

## **Cambria Chambers SEO and Web Development**

### Summary

#### The Website Remodel

Website is near completion but the original objective was to focus more on Personal Injury services and obtaining data from users.

The information about Jonathan and the Seal should be in separate about us pages.

Originally using National-Accident Helpline as a model I would push the Barrister Expertise Angle.

As content is there, this will be achievable within days (perhaps 2 weeks to ensure a quality build).

This should be a design lead build, which is the modern way of doing things to ensure the user experience design is where it should be and the client (you) can see the project developing as we go which is otherwise very difficult when the core of the website is built first.

Make use of Live Chat and active review section which builds buyer confidence. Recommend a custom build Chat feature (since discussions with Joe) a quality off the self version which employs Social Messaging integration like WhatsApp. This feature is bough off the self for around £20.

My original report says an off the self version will do but longer term we will need a custom one.

We need a database driven website ultimately. Due to security issues around open source (readily hacked) need a framework audit of existing website and native PHP build.

### **Social Media Plan**

Build to a Flashpoint (point where traffic flows organically with out continual building) after competition analysis. Building to a Flash point could take 3 months according to research.

#### Automation

Need Social management Apps which Schedule and Post or Copy Blog automatically.

Crowdfire App or a more advanced platform. Revisit Popular content, cribbing from a rival is the normal practice as it is generally the purpose of social media to share content, so rivals cant complain. Ensure integration cross network between different social media platforms sharing content in different ways.

Facebook competitions, Facebook articles, Surveys, Trust Pilot

Alliances with local disability charities etc someone who is more likely to claim and create good links locally.

Further down the line when we have more information we can look at what keywords are helping to get conversions and concentrate more on the keywords that will help grow the business and generate conversions.

### **Perl Dynamics**

Dynamic page generation using Perl, We can input a few keywords that we want to focus on and it will create several different pages full of those keywords.

We can also look at content controlled aspects of the website that people can use who don't

have the programming skills etc change telephone number, change address.

Glossary and meet the team could also be generated using Perl with an admin section to control content.

HTML Email campaign using SQL database of contacts.

Rotating carousel full of testimonials/reviews.

We are looking for a Flash point where it all explodes and goes viral. Even though it is difficult to tell whereabouts this will take place, there is no better place to find accurate data on performance projections than the internet. Versus other forms of marketing for instance.

#### Premium Social Plan

I will show proof of viability and performance using free trials before committing to a paid service and setting a budget.

Facebook: person to person. For claim management leads, possible sponsored links when page has been set up a while.

Linked in is good for activity insights and professional bodies.

#### Reciprocal Links

Back Links: Competition Analysis ( already undertook at initial stage )

Deep Linking to pages not the home page. Keyword links on footer.

#### Identify competition

##### Keyword Analysis - Current live website

Keyword	Monthly traffic	Competition
Compensation for injuries	100 – 1	Medium
Traffic accident claim	100-1k	Low
Lawyer injury	100-1k	Med
Passenger compensation	100	Medium (free Google PPC)
Motorcycle injury claim	100	Low (free PPC term)

##### Allclaims4u.com

Car accident	100k-1m	Low!!!
Accident compensation	10k	Low
Injury claim lawyer	1k	Low
Accidents today	100k	Low (30p PPC)
Pedestrian accident	10k	Low
Truck accident	100k	Low
Road accidents today	10k	Low (21p PPC)

##### Site Structure Analysis for website with similar keywords (What they do well)

Garrat Solicitors	233 pages	51300 backlinks
Claims.co.uk	144 pages	46500
Quittance	24900	57800

Accident Helpline	401	298000
National-Accident-Helpline	483	638000
First4Lawyers (key target)	396 pages	6180
Slater Gordon	19700	21900
Cambria Claims(currently)	63	5490
All Claims4u		

I think we can push ahead of First 4 Lawyers in 3 months, less with right team.

### **Pay-Per-Click Strategy**

Show Provable results on free services. We will perform much better when the website is fully optimized first. After this time I would set a budget but only look at low competition and cheap keywords, with a daily cap of around £5.

### **Premium Social Marketing Strategy**

Show Provable results on free services. We will perform much better when the website and social accounts are fully optimized first. LinkedIn is good for professional bodies, its a tier 1 link and provides deep linking when linking through premium adverts.

### **Text Marketing**

Use text marketer for testing platform for ukclaims.co. Use existing list for mobile numbers send out 10,000. Re-evaluate once we see response. Can create own API's for extra control and branding. Validation for telephone preference service and validation.

### **Perl Security**

Build interface with SQL database with all security features built in so no attack on either. Use masking to generate SEO friendly URL's based on keyword campaign.

### **Driver App**

Can't get it to work using my car registration? App is faulty, possibly to do with the API with the DVLA.

### **Charity and Community Associations**

Integrate with their website, offer courses, apprenticeship and teach young adults HTML.

### **Digital Agency**

Using apprenticeship staff and training courses, together with the google premiere app to create a successfully digital agency business. Training staff on SEO policies and procedures.

### **Website content and design**

Cambria Chambers.com will be a lower tone professional website with user experience centred around the Client, an established law firm.

Cambria Claims will have an increased marketing tone and centre itself around the user and thereby generate more traffic and users. Accident-Management-Helpline would be a model.

