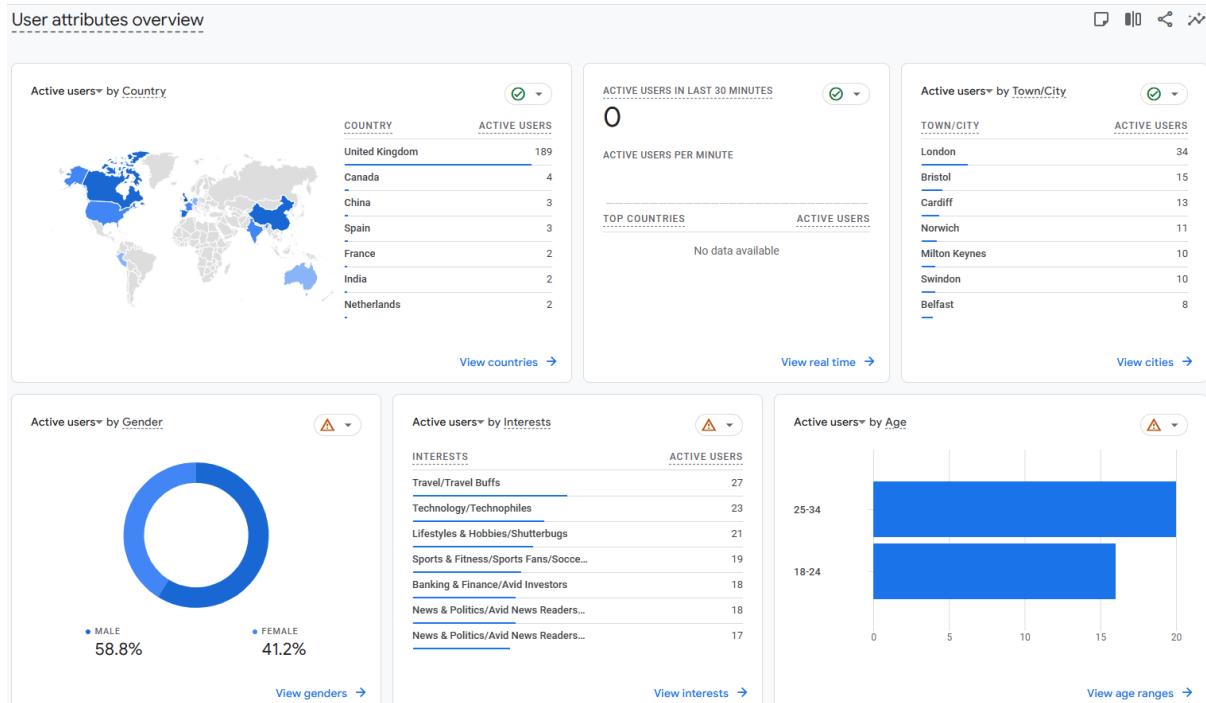


Figure 14 - Google Analytics User Attributes Overview

This coincides with the improved keyword pool which aims to push PANDEKs positioning to the top 20 on SERPs. While generating keyword authority is a long process which is aided by domain strength from backlinks progress should be visible in a small market such as facilitation where keyword competition is relatively low. PANDEK should steadily increase SERP rating which can be measured through a variety of tools such as SEMrush which can show an overview of SERP.

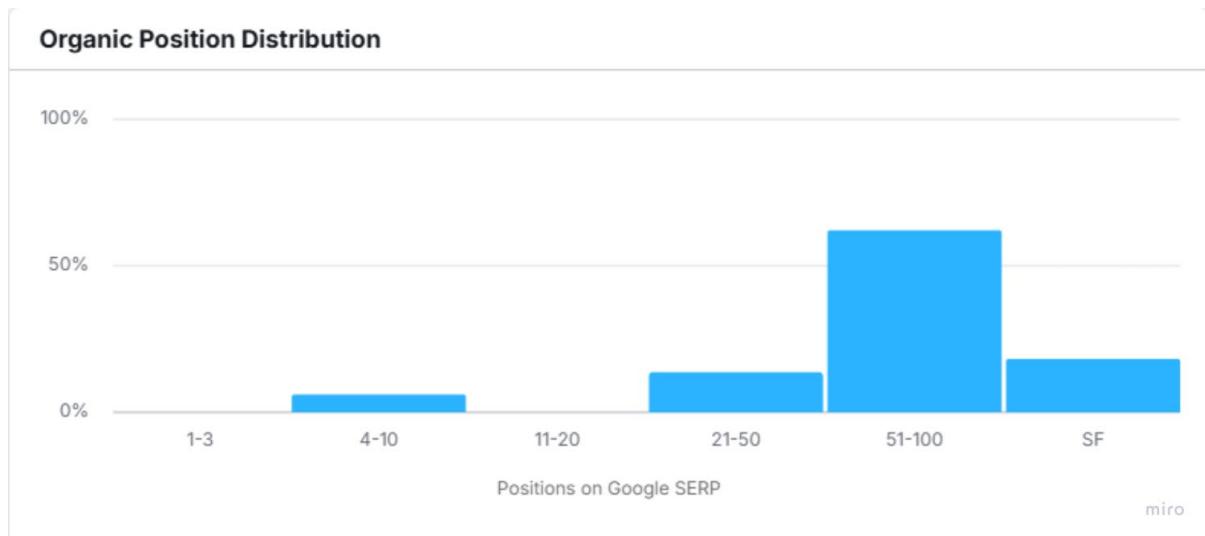


Figure 15 - SERP Chart

Additionally, keywords can be split by intent, while PANDEK currently has little variety in different intents these elements can be measured to showcase individual page performance and whether the on-page SEO is correct for that specific page. For example, too many

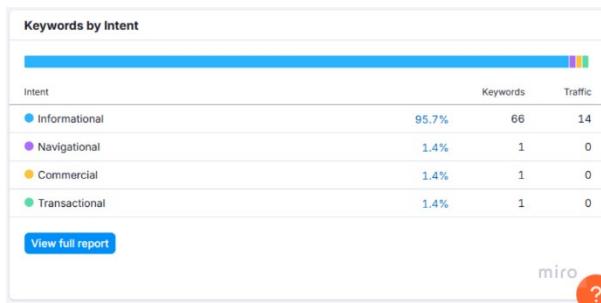


Figure 16 - Keyword intent chart

transactional words on a page intended to be informative may suffer from users bouncing off the page as they have been misled to the desired page PANDEK is offering. Therefore, keyword intention tools can aid in evaluating the performance of keywords and especially long tail keywords which may be harder to evaluate than shorter form keywords.

Finally, socials can be measured via in-built analytics on individual platforms or through external means such as Google Analytics which provides a breakdown of how audiences reach the site, in this case it would be measuring organic socials.

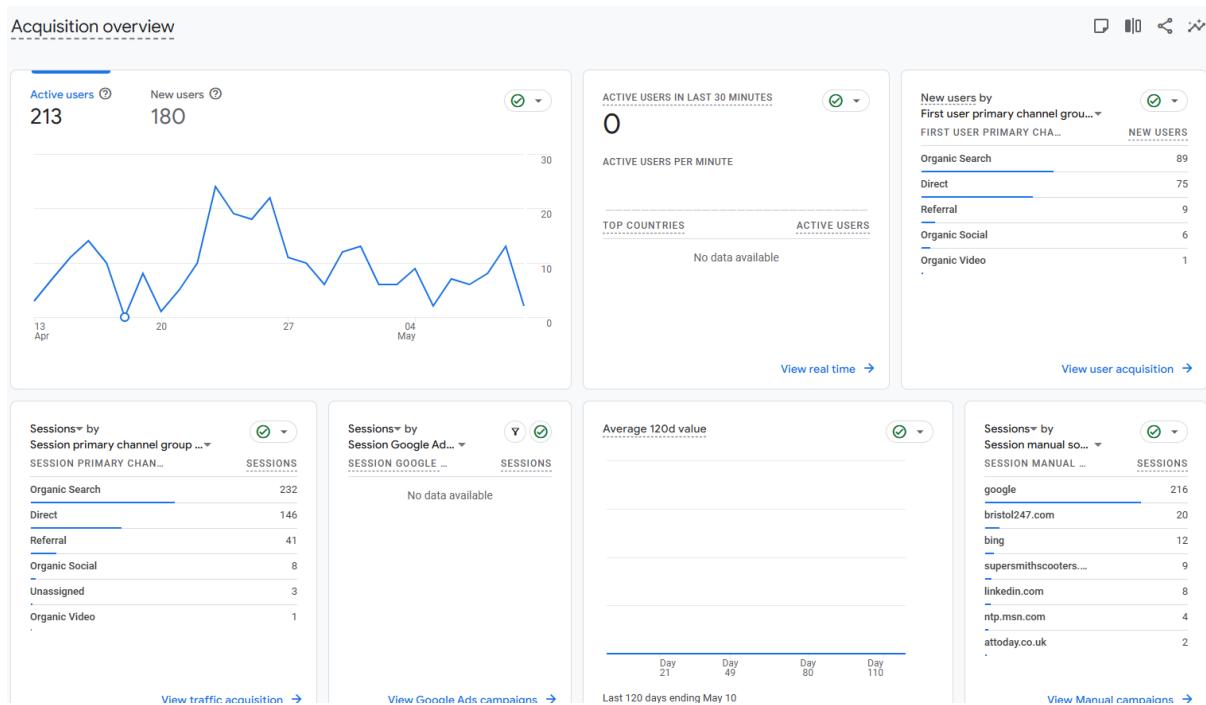


Figure 17 - Google Analytics Acquisition Overview

Paid Search

Smart Objectives

- Increase local SEO (predominantly Southwest England as well as UK) and gain more new users while reducing bounce rate maintaining a longer web page session time within the first three months of the Paid Search starting
- Raise more awareness of PANDEKs services, specifically facilitation, however, inform users of their other services - increase page visits by 100% in the first three months of the paid search starting
- Increase organic searches by 25-50% in the next 12 months after campaign ends
- Improved keyword pool to keep relevant to the site and increase position to top 20 on SERPs in the next 24 months.

Paid Search Plan

Keywords

Keywords categorised informational and transactional keywords are the most beneficial in generating brand awareness and lead generation. This will aid in Ad copy as well as for the landing page. Currently, PANDEK is heavily favoured towards informative keywords and therefore needs more choices in transactional, these can be aided with strong CTAs.

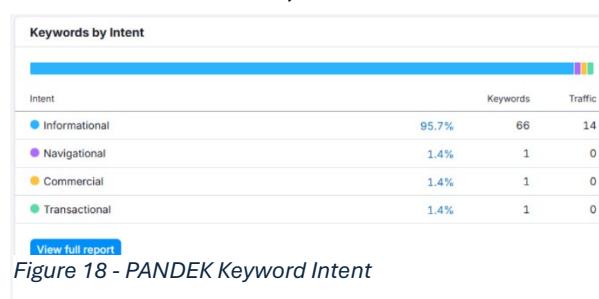


Figure 18 - PANDEK Keyword Intent

Utilising Google Keyword Planner, informational keywords could be generated for the designated page for the advertisement – *Services/Facilitation*. These keywords will enrich the current keyword pool and on-page SEO as well as improve SERP from the Ad copy. While these keywords are informational based, they can easily be optimised to transactional keywords for the Ad Copy through altering wording to have actionable words such as “call now”, “free conversation” or “learn more”.

The screenshot shows the Google Keyword Planner interface. The left sidebar includes options like Planning, Keyword Planner (which is selected), Performance Planner, Reach Planner, App advertising hub, Shared library, Content suitability, Data manager, Troubleshooting, Bulk actions, Budgets and bidding, and Business data. The main area displays a table of keyword suggestions for the URL https://pandek.org/our-services/facilitation/. The table columns include Keyword (by relevance), Avg. monthly searches, Three month change, YoY change, Competition, Ad impression share, Top of page bid (low range), Top of page bid (high range), and Account status. The table lists various terms such as 'facilitation courses', 'team coaching', 'facilitation training', etc., with their respective metrics. A 'Download keyword ideas' button is visible at the top right of the table area.

Figure 19 - Google Keyword Planner Suggested Keywords for Facilitation Page

Due to PANDEK being a small company with little awareness outside of its loyal client, narrow searches are not currently necessary but would become more relevant if another ad were to run which would learn from the shortcomings of this advert. However, negative keywords were considered especially those around the spelling of PANDEK. Currently PANDEK's top searches according to SEOptimer are misspellings of PANDEK which would waste money from the budget.

Rankings

Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country	Position	Total Searches	Estimated Traffic
pandek	GBR	10	260	3
pan group	USA	39	50	0
pan ups group	USA	23	30	0

[Track Keyword Rankings](#)

Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from its Keyword Rankings



Monthly Traffic Volume

Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Figure 20 - Keyword ranking

In addition to these misspellings are words such as pandemic with negative connotations, this was particularly an issue when PANDEK launched in 2019 and COVID-19 was circulating. Due to PANDEK and pandemic having similar spellings, it led to poor PR, therefore pandemic is an example of an unfavourable word that will be listed as a negative keyword.

Advertisement Copy & Ranking

The screenshot shows the Google Ads interface for creating an advertisement. It includes sections for 'Your ads', 'Ad strength: Good', headline suggestions ('Add headlines', 'Make headlines unique'), and descriptions ('Include popular keywords', 'Make descriptions unique'). Below this is a preview area showing a mobile ad for 'Facilitation & Training | Facilitation services Bristol | Vision...'. The ad includes a phone number (07502265930) and several service offerings under 'PANDEK' and 'Team Coaching'. A note at the bottom states: 'This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)'.

To improve the rating of Figure 21 the ad copy requires popular keywords which are difficult to find in the facilitation field, therefore a deeper investigation into words that can blend themselves with the field would be necessary. Despite this pitfall the advert successfully has a variety of headlines which are based on the keywords stated previously. In accordance with Google Ads guidance, 15 headlines were created which reflect the designated page all of which are considered unique by Googles standards which raises the strength of the advert. This links to the unique descriptions in which a total of four can be made (these can be found in the appendix), having a limit of 90 characters, the descriptions are densely populated with keywords.

Displayed in Figure 21 are the utilisation of site links which allow users to navigate to PANDEKs homepage, services, team coaching and training – these are the main drop downs in the header for the website – all have

Figure 21 - Ad Copy Desktop Preview

descriptions with keywords suitable to their page. Moreover, the ad copy has callouts to accompany the descriptions as well as a phone number to allow for contact without exploring the page.

To further refine this advertisement would be to include popular keywords as well as to configure the budget set for advertisements and exploring which budget is most beneficial for PANDEK. Currently, this ad copy utilises Google's recommended budget, however PANDEK may find that the budget is either too much or too little and perhaps certain times in the day where the advertisement performs better should be allocated more budget in the bidding process to potentially gain more lead generation. As ads are consistently a learning experience, the second campaign run afterwards could be more honed in its approach with specific locations or device targeting. For example, ads targeting desktop which has PANDEK's best usability would aid in creating and sustaining a positive brand image.

Set a budget
Required

£51.26 ▼

£42.72 ▲ **Recommended**
 Average daily budget

Weekly clicks	Avg. CPC	Weekly cost
2,196	£0.14	£299.01

Recommended because of your campaign settings, such as bidding, targeting, keywords and ads, as well as the budgets of similar advertisers.

£34.17 ▼

Set custom budget ▼

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more about average daily budget](#)

Figure 22 - PANDEK Ad Copy Budget

Landing Page

The landing page is an extension of the Paid Ad, continuing from where Pre-click was directing users. The mock-up page which can be found in the appendix, follows the best principles of web design with strong CTAs throughout the page which are easily identifiable due to UX principles. Wording of text separated by headings and body text utilise keywords that intend for users to

contact PANDEK, these keywords align with the Ad copy to reduce bounce rate as users navigate the page they intended to see.

The page provides social proof via testimonials and brand imaging that PANDEK has facilitated for, images are optimised with relevant file names, alt text and meta descriptions as to improve SERP and allow for popular keywords. Furthermore, the mobile page has been designed to reflect the Ad Copy and be equally as optimised as the desktop version. Finally, in the footer is a contact page for a final CTA for successful lead generation.

Measuring and Monitoring

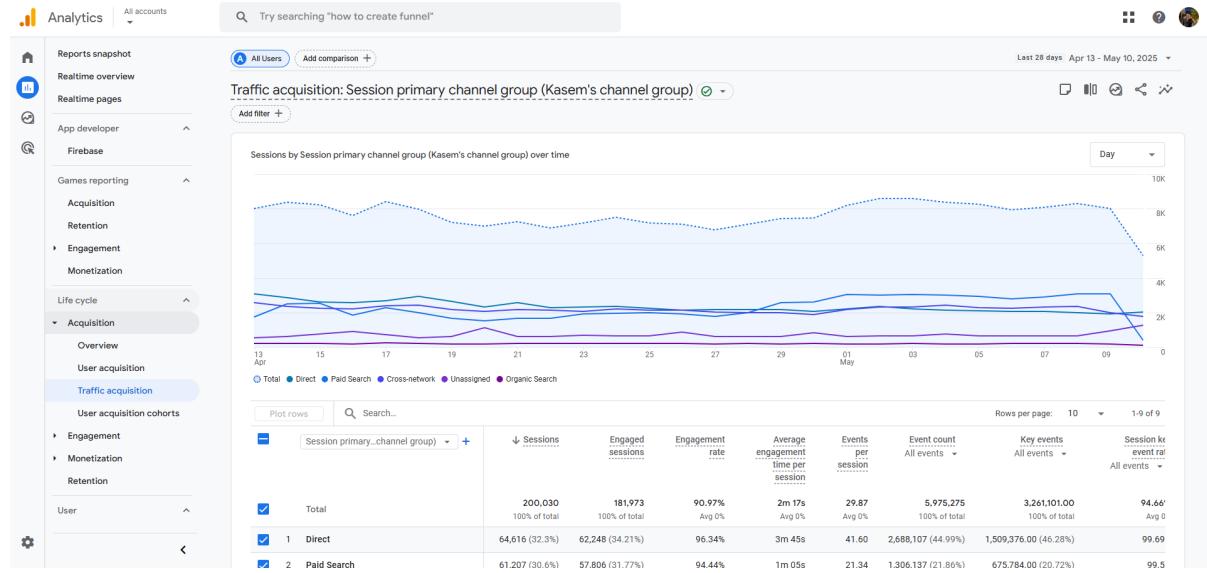


Figure 23 - Google Analytics Traffic Acquisition

Figure 21 displays the breakdown of channel visits in which you can track paid search. In addition to this, you can create custom channel groups if the advertisement were to be more specific. In this case PANDEK could measure the success of their paid ad campaign in comparison to their organic results as well as measure the effects of the paid search on organic searches once the paid ad campaign ends, through different timestamps. Additionally, you could measure the success of the landing page through session data, this can reveal the bounce rate and time spent on a page as well as how much of a page is explored.

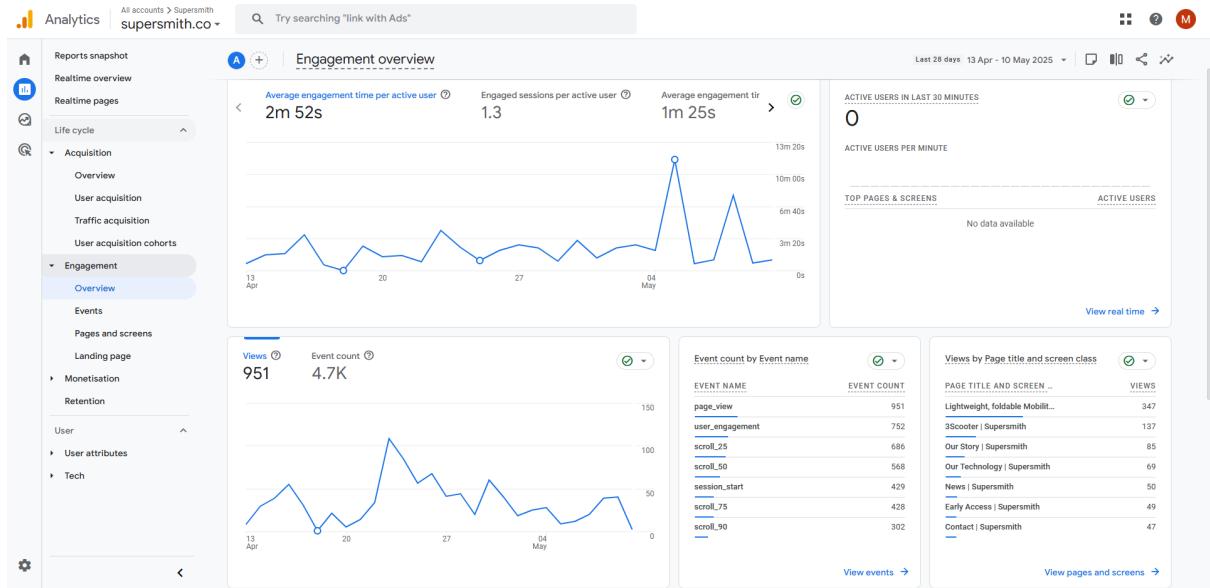


Figure 24 - User Engagement Overview

For a more in-depth look at the campaign results, google analytics has a separate tab for advertising.

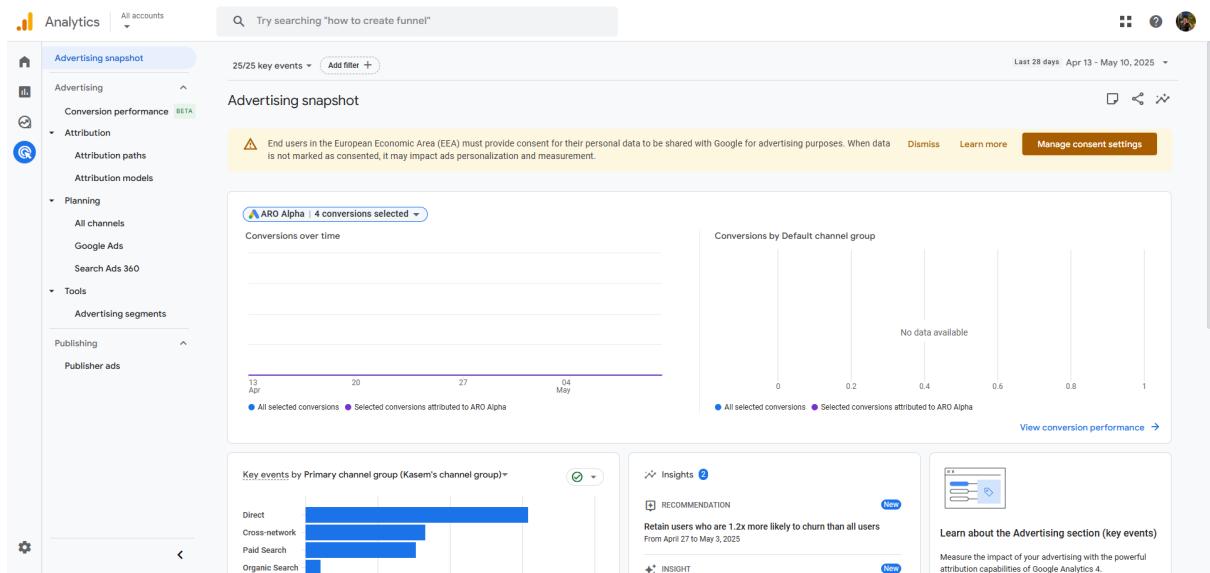


Figure 25 - Google Analytics Advertisement Snapshot

Overall, Google analytics is crucial as a service to measure the success of the campaigns and meeting the objectives however for monitoring search positioning, Google Search Console (GSC) provides a more in-depth and clear analysis of SERP. GSC will enable PANDEK to measure their impressions to clicks ratio as well as average positioning for their website as well as positioning for specific sites.

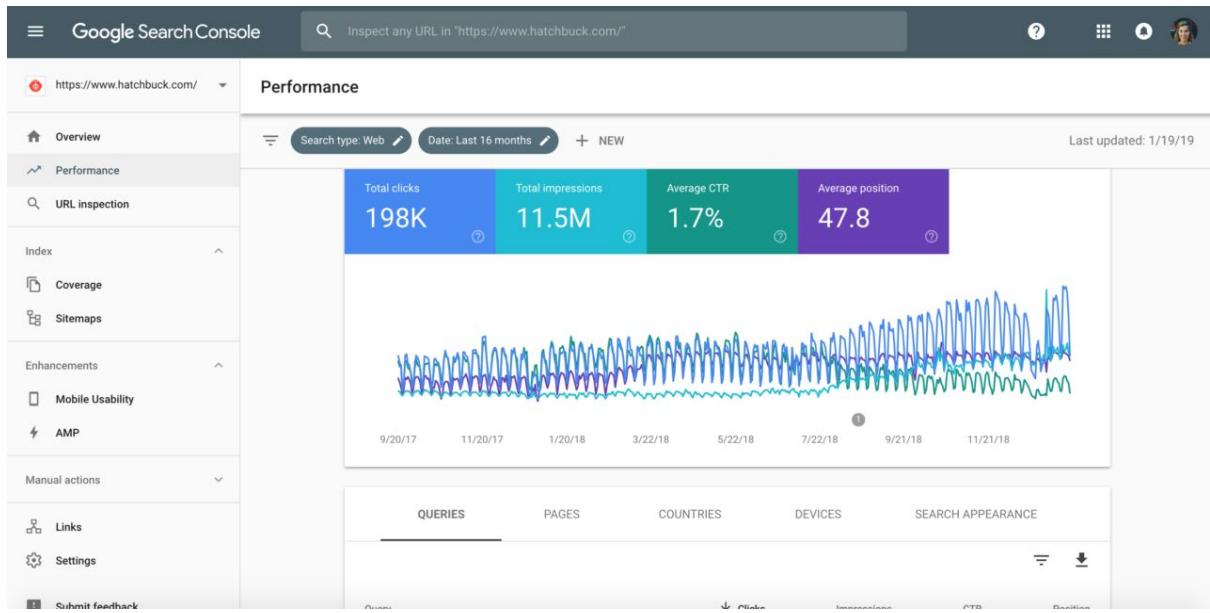


Figure 26 - Google Search Console Dashboard

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Appendix



SMALL CORPORATION

Background

Age range: 34

Company: 15-20 Employees

Location: United Kingdom

“

I started this company with a dream, and now that it's expanding, I'm just trying to keep up. I know I have the potential to lead, but the pressure is overwhelming, and I'm terrified of failing

”

Bio

Sandrean has a strong science background and transitioned into the tech industry. She started her own small business, leveraging her scientific expertise, but is now facing the chaos of expansion. As the company prepares to onboard a team of 5-10 new people, the stakes are higher, and she's feeling the pressure.

Core Needs

- Successfully Transition into CEO: Sandrean is focused on managing the transition from founder to CEO and establishing herself as a confident, effective leader of the company.
- Lead the Company Through Expansion: Ensuring the onboarding of new employees is smooth and efficient, while minimizing the chaos that often accompanies rapid growth.
- Establish Strong Leadership: While her company is in a male-heavy investment area, Sandrean wants to establish herself as a strong, authoritative figure despite the challenges of being one of the few women in this space.
- Maintain Company Culture: As the team grows, she wants to ensure that the company's core values and culture are preserved, especially in the face of increasing complexity.

Personality

Methodical	Analytical
Insecure	Empathetic
Self-Doubting	Resilient
Driven and Ambitious	

Frustrations

- Fear of the CEO Role: Transitioning from founder to CEO is causing Sandrean a lot of anxiety.
- Managing Rapid Growth: The expansion of the company comes with both opportunities and risks.
- Imposter Syndrome: Sandrean sometimes struggles with imposter syndrome, especially in a field dominated by men. She often wonders if she's "cut out" for this role and whether she can lead effectively at this scale.
- Maintaining Work-Life Balance: As the business grows and demands increase, balancing personal and professional life has become more challenging for her.

Company Goals

- Smooth Expansion & Onboarding
- Establish Strong Leadership & Structure
- Maintain Company Culture During Growth
- Increase Revenue & Profitability
- Improve Operational Efficiency
- Foster a More Inclusive and Diverse Workforce



MEDIUM CORPORATION

Background

Age range: 47

Company: 102 Employees

Location: United Kingdom

“I've seen a lot of change in my career, and I know how difficult it can be to bring people together after a period of instability. But I believe in the potential of this company and the mission we stand for—I'm here to help us rebuild, modernize, and work more effectively as a team.

Bio

Cameron, 47, is the Operations Director at a national conservation and trust organisation, where he's focused on stabilising and uniting a team of 102 employees after a period of significant change. With 10 years of experience leading his own business, he joined the organisation six months ago to improve operational efficiency and rebuild team morale. Known for his opinionated and candid approach, Cameron is vocal about modernisation and driving positive change, often sharing his thoughts on LinkedIn. Outside of work, he's an avid anime and Pokémon fan, finding creativity and relaxation in these hobbies.

Core Needs

- Cameron is focused on improving internal communication and collaboration, fostering a sense of unity across the two locations in London and Birmingham.
- With the company's recent changes and the board's static leadership, Cameron's goal is to drive modernisation within the company.
- Cameron is keen on improving employee morale and providing opportunities for professional development
- Cameron's goal is to create more streamlined operations, increase productivity, and eliminate inefficiencies that may have developed over time.
- Cameron wants to improve relationships between the board and management, ensuring that leadership is aligned and proactive in addressing the challenges the company faces.

Personality

Passionate About Conservation

Determined

Self - Assured

Supportive Leader

Adaptable

Opinionated and Vocal

Frustrations

- The company has experienced a lot of change before Cameron came on board, and he's now focused on helping the organisation heal and rebuild.
- The board of directors has been in place for a significant amount of time (5 years), but the organisation feels like it has been stagnant in its approach
- With a diverse workforce across two locations (London and Birmingham), Cameron is working to create more unity, open communication, and a shared sense of purpose across the organisation.
- After leading his own company for 10 years, Cameron is now in a larger, more complex organisation. This shift has brought challenges in adjusting to a bigger team and more entrenched structures.

Company Goals

- Rebuild Team Unity and Morale
- Drive Operational Efficiency
- Modernise the Organisation
- Strengthen Leadership and Management Alignment
- Enhance Employee Development and Retention
- Maintain Strong Commitment to Conservation Mission



LARGE CORPORATION

Background

Age range: 38

Company: 1525+ Employees

Location: United Kingdom

“I want to lead my team well, but sometimes the pressure of being young and still finding my footing makes me doubt myself. I just want to make sure that everyone's on the same page and we're delivering exactly what the client needs—without the gaps in communication.
”

Bio

Marcus is originally from Venezuela and has been living in the UK for just two years. Although he quickly adapted to life in the UK, the language barrier remains a challenge, particularly in professional settings. Marcus has worked as a software developer for many years and, at a young age, was appointed as the head of his department. While he is highly skilled and dedicated to his work, his appointment to this leadership role at such a young age has made him feel nervous and somewhat insecure about his abilities to lead effectively.

Core Needs

- Improve cross-team communication and ensure clearer, more efficient handoffs of client requirements.
- Overcome the language barrier and enhance both client and team communication.
- Build his confidence as a young leader and establish a more structured and communicative work environment for his department.

Frustrations

- Team Coordination: The lack of effective communication between teams is a significant pain point for Marcus. As the teams struggle to coordinate with each other, project success becomes compromised.
- Language Barrier: Having only lived in the UK for a couple of years, Marcus faces difficulties expressing himself clearly in English, which can lead to misunderstandings or delays.
- Young Leadership: Being appointed head of the department at a young age has made Marcus feel nervous and self-conscious.

Personality

Motivated	Empathetic
Nervous	Young
Eager	Hardworking
Insecure and Self-Conscious	

Company Goals

- Improve Internal Communication and Collaboration
- Strengthen Client Relationships
- Develop Leadership at All Levels
- Overcome Language and Cultural Barriers
- Enhance Team Efficiency and Productivity
- Foster a Culture of Continuous Learning and Improvement

Jewel Facilitation

Strengths:
- Good Socials, on-page SEO and performance
- Very clear and consistent layout
- Good use of keywords
- Good and clear link to Socials

Weakness:
- IMG Alt attributes
- Few backlinks but none with good authority
- Bristol based however has a lot of attraction from the States.
- Usability could be better across devices
- Better performance on Mobile
- Lack of local SEO

Opportunities:
- IMG Alt attributes improvement could make a big change in SERP
- Local SEO focus could push for more UK based exposure
- Improved usability may get more audiences across a range of devices
- Google ads push may allow for improved Local SEO

Threats:
- Local competition with greater Local SEO
- Facilitation groups who developed a mobile first approach website
- Lack of backlinks may lose its position as potential top search

Creative Huddle

Strengths:
- Overall the site is okay, everywhere could be improved but not a bad site.
- Socials are strong
- Page one on some keywords

Weakness:
- Usability is poor and performance as well as on-page SEO could be improved
- Duplicate headings
- Reduce total page file size
- Weak meta description tags
- Keyword inconsistency
- IMG alt attributes
- Great performance in USA
- Page speed is poor

Opportunities:
- Robots.txt file allows for seo engines to crawl site easier

Threats:
- Competitors with great on-page seo and usability
- Load time may bounce audience

Jon Broome

Strengths:
- Good on-page SEO
- Great website performance
- Keyword consistency is good
- Ranked highly in the UK
- Page speed is not good

Weakness:
- Poor meta description tag and title tag usage
- IMG alt attributes
- Poor backlinks
- Lack of strong performance within the UK
- Page speed is not good

Good Thinking

Strengths:
- Strong on-page seo and performance
- Usability is okay
- Good keyword consistency
- Good performance in the UK
- Appears on second page for some keywords
- Solid local SEO

Weakness:
- Poor social performance
- Lack of links
- Improve meta descriptions and headings usage
- IMG alt attributes
- Page speed could be improved on desktop, definitely needs improving on mobile

Opportunities:
- Add more socials
- Slightly improve local SEO to stand above the competitors

Threats:
- Lack of awareness across socials

Strengths:
- Good on-page SEO, links and performance
- Strong rankings for keywords

Weakness:
- Poor social performance
- Usability could be improved
- Text on-page could utilise more meta description, title tag, IMG alt text
- Page speed is poor

Opportunities:
- Build greater social presence and activity
- Improve local SEO

Threats:
- Poor page speed may cause people to bounce

Bara Studio

Strengths:
- Good on-page SEO and performance
- First page results for 10 keywords
- Good keywords usage in UK

Weakness:
- IMG alt attributes, increase content amount and improve site tags which will push on-page seo to the next level
- Backlinks are poor
- Top country viewership is the US
- Mobile speed needs big improvement

Opportunities:
- Optimise Images
- Optimise mobile viewership
- Social media campaign could boost keywords and organic social

Threats:
- Local competitors taking clients
- Missing audience due to lack of social awareness

James O'Halloran

Strengths:
- Good on-page SEO and strong performance
- Good image alt attributes
- Good performance within the UK

Weakness:
- Amount of text content could be improved
- Keyword consistency is poor
- Poor amount of backlinks
- Search is dominated by US
- Mobile speed is very poor

Opportunities:
- Improve keywords usage and amount
- Improved mobile usability could greatly improve SERP
- Improved Local SEO
- Create socials to improve awareness

Threats:
- Lack of awareness across socials
- Customers viewing the site via mobile may bounce
- Lack of awareness

Strengths:
- Great on-page SEO
- Performance is the best it can be
- Contains a front page search

Weakness:
- Lack of backlinks
- Keywords are for countries irrelevant to target audience
- Poor mobile speed

Opportunities:
- Improve mobile speed will greatly improve performance rating
- Authoritative backlinks will make PANDEK stand-out
- Improved SEO and local SEO to gain potential clients

Threats:
- Losing competition as there is no strong local SEO

West of England Coaching & Councilling

Strengths:
- Great on-page SEO
- Performance is the best it can be
- Contains a front page search

Weakness:
- Lack of backlinks
- Keywords are for countries irrelevant to target audience
- Poor mobile speed

Opportunities:
- Improve mobile speed will greatly improve performance rating
- Authoritative backlinks will make PANDEK stand-out
- Improved SEO and local SEO to gain potential clients

Threats:
- Losing competition as there is no strong local SEO

TEXT

Book a Conversation

Sign up for Newsletter

Text

Text

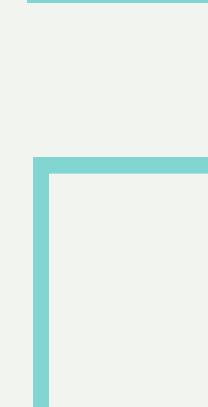
Text

Text

Step 1

Step 2

Step 3

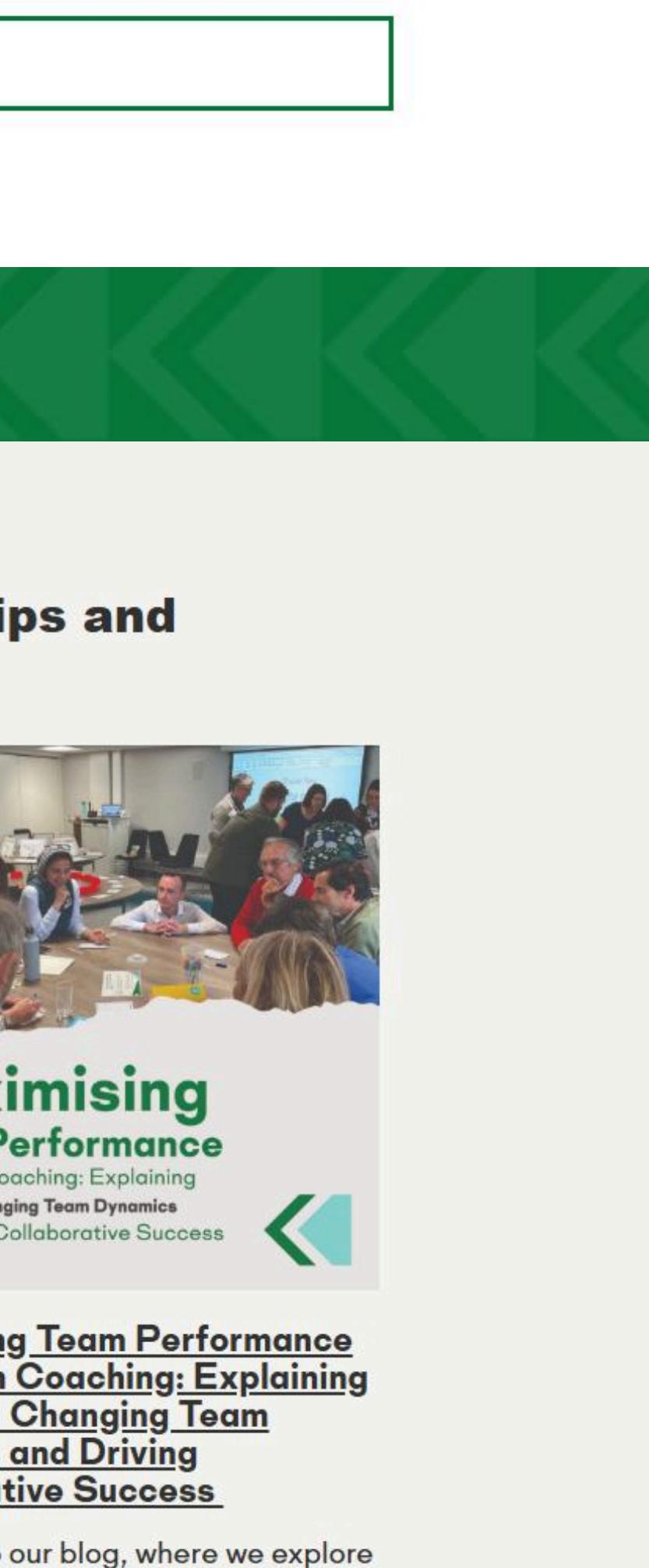
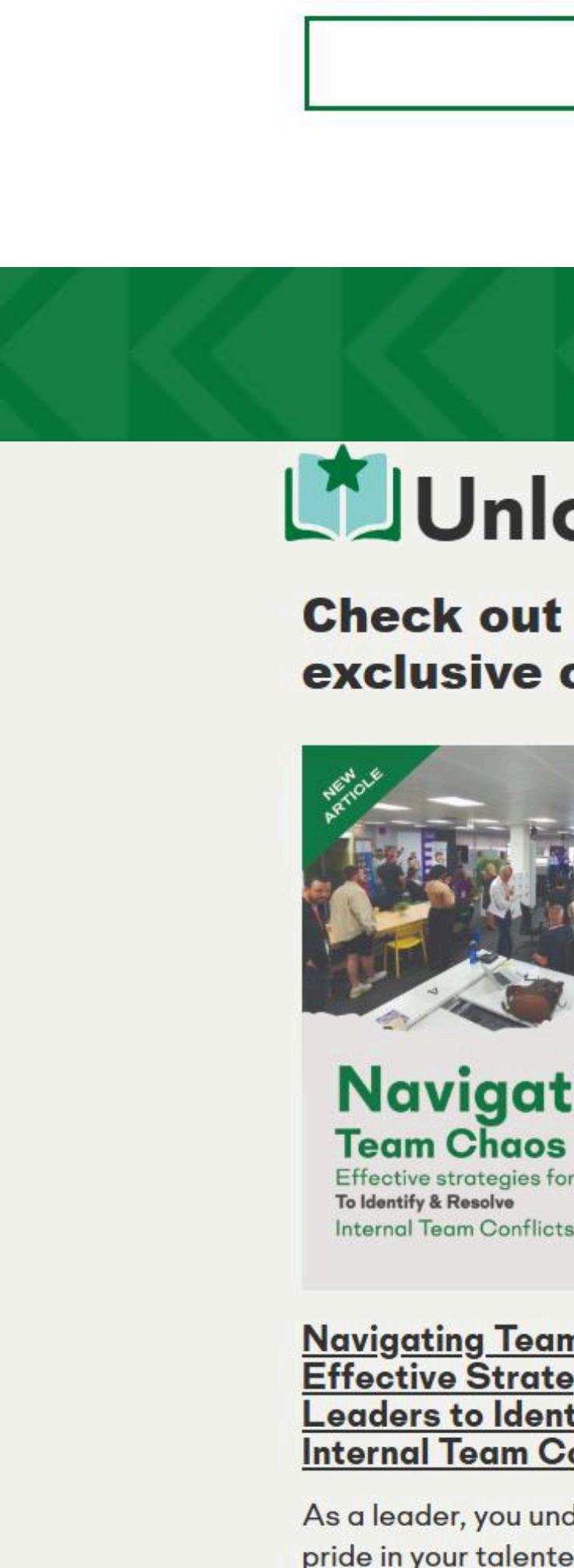


"Fantastic to work with throughout the process, from carefully understanding our team's needs to thoughtfully designing a comprehensive session plan."

Sam Freston
National Lottery

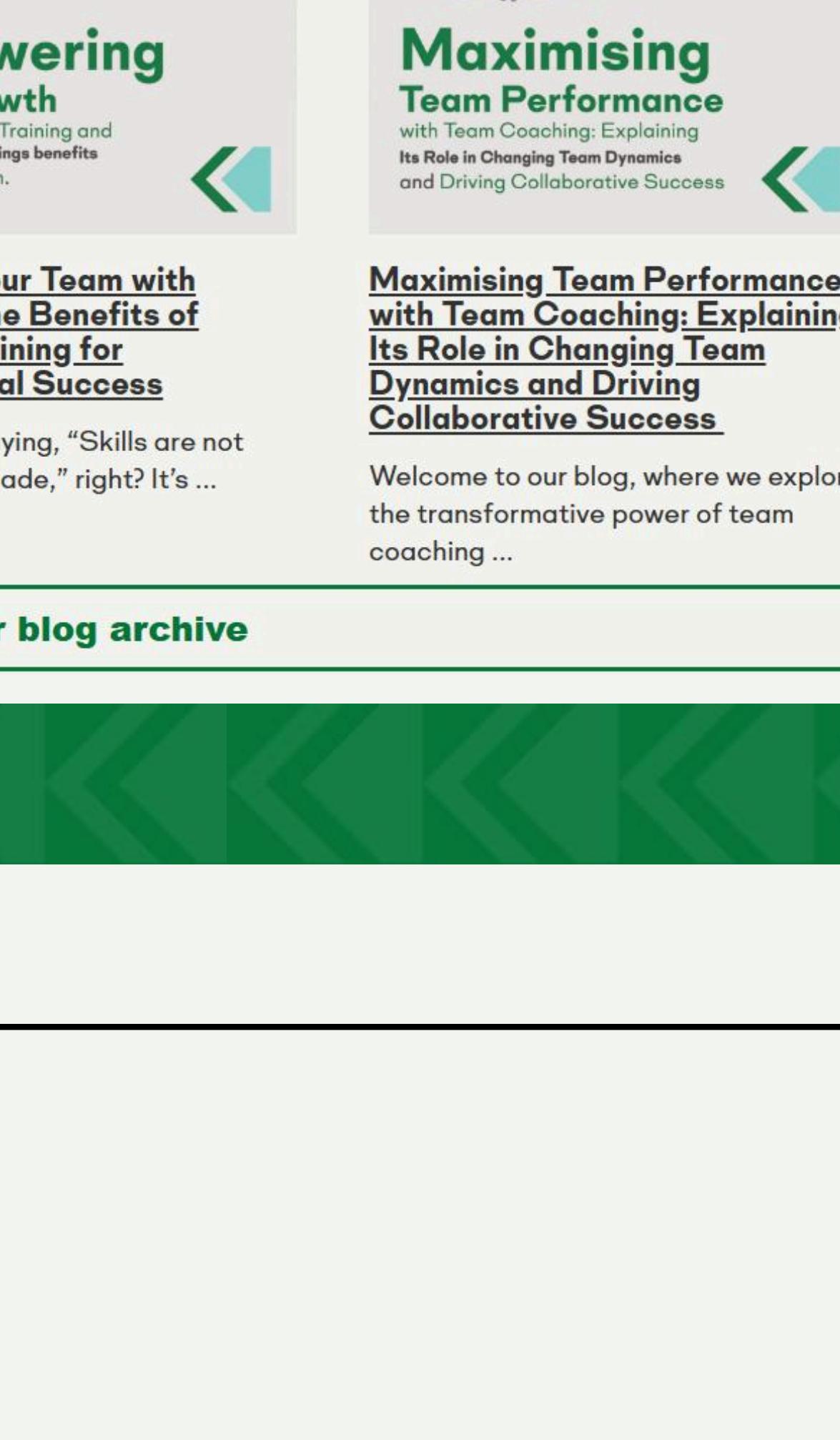
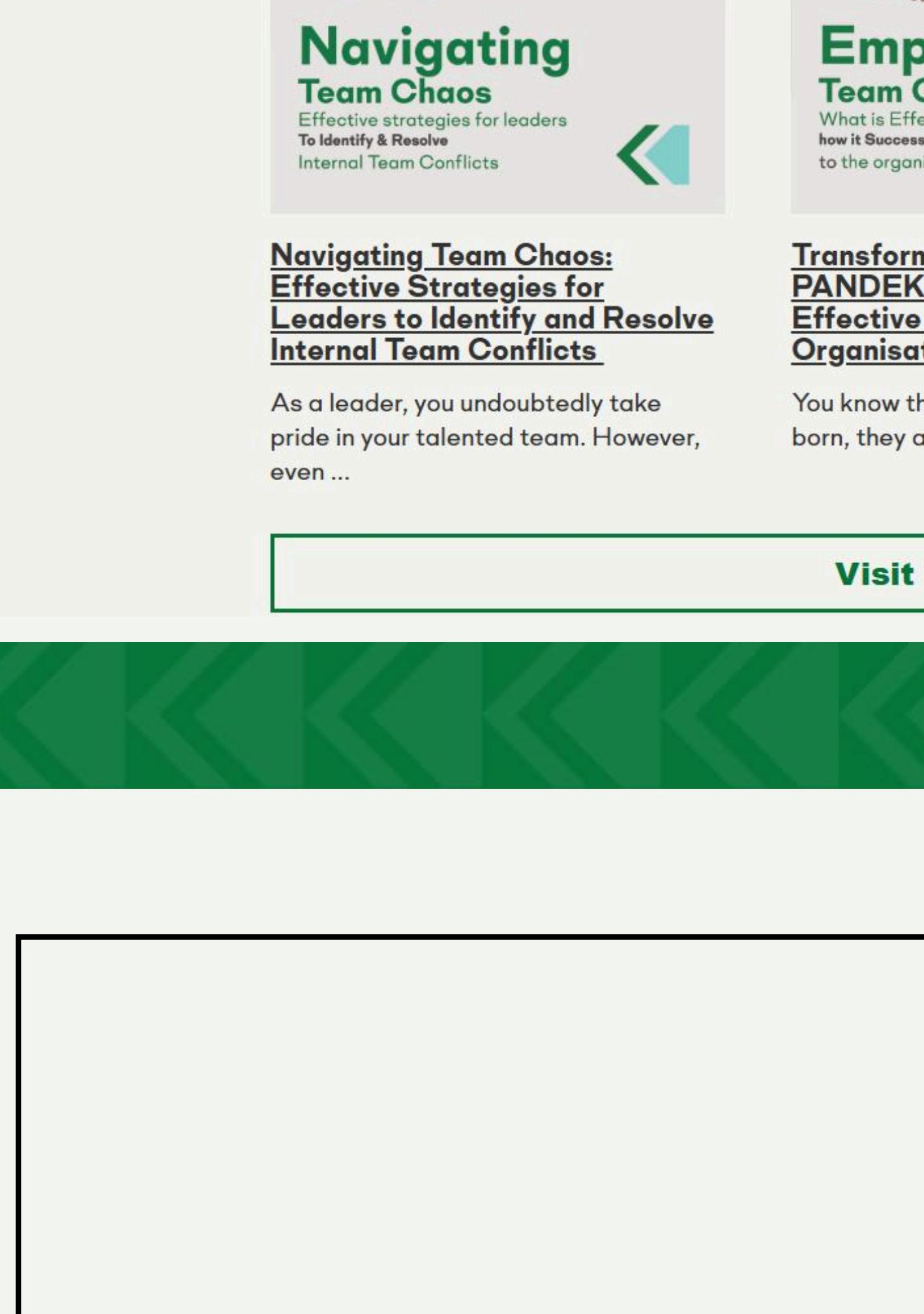
Text

Text



Button

Text



Navigating Team Chaos

Effective Strategies for Leaders to Identify & Resolve Internal Team Conflicts

As a leader, you undoubtedly take pride in your talented team. However, even ...

Empowering Team Growth

What is Effective Training and how it Successfully brings Benefits to the organisation.

You know the saying, "Skills are not born, they are made," right? It's ...

Maximising Team Performance

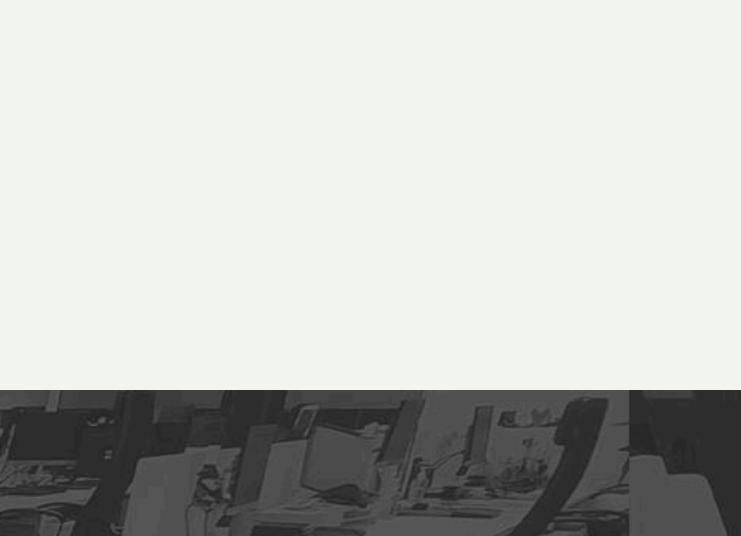
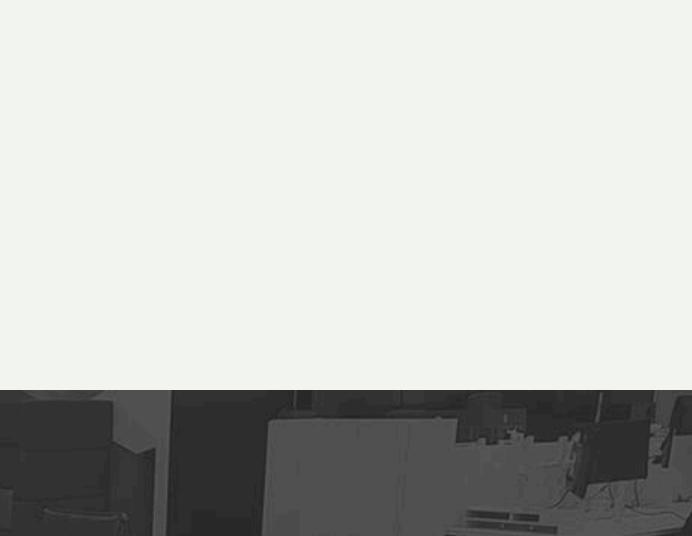
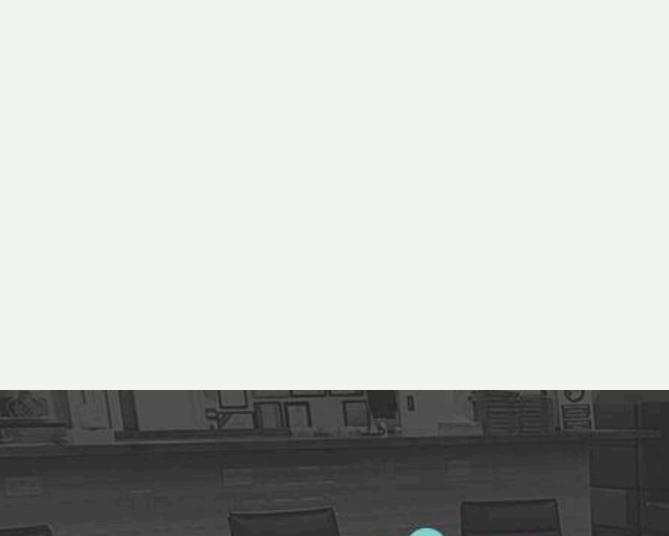
With Team Coaching: Explaining Its Role in Changing Team Dynamics and Driving Collaborative Success

Welcome to our blog, where we explore the transformative power of team coaching ...

Talk to us

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Check out our blog articles for recent news, industry tips and exclusive content from PANDEK Group.



Navigating Team Chaos:
Effective Strategies for Leaders to Identify and Resolve Internal Team Conflicts

As a leader, you undoubtedly take pride in your talented team. However, even ...

Transform Your Team with PANDEK: The Benefits of Effective Training for Organisational Success

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Maximising Team Performance with Team Coaching: Explaining Its Role in Changing Team Dynamics and Driving Collaborative Success

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FAQs

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DESIGN BY GARRETT CREATIVE

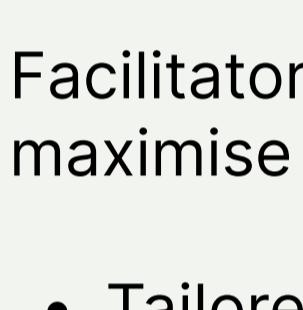
Unlock Your Team's Potential with Expert Facilitation

Transform your team's performance with tailored facilitation services from PANDEK Group. Enhance collaboration, solve challenges, and drive results with proven methods designed to align your team's goals and maximize efficiency.

[Book a Conversation](#)

Empowering organisations through expert facilitation

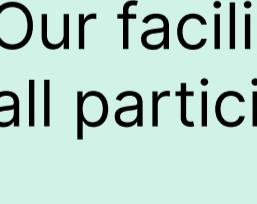
At PANDEK Group, we believe in integrity, collaboration, and continuous growth. Our values drive everything we do, from facilitating team success to fostering leadership excellence. Let us help you align your team with values that lead to sustainable success.



What does a facilitator bring to the table?

Facilitators elevate the process of a meeting to the next level of efficiency and maximise its outcome for everyone.

- Tailored programs designed to improve communication, collaboration, and productivity within teams.
- Empower leaders with strategies and tools to guide teams toward success and growth.
- Use the LEGO® SERIOUS PLAY® methodology to unlock creativity and problem-solving in teams.
- Help organizations clarify their purpose and align teams toward shared strategic goals.

[Book a Conversation](#)

Safe and supportive environments

Our facilitators are experts in staying neutral and facilitating spaces free from past conflicts or prejudices – where all participants are actively engaged and feel comfortable.

Facilitators can assess the dynamics of your team and find ways to balance this if it is disproportionate, ensuring full participation and balanced sharing even for reserved members of the group. Our professional facilitators are open and flexible, allowing them to readjust the meeting process according to the situation, and we use the strengths of each member to enable you to reach the strongest outcome.

Contact

We'd love to hear from you.

We understand that each company's situation is unique. Tell us more about your needs and challenges and we will get back to you soon with some ideas, or book a free conversation and begin your journey.

 Name Email Message Send

Au

Group facilitation solutions

24 / 30

Bristol & Southwest England

28 / 30

+ Headline
 View ideas
Descriptions 4/4 ?

Our purpose is to enrich the daily lives of employees

Required

53 / 90

Expert facilitation designed to align your team's goals and maximise efficiency.

Required

84 / 90

Enhance collaboration, solve challenges, and drive results with proven methods

78 / 90

Transform your team's performance with tailored facilitation services

69 / 90

Sitelinks ?

Add links to your ads to take people to specific pages on your website.

 Sitelinks ?

Add links to your ads to take people to specific pages on your website.

PANDEK

Empowering organisations - Bridging the Disconnect

Services

Unlock your team's potential - Tailored Expert Facilitation

Team Coaching

Strengthen teamwork & communication - Targeted coaching solutions

Training

Boost collaboration and skills - Customised training programs.



Edit

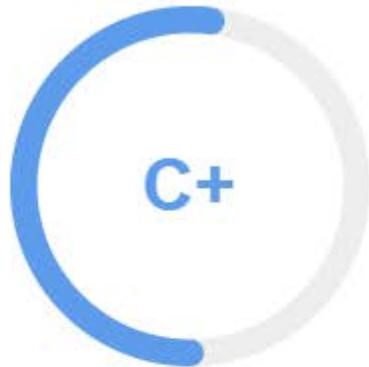
Report

Promotions ?

Add promotions

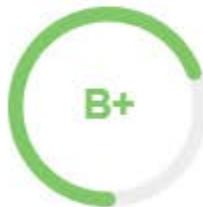


Audit Results for www.wearegoodthinking.co.uk



Your page could be better

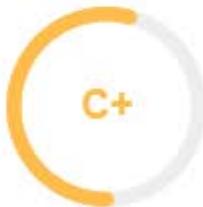
Recommendations: 18



On-Page SEO



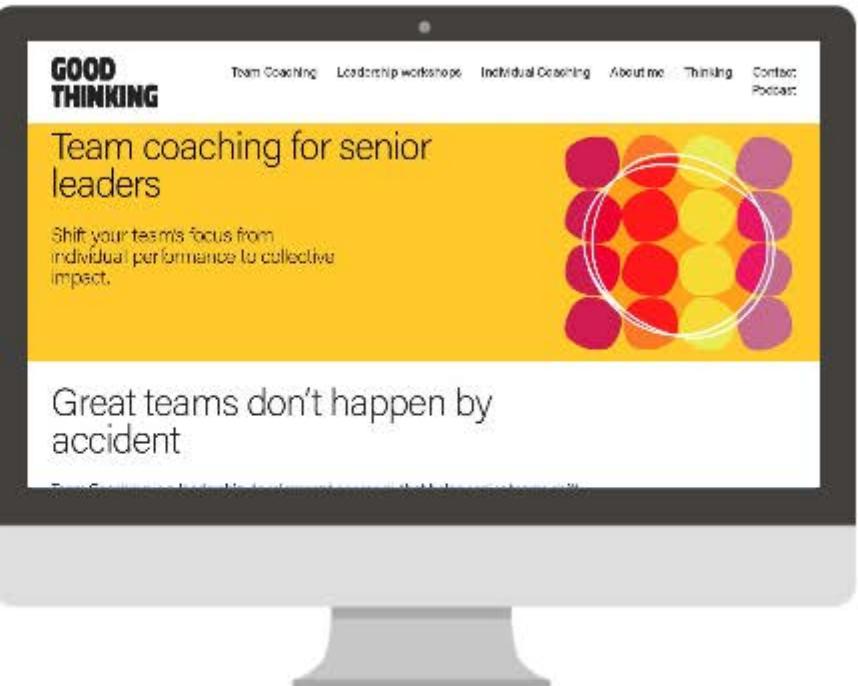
Links



Usability



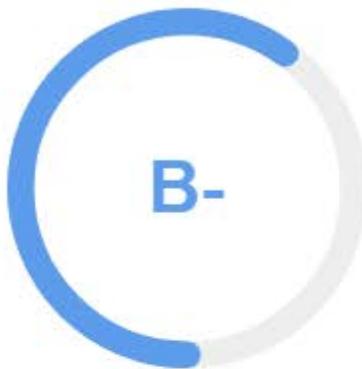
Performance



Social



Audit Results for jamesohalloran.com



Your page could be better

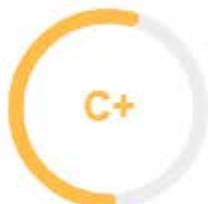
Recommendations: 17



On-Page SEO



Links



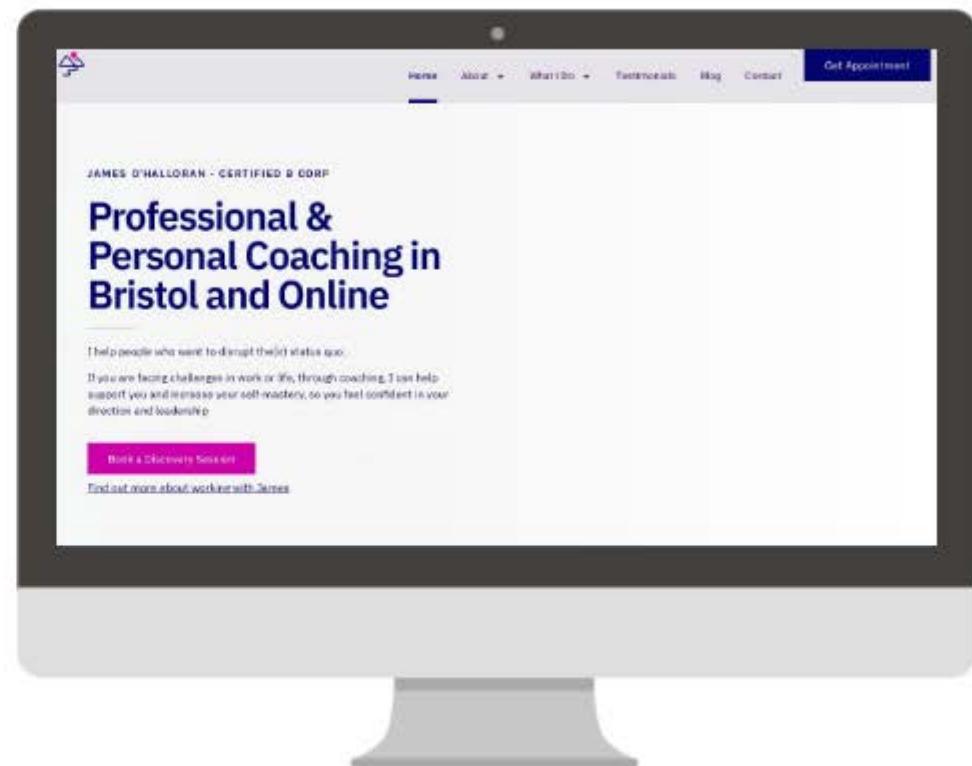
Usability



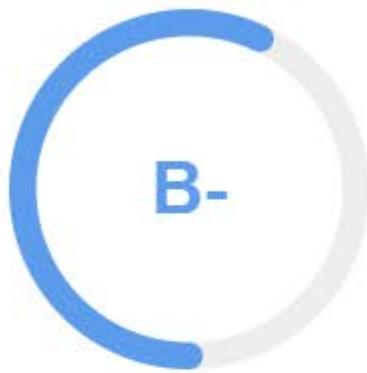
Performance



Social



Audit Results for pandek.org



Your page could be better

Recommendations: 2



On-Page SEO



Links



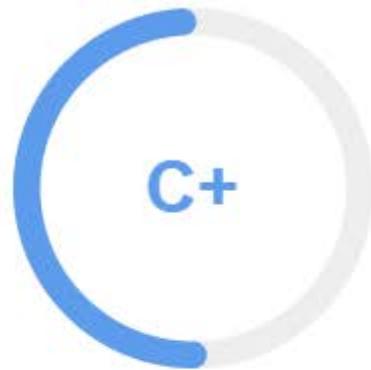
Usability



Performance

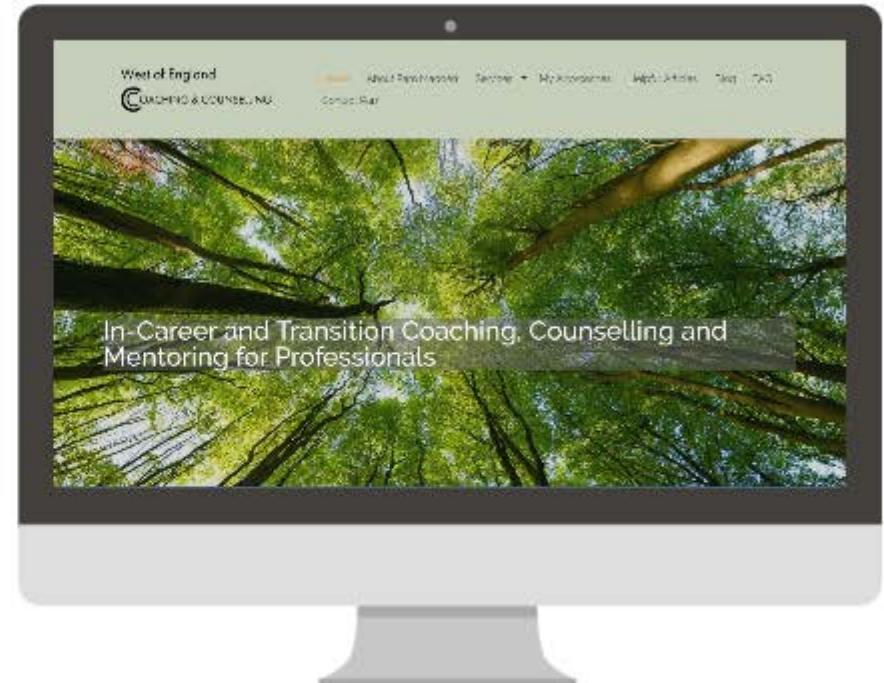


Audit Results for westofenglandcoachingandcounselling.co.uk



Your page could be better

Recommendations: 20



On-Page SEO



Links



Usability



Performance



Social



Audit Results for www.jewellfacilitation.com



Your page is good

Recommendations: 11



On-Page SEO



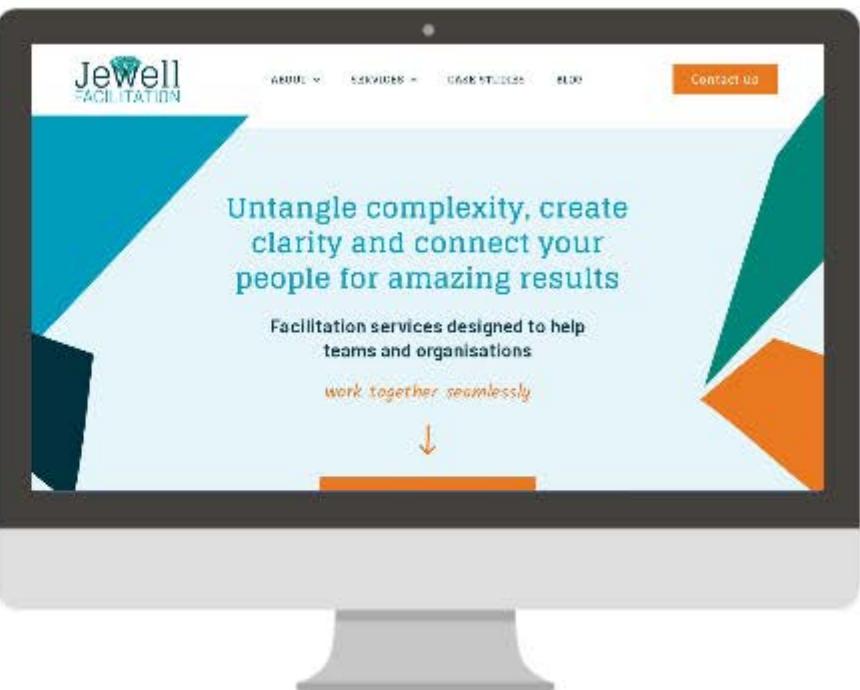
Links



Usability



Performance



Social

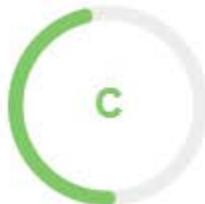


Audit Results for www.jonbroome.com



Your page could be better

Recommendations: 27



On-Page SEO



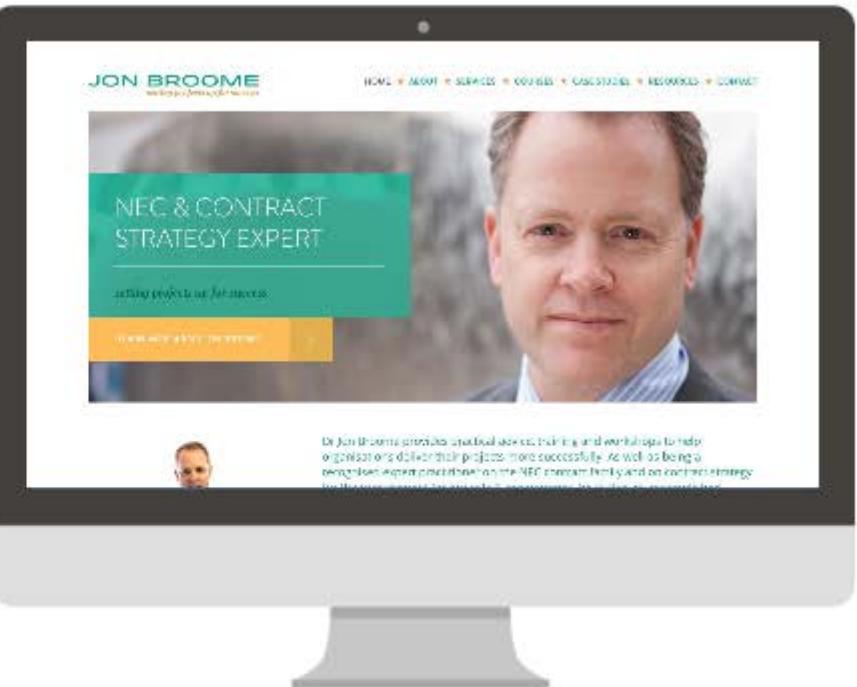
Links



Usability



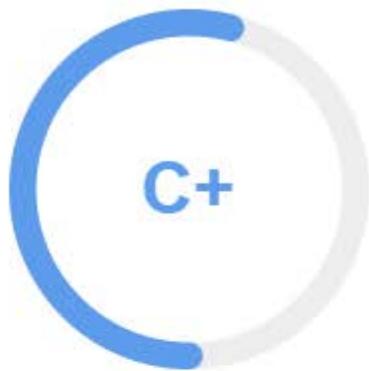
Performance



Social

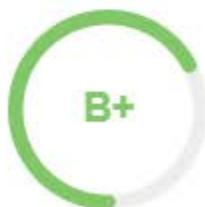
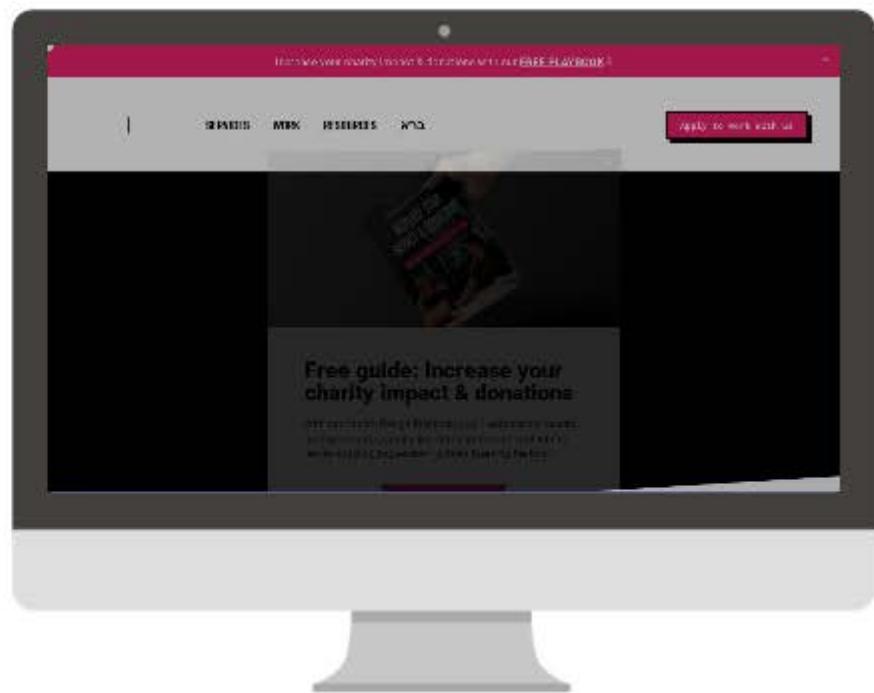


Audit Results for www.barastudio.co.uk/lego-serious-play

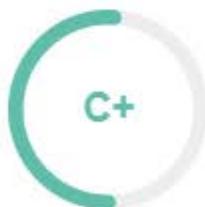


Your page could be better

Recommendations: 18



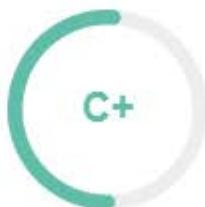
On-Page SEO



Links



Usability



Performance



Social



Final URL

Final URL

<https://pandek.org/our-services/facilitation/>

This will be used to suggest assets for your ad

Headlines 15/15

Professional Facilitation

Required

25 / 30

LEGO® Serious Play®

Required

19 / 30

High-performance team coaching

Required

30 / 30

Facilitation & Training

23 / 30

Enhance team performance

24 / 30

Group facilitation solutions

28 / 30

Bristol & Southwest England

Leadership facilitation

23 / 30

Design Sprint facilitation

26 / 30

Business Development

20 / 30

Mission Statement

17 / 30

Vision Statement

16 / 30

Customised team building

24 / 30

Facilitation services Bristol

29 / 30

GC Index® facilitation

22 / 30

+ Headline  [View ideas](#)

Descriptions 4/4

Our purpose is to enrich the daily lives of employees

Required

53 / 90

Expert facilitation for designed to align your team's goals and maximise efficiency.

Required

84 / 90

Enhance collaboration, solve challenges, and drive results with proven methods

78 / 90

Transform your team's performance with tailored facilitation services

69 / 90

Sitelinks

Add links to your ads to take people to specific pages on your website.

Sitelinks

Add links to your ads to take people to specific pages on your website.

PANDEK

Empowering organisations - Bridging the Disconnect 

Services

Unlock your team's potential - Tailored Expert Facilitation 

Team Coaching

Strengthen teamwork & communication - Targeted coaching solutions 

Training

Boost collaboration and skills - Customised training programs. 

Edit

Display path

Customize the URL shown in your ads 

Set a budget

Required

£51.32

£42.76 Recommended

Average daily budget

Weekly clicks Avg. CPC Weekly cost
2,131 £0.14 £299.34

Recommended because of your campaign settings, such as bidding, targeting, keywords and ads, as well as the budgets of similar adverti

£34.22

miro

Could not find the entity