

## Phase 1

### Search Visibility & Ranking Acceleration (Months 1–6 / 12)

The initial phase focuses on building your business foundations required to compete for top-tier Google rankings in competitive search environments.

Our objective during this phase is to progressively move priority commercial keywords into top positions, with the strategic goal of achieving top 3 to top 1 visibility as authority and trust signals compound over time.

*(Timeline varies depending on competition, domain history, and market conditions.)*

#### Key focus areas:

- Ranking priority, revenue-driving keywords
- Strengthening keyword & content authority
- Resolving technical and structural ranking bottlenecks
- Optimising pages for search intent and engagement
- AI Search Optimisation for semantic clarity and authority building  
(rank your content across AI-assisted search results such as ChatGPT, Gemini, etc)

This phase establishes your keyword search demand required for long-term lead consistency.

## Phase 2

### Ranking Stabilisation & Local Conversion Optimisation

Once rankings have stabilised and organic visibility is consistent, our strategy shifts from pure ranking growth to lead optimisation and demand capture.

At this stage, we focus on your Google Business Profile optimisation to convert existing visibility into leads, appointments, calls, and bookings.

#### Key focus areas:

- Google Business Profile optimisation and activity management
- Improving website clicks (CTR), call clicks, enquiry actions, and booking intent
- Aligning local visibility with high-intent service keywords
- Structuring contact forms to above-the-fold to improve lead generation
- Optimising trust signals such as reviews, categories, and service relevance
- AI Search Optimisation for visibility capture and conversion  
(refining service content, FAQs, and business data to improve visibility and trust across AI-assisted and local search results)

This phase ensures that your organic traffic translates into real enquiries, calls, and bookings, not just impressions.

## Phase 3

### Ongoing Reporting & Performance

You will receive a structured monthly SEO report that provides full transparency into performance, progress, and next steps.

#### Each report includes:

- Keyword ranking movement
- Organic traffic and conversion trend analysis
- Website clicks, call clicks, and booking actions
- Google Business Profile performance metrics
- What is performing well and why
- What is underperforming and why
- Clear, prioritised action plans for the following month

This ensures decisions are driven by data, and our SEO efforts remain aligned with your lead generation goals.

