

SEO Progress Report

2017

August

Client:



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Results

Keyword Rankings (Google)

[Click here](#)

We monitor a range of keywords from core revenue generating keywords to keyword + location, to general keywords. This allows us to monitor the site at different levels of content engagement.

Keywords	June	July	Aug
laser cutting Bristol	20	16	3
laser cutting Birmingham	25	19	4
laser cutting service Birmingham	28	23	2
laser cutter Birmingham	-	100	34
aluminium welding Birmingham	61	56	2
steel fabrication Birmingham	-	-	100

Traffic

	SEO	PPC	Direct*	Social	Change
June	-	-	-	-	-
July	834	-	133	-	
Aug	1223	-	244	-	+50%



Results

Domain back link metrics -

	BACKLINKS	REFERRING DOMAINS	MOZ DA	MOZ PA	TRUST FLOW	CITATION FLOW
June	2,555	5	12	22	18	9
July	2,660	8	15	27	20	12
Aug	2,666	12	17	31	23	14

Domain back link metrics -

	BACKLINKS	REFERRING DOMAINS	MOZ DA	MOZ PA	TRUST FLOW	CITATION FLOW
June	35	3	10	22	12	9
July	40	5	12	25	15	11
Aug	44	9	13	27	16	13

*Domain metric show two industry standard metric ranges from Majestic SEO and Moz. NB: these are only a guide to progress.



Next Steps

September:

We will mainly work on building up the Birmingham site.

Again we will work onsite to optimise the following:

- Anchor text
- Keywords
- Internal links
- Alt tags
- CTA's

Offsite optimisation

- Build 5 back links to the Birmingham website
- Build 5 back links to the Bristol website

Within our work we will work on the following:

- Anchor text
- Keywords
- Locations
- Relevant domains with high metrics



Work completed (August)

Summary

New Back links	Optimised pages	New Web Pages	Content written (pages)
5	16	0	0

10 Hours Onsite Optimisation

1. Onsite optimisation
2. Linking to more internal pages
3. Adding CTA's
4. Telephone numbers
5. Images with alt tags and links
6. Adding bold, bullet points and italics
7. Improved H1's H2's & H3's
8. Altered anchor text

5 Hours Offsite Optimisation

1. 5 new back links
2. Including locations (Birmingham & Bristol)
3. All unique content
4. Anchor text & keywords



On site Optimisation

Domain:

1. Advanced Tube Laser
 - a. Changed “Aluminum” to aluminium
 - b. Added link to image
 - c. Added link to “”

2. Design Innovation
 - a. Changed HS1 to “ Excels in Bespoke Products”
 - b. Changed tagline “Our experienced team can design and manufacture your product for market”
 - c. Edited bullet points, added anchor
 - d. Fixed broken link to tube laser
 - e. Edited paragraph content
 - f. Edited HS3
 - g. Added links to lower paragraphs
 - h. Added link “Contact Us to discuss how we can take your product from an idea to reality.”

3. Metal Folding
 - a. Changed tagline “Manufacture your components accurately and efficiently with ”
 - b. Added link to image
 - c. Edited bullet points
 - d. Added links “suits the [Medical](#) and [Aerospace](#) sectors.”
 - e. Added links “customers in the [Agricultural](#) and [Road Transport](#)”
 - f. Added HS2 with tel link “Call our Birmingham branch on 0121 313 0030 to talk to our expert team.”

4. Steel Fabrication
 - a. Changed tagline “Superior Sheet Metal Forming and Fabrication from ” added internal link, included keywords
 - b. Edited bullet points
 - c. Added link “Rigorous [quality control](#)”
 - d. Added anchor skilled workforce
 - e. Re-formatted paragraphs so HS3s align
 - f. Added HS2 with tel link “Added HS2 “Contact Our Birmingham branch on 0121 313 0030”
 - g. Added bolding to last paragraphs
 - h. Added link to image
 - i. Added link “See our Case Studies for examples of the wide range of manufacturing services we can provide.”



On site Optimisation

5. Assembly Finishing
 - a. Edited tagline “Exceptional attention to detail from Birmingham”
 - b. Edited first sentences, adding links and keywords.
 - c. Edited bullet point to include keywords “assembly and kitting team” – added anchor
 - d. Added HS3 “ASSEMBLY AND KITTING TEAM”
 - e. Added links to kitting team paragraph
 - f. Moved Kitting Service paragraph to sit above “Bringing all the parts together” – added bolding
 - g. Moved Colour paragraph to sit above “Bringing all the parts together” edited and added bold
 - h. Added image plus link
 - i. Added HS2 with tel link “Added HS2 “Contact Our Birmingham branch on 0121 313 0030”

6. Laser Cutting
 - a. Added link to advanced tube laser
 - b. Additional links in paragraph
 - c. Added Contact Us and speak to our expert team for a full consultation.
 - d. Added anchor “[Faster turnaround times](#) than other profile cutting methods”
 - e. Added “Call our Birmingham branch on 0121 313 0030 to see how we can manage your fabrication project.”
 - f. Added link to image

7. Quality Control
 - a. Added link to HS1
 - b. Added anchor links to bullets
 - c. Tel link “Call our Birmingham branch on 0121 313 0030 to talk to our expert team.”
 - d. Added anchor links in text
 - e. Added “Our Quality Inspection Lab” HS2
 - f. Added link “Contact and speak to our expert team for a full consultation”

8. Case Studies
 - a. Added links in paragraphs
 - b. Call us on 0121 313 0030 for our solutions to your issues
 - c. Added links to images
 - d. Added link “Call on 0121 313 0030 and see how we can save you money

9. About Us
 - a. Added links to images
 - b. Fixed broken link

On site Optimisation

- c. Added “Contact us at to see how our family business can help you”

10. Contact

- a. Added link to home page
- b. Added tel links

11. Aerospace

- a. Edited HS1, added link
- b. Enlarged image & added link to image
- c. Added links and anchors throughout paragraphs
- d. Added bullets
- e. “Call our Birmingham branch on 0121 313 0030 to talk to our expert team”
- f. [Contact us at](#) to see how our business can help you

12. Agriculture

- a. Added link to hs1
- b. Added link to image, re-sized
- c. Added links and anchors to text
- g. Added “Call our Birmingham branch on 0121 313 0030 to talk to our expert team”
- h. Added “[Contact us at](#) to see how our business can help you”
- d. Bold

13. Coach building

- a. Added link to image
- b. Added link to HS3
- c. Bullets with links
- d. HS3 added CALL US ON 0121 313 0030 FOR OUR FULL RANGE OF SERVICES
- e. Contact and speak to our expert team for a full consultation
- f. Added link to image

14. Materials handling

- A. Added link to HS1
- B. Link to image
- C. Added links and anchors
- D. Added bullets
- E. CALL US ON 0121 313 0030 FOR OUR FULL RANGE OF SERVICES
- F. Added For a full consultation contact



On site Optimisation

15. Medical

- a. Edited HS1
- b. Edited HS3
- c. Title link
- d. Added bullets
- e. Added links to text
- f. Call our Birmingham branch on 0121 313 0030 to talk to our expert team
- g. Added hs3 CUSTOM METAL FABRICATION AND FINISHING
- h. Contact and speak to our expert team for a full consultation

16. Laser punch

- a. Added link to title
- b. Added HS3 WE USE CUTTING EDGE LASER TECHNOLOGY
- c. Added links to image, resized
- d. Added links throughout text, bolding
- e. HS2 [Contact us at](#) to see how our business can help you
- i. HS2 Call our Birmingham branch on 0121 313 0030 to talk to our expert team



On site Optimisation

Domain:

17. Laser cutting

- a. Resized images
- b. Added links to images
- c. HS2 CALL US ON [0117 322 6012](tel:01173226012) FOR OUR FULL RANGE OF SERVICES
- d. HS3 Leading sheet metal cutting company
- e. Added links throughout text
- f. Added bullets, bolding

18. Tube Laser

- a. Added link to title
- b. Resized images and added links
- c. Added links to bullets
- d. HS2 CALL US ON [0117 322 6012](tel:01173226012) FOR OUR FULL RANGE OF LASER CUTTING SERVICES
- e. HS2 Contact us at [to see how our business can help you](#)

19. Engineering design

- a. Edited HS1 and added link
- b. Fixed broken link
- c. HS2 CALL US ON 0117 322 6012 TO SPEAK TO OUR DESIGN TEAM
- d. Added links throughout
- e. HS2 [Contact Our Design Team Now](#)

20. Metal Folding

- a. Link to HS1
- b. Added links to text
- c. Added link to image, resized
- d. HS2 CALL US TODAY ON [0117 322 6012](tel:01173226012)
- e. HS2 [Contact us at](#) for expert metal fabrication services



Back links

Completed links

1. <http://www.cmhrc.co.uk/commercial/metal-fabrication>
2. <http://mackendrick-norcott.co.uk/top-local-businesses/>
3. <http://www.big-studio.co.uk/trusted-partners>
4. <http://cite.org.uk/manufacturing/laser-cutting>
5. <http://emitech.co.uk/latest-laser-machinery-trumpf-available-now>



Back links

1. <http://www.cmhrc.co.uk/commercial/metal-fabrication>

Metal Fabrication

Are You Looking for Custom Made Steel Structures?

Here is the basic manufacturing process, from design to the finished product:

1. **Design** – trained and qualified engineers who can design your product from basic principles to deliver the optimal solution for customers.
2. **Manufacture** – a knowledgeable and experienced team who are able to build good quality equipment in the most cost effective manner. This can include specialist manufacturing such as steel fabrication and laser cutting technology. If you are based in Birmingham we recommend [\[\]](#) for an extensive range of metal forming and laser cutting services.
3. **Assembly** – carried out by expertly trained in house resources. We are also able to call upon highly trained resources via our network of key supplier sub-contractors, ensuring the continued quality standard is maintained whilst providing an efficient installation. You can also [outsource your assembly and finishing](#) to an expert team. This will save you space in your workshop and if done in bulk can also save you money.
4. **Quality Control** – equipment is commissioned by our in house resource or via our preferred supplier, maintaining control of the quality standards required for the commissioning process.
5. **Delivery** – experienced and capable staff service can collect your order and [carry out deliveries](#).

Industry Practice

Some manufacturers may include scheduled preventative maintenance on manufactured or third party machinery.

Always have a prototype made before launching in to full production of a product in case there are any problems with manufacture or quality from your supplier.

Check costs and contracts thoroughly before committing to a project as once you sign you are liable!



Back links

2. <http://mackendrick-norcott.co.uk/top-local-businesses/>

Bristol is a Major Hub for Business

Are You Setting Up Business in Bristol?

According to research Bristol is found to be the best city in England to base your business.

The research was undertaken by researchers from [University College London](#). They studied all the most highly populated cities and counties in England.

Bristol has everything you need for business:

- Low cost and high quality amenities
- Great value [office rentals](#) and [commercial space for sale](#)
- Broadband speed
- Large consumer population
- Great quality of life

The wonderful city of Bristol has an amazing heritage. It has a distinctive identity that outrivals anywhere else. With a great community of locals and beautiful town and landscape, people are flocking here to live and to set up their businesses.

Local Business Success Story

[] has established themselves as the leading metal fabrication and manufacturer in Bristol.

They provide top quality services such as steel laser cutting and sheet metal forming for customers in the local area and nationwide. Call them on [\[0117 322 6012\]](tel:01173226012) to find out more about their services.

We are lucky to have plenty of helpful resources about setting up your business in the South West's largest city.

If you're looking to move your business to the Bristol area get in touch with [Metropolis Bristol](#). They can advise on everything you need to know about setting up business in the city.



Back links

3. <http://www.big-studio.co.uk/trusted-partners>

Trusted Partners

At Big Studio we work with superior partners on all of our projects

Our partners have been reliable and produced a consistently high standard of work for the many years we have been operating.

Our [design team](#) works closely with our partner companies to ensure a smooth production for our clients.

A common example of joint work is incorporating our [stained glass windows](#) into a building. The glass work is provided by us and the installation is carried out by one of our partners. Have a look at our [FAQ's](#) for more information.

If you are looking for other manufacturing and construction or engineering services please have a look at our recommendations below.

[]

For larger projects, **based in Bristol** is an established metal folding and fabrication company. With the **latest in laser cutting technology**, they can design and manufacture the highest quality metal components available. They have a solid reputation within the metal manufacture industry. **Call them on [\[0117 322 6012\]](#)**.

Turntech Precision Engineering

Turntech specialise in **glasswork engineering**. They can design and construct buildings with intricate glasswork creating stunning results. With access to all the **latest machinery** they can complete projects faster than their competitors. They are highly recommended in the construction business.



Back links

4. <http://cite.org.uk/manufacturing/laser-cutting>

Use Laser Cutting for Lower Cost Manufacturing

Laser cutting is a manufacturing process that utilises **lasers** to **cut** materials.

It is very precise so can cut out complex shapes without error.

Laser cutting technology is used in industrial manufacturing commonly for metal work.

Why Laser Cutting?

Laser cutting is **cheaper, faster** and can produce **individual items or batches**.

[Laser technology](#) removes the need for **multiple operations** necessary with other cutting methods.

Without this technology, processes such as punching, mitre cutting, slotting, and drilling were done individually. Now that they can be combined in one process **manufacturing time is greatly reduced, which reduces costs**.

[Contact us](#) for advice about laser cutting services.

Advanced Tube Laser Technology in Birmingham

Laser Tube Cutting technology is able to **combine more than six different operations into one process on a single machine**.

The machinery can be programmed to cut any size hole on a variety of different materials. The Tube Laser eliminates the need for sawing, deburring, drilling, lining-up and removal operations carried out on traditional equipment. **Tube Laser technology is suitable for both one off and large production runs**.

in Birmingham supplies top quality, sub-contract laser tube cutting services for a variety of industries such as road transport, agriculture and aerospace. [\[Click here\]](#) for more information.

Their experienced team of engineers can design and manufacture your product to a world class standard.



Back links

5. <http://emitech.co.uk/latest-laser-machinery-trumpf-available-now>

Latest Laser Machinery from Trumpf Available Now

The [Trumpf TruLaser Tube 7000](#) can process a wide range of materials in a variety of shapes and sizes. The machinery can cut tubes and profiles measuring up to 254 mm in diameter with wall thicknesses of up to 8 mm.

The Trumpf TruLaser Tube 7000 can:

- Process up to 10 inch diameter
- [Integrate processes](#)
- Part removal station
- High-quality bevel cuts
- Reliable
- Best cutting application

Now that multiple processes can be combined into one machine process, the manufacturing time is significantly reduced. This in turn can produce [dramatic savings](#) for production runs.

*We predict that this technology will **fast overtake more conventional machinery** which cannot compete with the efficiency of the tube laser cutter.*

The machinery can be programmed to cut any size hole on a variety of different materials. The TruLaser eliminates the need for sawing, deburring, drilling, lining-up and removal operations carried out on traditional equipment.

Tube Laser technology is suitable for both one off and large production runs.

If you're looking to use a Trumpf tube laser cutter, **in Birmingham** can provide the service. They supply sub-contract laser tube cutting services for a variety of industries in Birmingham and around the UK.

[\[Click here\]](#) for more information and see their TRUMPF machinery in action below.

Call on [\[0121 313 0030\]](tel:01213130030) for a cost effective cutting solution for all your tube, box and hollow section laser cutting requirements.

