SEO Services UK Company Website Launched After Rebranding

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Red Kite SEO, a digital marketing agency based in Sheffield, UK, has announced the launch of their redesigned website after rebranding the business as a provider of search engine optimization (SEO) services in the UK. The rebranding of the business included a new logo with defined colours and tone of voice, indicating that they are straightforward, professional, approachable, and honest.

Pete Hogg, the owner of Red Kite SEO, says, "I'm a local SEO consultant UK based here in Sheffield. I also work at the core of the business, which is called Red Kite SEO. I specialise in generating sales enquiries for businesses. To get more phone calls I use local SEO and online marketing. Responsive website design is a passion of mine, and it?s also part of my skill set as an online marketer. Knowing how to optimise a website is a crucial skill for converting a website visitor into a potential customer."

Pete Hogg continues, "The website needed updating from when we started 5 years ago. The old logo was always just ok while we started out. The last website we launched and ranked locally was always just an online presence."

Pete Hogg points out that as an SEO services agency, they love all things that have to do with SEO and digital marketing. Website design and local SEO is what they do to help businesses get discovered by potential clients through search results online.

Red Kite SEO also has a YouTube channel where people can find all things about website design and local SEO. Pete Hogg encourages people to visit their YouTube channel because it contains vital content to help people learn and improve their business and rank better in 2018.

Pete Hogg explains, "Our cocktail recipe for success is a splash of responsive web design and a dash of local SEO."

Thus, the first step is to get the business on the web through a website. This website is then optimised using local SEO, Google My Business and link building that will connect the business' social media accounts. A responsive website is the first focus because it has been found that local people tend to use their smartphones by up to 88 percent when they are researching a local business. People will also research a particular business from 24 to 48 hours before they contact that business and make a purchase.

The above statistics came from the latest reports from Nectafy and it has been observed to be growing every year. Thus, having a responsive website means that the business will be displayed on all devices. This also helps with SEO because Google prefers websites that are responsive. Furthermore, average smartphone conversion rates have increased by 64 percent compared to average desktop conversion rates.

Pete Hogg explains that local SEO is not just about the website. Aside from adding the appropriate meta tags, header keywords and quality content, the web pages have to be designed in such a way that they convert site visitors. Having the right social media pages is essential and link building is a ranking factor that must not be neglected. Links can really help with a local connection in the area of the business and the industry where it belongs.

Pete Hogg also points out that building directory listings or local citations is desirable and so is optimising Google My Business and Bing places, and geotagging images. It is also important to use Google Analytics as the data provides an insight into what people engage in on the business' site, showing where changes have to be made.

Red Kite SEO provides keywords and SEO marketing, which includes analysis and planning on how the business brand is positioned in the market. Here, it is essential to know the business' customers so as to be able to determine the targeted keywords. Marketing the business brand is desirable because the brand identity is the face of the business. It serves as a representation of the values, ideas, services, and personality of the business. The business brand can generate loyalty from customers while causing

employees to be proud of the work that they do.

Currently, Red Kite SEO is a small SEO agency that works with a select few businesses as they focus on providing quality services. They specialise in local search and over the last five years, they have undergone several SEO training courses such as SEO Bootcamp to hone their skills and keep up to date with all of the latest SEO techniques. Meanwhile, their business ethics remains focused on treating each business owner fairly, providing quality services and measurable results.

Pete Hogg says, "Those who need more information on our services or who would like to schedule an appointment can visit our website or follow us on Twitter."

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