



## *SEO Evaluation*

<https://www.letspartyliverpool.co.uk/>

Industry: Party Supplies

(Hen Nights, Stag Nights, Children's Parties, Family Parties.)

Currently (15/03/2018)

Back Links: 2

Pages: 2,580

Domain Score: 1

Trust Score: 1

### Why is this important?

Page-rank is determined by several factors.

- Relevancy to the search term
- How much of the content is related to that term.
- Relevant links to resources associated with that term  
The domain score of websites it links to
- Also whether it is simply a list of links to circumvent the search engine ranking system

This is a link farm and gives a very low trust score, which is why the Trust score is so important.

# Keyword Analysis

## Major Keywords Lets Party Liverpool currently indexes for:

<input type="checkbox"/>	Keyword	↓ Avg. monthly searches	Competition
<input type="checkbox"/>	paw patrol party supplies	1K – 10K	High
<input type="checkbox"/>	paw patrol party	1K – 10K	High
<input type="checkbox"/>	my little pony birthday	100 – 1K	High
<input type="checkbox"/>	frozen party decorations	100 – 1K	High
<input type="checkbox"/>	pj masks party supplies	100 – 1K	High
<input type="checkbox"/>	pj masks party	100 – 1K	High
<input type="checkbox"/>	pj masks party decorations	100 – 1K	High
<input type="checkbox"/>	birthday party supplies	100 – 1K	High
<input type="checkbox"/>	paw patrol themed party	100 – 1K	High
<input type="checkbox"/>	batman party supplies	100 – 1K	High

Lets Party Liverpool Currently Indexes for many words but all are HIGH competition.

**The solution may be to find Niche LOW/MEDIUM competition keywords**

Using Google's Keywords Planner, we can find the keywords currently associated with your website. This is based largely on the content and structure such as categories.

Also using Keywords Planner, we can see what other keywords are being typed and how often, that are relevant to your audience.

*Term = Search term used, Vol.= Monthly search Volume, Comp.= General Rating of competition level.*



## Keyword Analysis

Major Keywords Lets Party Liverpool currently indexes for:

live update

### TOP ORGANIC KEYWORDS (3) ⓘ

Keyword	Pos.	Volume	CPC (USD)	Traffic
<a href="#">lego cups with straw</a>	93	10	0.02	<div></div>
<a href="#">lego napkins</a>	80	10	0.35	<div></div>
<a href="#">lego napkins</a>	81	10	0.35	<div></div>

There are not that many keyword you currently index and are found for.  
This data is from SEM Rush.

## Keyword Analysis

<input type="checkbox"/> Keyword	↓ Avg. monthly searches	Competition
<input type="checkbox"/> party supplies	10K – 100K	High
<input type="checkbox"/> crockery set	1K – 10K	High
<input type="checkbox"/> kids party bags	1K – 10K	High
<input type="checkbox"/> bobs shoes	1K – 10K	High
<input type="checkbox"/> party supplies near me	1K – 10K	Low
<input type="checkbox"/> 1st birthday party ideas	1K – 10K	High
<input type="checkbox"/> party packs	1K – 10K	Medium
<input type="checkbox"/> birthday party venues	1K – 10K	Medium
<input type="checkbox"/> tableware	1K – 10K	High
<input type="checkbox"/> balloon shop near me	1K – 10K	Low
<input type="checkbox"/> kids party invitations	1K – 10K	High

Opposite: a list of keywords that your competition currently index for.

I have used AdWords Keywords Planner for this.

This is the tool I will use to find more keywords until we find appropriate keywords to build the content of the website around.

Using Keywords Planner we can also see **insights** into your competitors and start to get some idea of whether we can jump position on them and capture their traffic.

**Keywords Planner can be used by signing up with AdWords and a Payment Card.**



## *Keyword Suggestions*

Keywords that are niche and untapped.

Keyword	Vol.	Comp.
Ideas for parties	55000	Low
Party store	5500	Low
balloons	55000	Low
2 year old birthday party	5500	Low
3 year old birthday party	550	Medium
Party packs	5500	Medium
Party supply shops	550	Medium
Party shop online	550	Medium

The suggestion is that we build the structure of the website and its content. The sections and the pages around these keywords as the competition is competitive, this will give us that edge.

**IMPORTANT:** Google uses an average month searches between 2 figures such as 10k-100k - I have taken the mean value for the sake of this report.

# Competition Analysis

Using this information we can identify target compeitors.

URL	Pages	Back Links
<a href="http://partypieces.co.uk">partypieces.co.uk</a>	10,300	22800
<a href="http://partyrama.co.uk">partyrama.co.uk</a>	12,800	63000
<a href="http://cardfactory.co.uk">cardfactory.co.uk</a> (has a large party supplies section)	14,700	18300
<a href="http://hobbycraft.co.uk">hobbycraft.co.uk</a>	37,100	307000
<a href="http://prettylittlepartyshop.co.uk">prettylittlepartyshop.co.uk</a>	3,370	638
<a href="http://partiesrus.co.uk">partiesrus.co.uk</a>	6,490	247
<a href="http://cheappartyshop.co.uk">cheappartyshop.co.uk</a>	759	41200
<a href="http://partypuffin.co.uk">partypuffin.co.uk</a>	1,020	572
<a href="http://mypartymonster.co.uk">mypartymonster.co.uk</a>	8,430	1100

Average number of pages required (for on-site presence of keywords and generating real associated keyword value) is 5000 approx. Total links includes back links but also out bound links, links from the same domain name, no value or trust value links such as tier 3 or adverts online. Pages are measured as part of on-site SEO review. A keyword associated with other similar text improves the rank of the page. On site SEO (or pages) have a higher value than back links.

## *Position Strategy*

### Approach

Based on the keywords I have flagged up. I now search Google (or another search engine) for that word. The result show competitors.

If it's a competitor I have already analysed I know if I am likely to push ahead of them. If I have not already analysed that competitor, I will check it's number of back links, pages and structure (internal links, sort of content).

Even though relevancy is all important for search engine queries, the amount of related content, either on-site or through back links, determines the search engine position through a Page-rank score for that page.

I will use SEM Rush as a tool for this.

SEM Rush is a powerful tool used by top firms such as Yell Agency.

## *Position Strategy*

### Keywords to be avoided.

We have identified possible keywords such as

- hen party supplies
- Stag party supplies
- Hen party
- Stag do

These have been shown give a search volume of less than 100 globally per month and therefore insignificant for our optimization.





# *Competition Assessment*

I will assess to size and position of each and determine a good target competitor

## **Overview:**

The size of the market is good.

There are large competitors but only a few have cemented a position

Search engine territory is about keywords, the keywords available are plentiful to position your own company nationally.

## **International overview.**

All of your competition sells internationally. The market in the UK appears to be better versus competition. It may be a consideration to include a US, Australian or Foreign Language version of the website. Given the nature of the industry, a further market analysis report would be needed.

## SEM Rush Data

A powerful tool for Back Link Build, Competition Insights

Root Domain ▾

letspartyliverpool.co.uk ✕

Root Domain ▾

partiesrus.co.uk ✕

Root Domain ▾

prettylittlepartyshop.co.uk ✕

Root Domain ▾






mypartymonster.co.uk ✕

Root Domain ▾

cardfactory.co.uk ✕

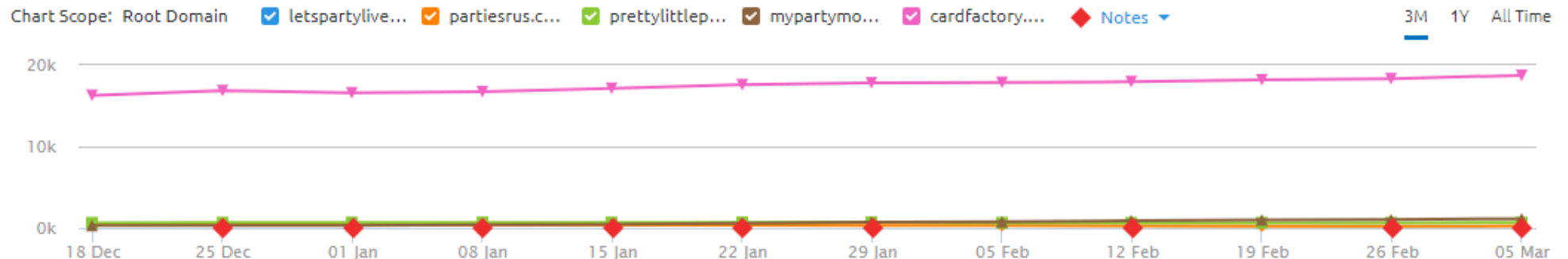
Compare

Cancel

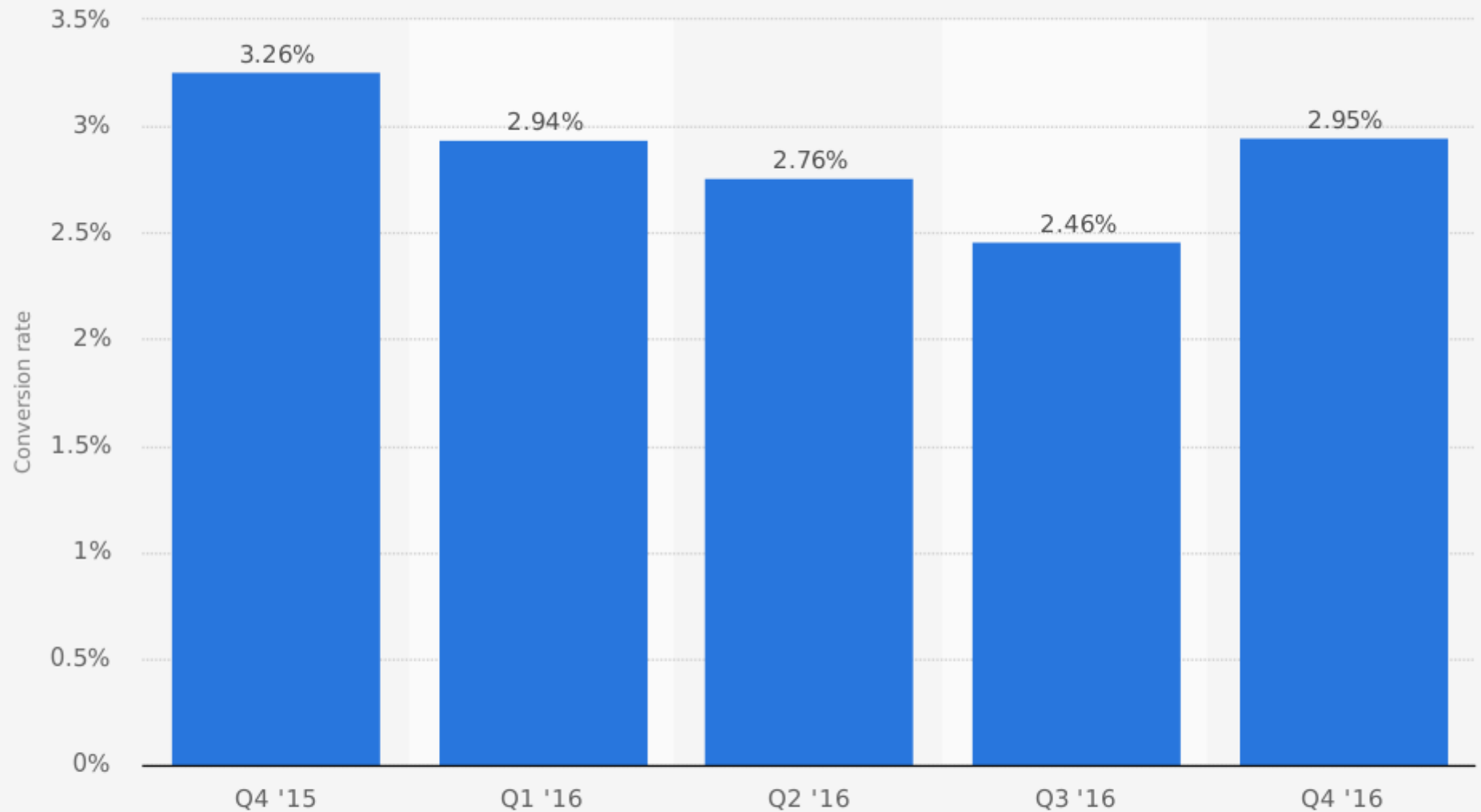
Domain	Total Backlinks <sup>i</sup>	Referring Domains <sup>i</sup>	Referring IPs <sup>i</sup>	Domain/Page Score <sup>i</sup>	Trust Score <sup>i</sup>
letspartyliverpool.co.uk	n/a	n/a	n/a	n/a	n/a
partiesrus.co.uk	247	116	52	13 <sup>-1</sup>	19 <sup>-1</sup>
prettylittlepartyshop.co.uk	638	99	129	7 <sup>-1</sup>	27
mypartymonster.co.uk	1.1K	48	50	3 <sup>+1</sup>	0
cardfactory.co.uk	 18.3K	 449	 487	 17 <sup>-1</sup>	 29

  
View Domain Score  
& Trust Score Trend

### Total Backlinks <sup>i</sup>



## Conversion rate of online shoppers worldwide as of 4th quarter 2016

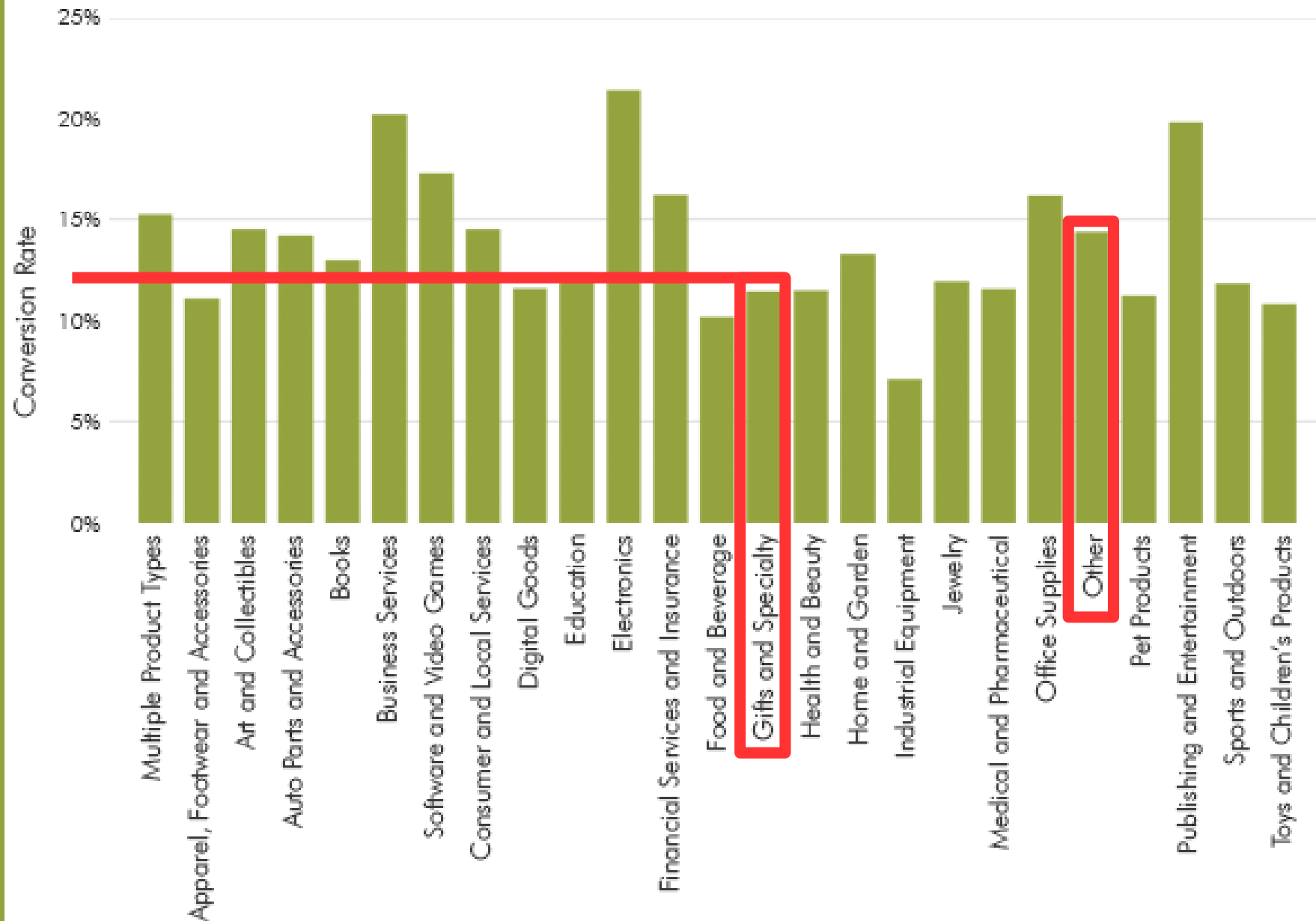


Source:  
Monetate  
© Statista 2017

Additional Information:  
Worldwide; Monetate; 3rd quarter 2015 to 4th quarter 2016

Regardless of how you categorize LetsPartyLiverpool, the conversion rate is considerably High. For the benefit of this report the Conversion rate will be taken as 12.5%

## 1.6 Ecommerce Conversion Rates (by Product Type)



N=2,885

Copyright: MarketingSherpa Ecommerce Benchmark Study 2014

## Conversion Analysis

Conversion Rates	Q4 2015	Q1 2016	Q2 2016	Q3 2016	Q4 2016
Global	3.26%	2.94%	2.76%	2.46%	2.95%
US	3.24%	2.89%	2.72%	2.44%	3.00%
UK	5.24%	5.01%	4.64%	4.35%	4.45%

Above, Source: Monetate. Note the UK Converts at a very high rate. A good place to sell online.

International US



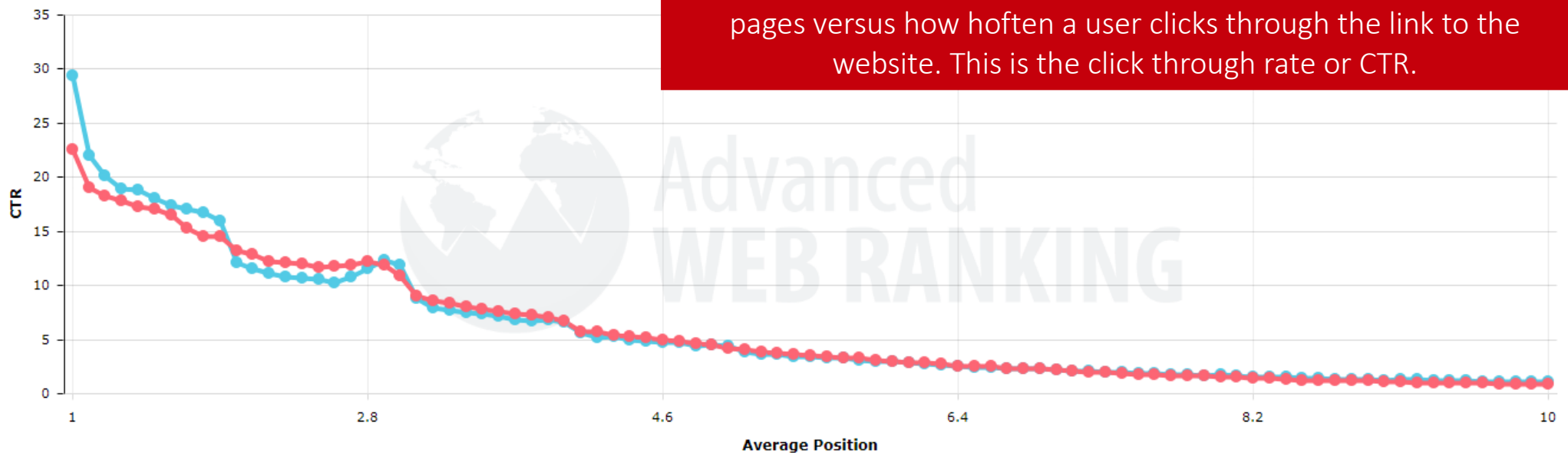
Exact

Average

Jan 2018



The below indicated the average position in a search engine result pages versus how often a user clicks through the link to the website. This is the click through rate or CTR.





## Conversion Projection

We will Use the expected keyword placement, based on competition analysis that shows us search, understand the search volume and how click through projections compare to search results page position.

Keyword	Volume	Position Projection	CTR %	Traffic	Conversions @ 12/5%
Ideas for parties	55000	7	4	2200	275
Party store	5500	5	5	275	34.375
balloons	55000	8	4	2200	275
2 year old birthday party	5500	9	3.5	192.5	24.06
3 year old birthday party	550	5	5	27.5	3.44
Party packs	5500	7	4	220	27.5
Party supply shops	550	4	6	33	4.125
Party shop online	550	4	6	33	4.125

From this we can estimate a monthly conversion rate of  
**647.625 total**

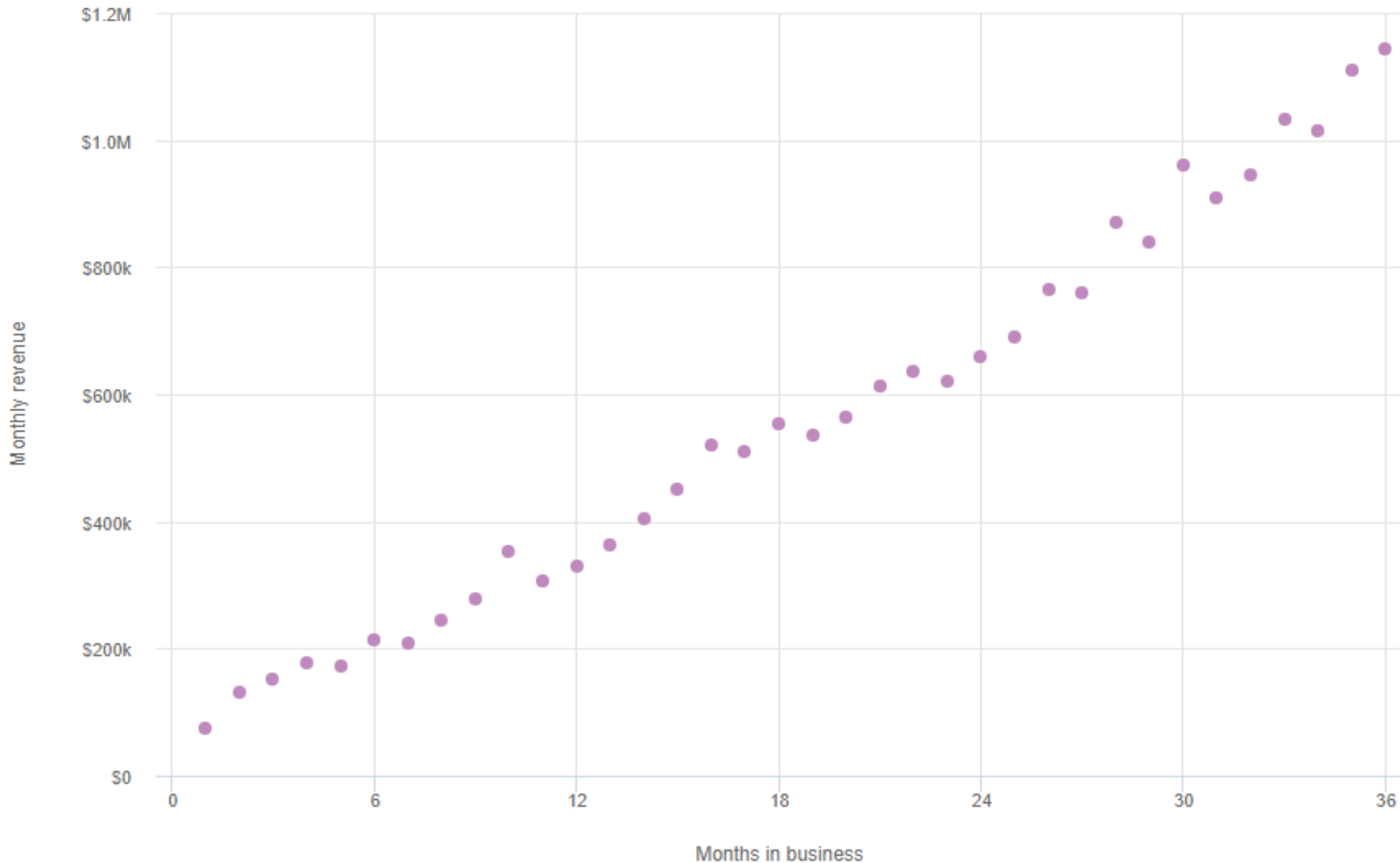
Factor in average cost of a sale item, if we say that is £10, that equates to.  
**£6,476.25 turnover**

More accurate information can be sought once the website has a record of conversion data.  
We can still factor in growth projections.

# Growth of the Average E-commerce Company

MONTHLY REVENUE  
BY NUMBER OF MONTHS IN BUSINESS

RJMETRICS 





## *Prerequisites*

### Important Build Prerequisites to benefit from Projections.

Based on the information I have gathered and data available in the reference sources.

Should you follow this SEO Strategy and implement the build according to the recommendations especially regarding UX.

The website already pays good attention to UX (user experience design ) design principles. The data I have collected would include industry leading websites which all pay close adherence to these principles.

The SEM Rush Health Check we already (please see previously emailed PDF) did flagged some fundamental issues with the website such as erros and duplicate content which will be discounted by Google. The build requires that these issues are addresses first.

This generally would need to be done my myself or a senior developer of the same level of experience.





## *Solution*

### Build Strategy

- A key way you can accomplish the build would be to increase the number of pages related to keywords targeted. This can be done by blogging, content development or adding to inventory, which will also increase page score for keywords related to the item. One solution of doing that is by offering multiple versions or bundles of the same or similar items, or the same item marketed differently with alternate text and/or in a different category. This is referred to generally as Cross Selling.
- Your rivals don't utilize the SEO benefits of Social as much as they could. This is a great way to pull ahead. Your back links are always fresh and count more to your page rank. This would be an ideal solution given the proposed development model of building a team of junior content developers



# *Proposal*

## Recommendations

The build of this website is quite lengthy.

This might require a team. I would recommend using a mixture of your own staff and either apprentices or students together with myself as principal web developer as far as making the website SEO ready and optimized in terms of the SEM Rush Health report.

After this the SEO will focus on content development through cross selling, blogging, social media development and back linking.

I would recommend myself as taking the role of coach and mentor to junior employees who will be taught in seminar style sessions once or twice per week and deployed, armed with this new information.

The training would include CMS and website management, Content Development both on and off site. Also tools such as Adwords, Keywords Planner, SEM Rush and Analytics will be important. I would imagine that an afternoon session would only take 3 hours. The staff can then be deployed before moving on to a new subject.



# *Training*

A overview of the course, a full contents will be sent seperately.

## **Training for AdWords can be accomplished over 2 days.**

Introduction, Keywords planner, Campaigns and Ad-groups, logic of Keywords and Costs involved. Certification in Adwords Fundamentals takes around 3 hours with a 1.5hour assessment online.

## **Training for SEM Rush will only take 1.**

They do offer certification.

## **Content Manger Training**

This can be done over 1 day for Magento CMS.

## **Content Developer training**

Writing for Web, Social Media Management, Blogging, Website updates and SEO. Back Link generation and Internet Marketing.

## **Basic Web Developer Training.**

Make a simple HTML webpage, CSS Introduction, Hosting and File Structure, Back End and Database. SEO Meta tagging, Deep linking.

**Each training session will include degree level syllabus approach: presentation with practical tasks.**



# *Staffing Solution*

## How to do get it done

### **Apprenticeship Schemes.**

You will need registered company info. You can use Central Waste Management, A Business location, and experience staff to give on the job apprenticeship training. The apprenticeships at Remit Training are given BTEC training in Web when they are not at work. The cost is around £4 ph + a monthly bonus for taking them on.

### **Students.**

Students expect to be paid something for their trouble but often bring more experience. They will be studying part time to degree level and may go as low as minimum wage. They can do some of their professional work in class.

You may have 1 or 2 senior developers to train your junior staff. They can be part time and take the role of dedicated instructor and coach in all aspects of their job. This might only be for weekly meetings which are more like training seminars. This is the way the industry is going and many firms are adopting this approach.

To accomplish the objectives proposed, you will need at least 1 content developer, one junior web developer, at one Training Manager. At times the Web Dev and Content Dev will be doing similar jobs around SEO and Social.



## *Quotation*

### How to do get it done

I would recommend a combination of training and management.

1 day per week I can be available to train your staff at an appropriate location. As you maybe home based I maybe be able to arrange an appropriate location.

3 days per week students can take the role of content developer or junior developer.

5 days per week or what ever suits, you own on site staff can fill the role of content developer.

As the role is largley content development based, there is no need for full time web development staff.

Training on all the areas cover can be completed in one month. Which would make this largely a 1 month contract for my self.

**Training would include a presentation and practical application of what has been taught.**

**I am available for support by email or phone and would only charge per billable hour should that time training by phone or email in total exceed an hour, and thereafter will be billed by the hour at a rate of £35 per hour.**



## Quotation

Itemized. Rate for Seminar Training: £35/h

Service	Cost £	Time Frame	Hours to Complete
Training CMS	110	3 Hours	3 hours
SEO Training	110	3 hours	Ad hoc
SEM Rush Training	110	3 hours	3 hours
Content Development Training	110	3 hours	Ad hoc
Web Development Training	110	3 hours	Ad hoc
AdWords Training PPC	180	5 hours	5 hours
Analytic Training	110	3 hours	3 hours
Total	850		



## Quotation

Itemized. Rate for Student Developers: £8.5/h, Senior Developer: £35/h

Service	Cost £	Time Frame	Provision
Student Developer	136	16 hours per week	Wed to Fri
Apprentices		5 days per week	Service not provided.
Senior Developer (myself)	280	1 day/ week (8hr)	When needed.
Total	416		

**Questions?**

Please Call: 07393454253  
Email: [tomowens08@gmail.com](mailto:tomowens08@gmail.com)

*Thank you for your consideration*

# Definitions

## Q&A

### What is a Back Link?

Linking your websites with a URL to your website in one of their pages relevant to your product or service, counts as a back link to your website. In general the more of these you have the more of a valuable resource you are considered by Google.

### It is better to market online locally?

Absolutely Not. None of your competition is doing that and the market is national not local. Please see the information in this report.

### What is Trust Score?

How reliable your website is seen to be by Google's AI in terms of being a genuine resource of information on the web, or a place to redirect users to.

