

LILAC JAMES CO LTD



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MENTORING SERVICE

BROCHURE

Lilac James is an established digital marketing business that specialises in SEO, founded in 2008 by Karen James MCIM.

With over a decade of experience specialising in SEO, we are leaders in this field.

## MISSION

We deliver consultative and transformative services which empower businesses who struggle to deliver consistent and effective marketing. Our tailored consultancy enables growth and realises dreams, allowing our clients to focus on what they do best.

## WHY

Good Businesses are the backbone of society and a force for good in the world. We continuously see great businesses outperformed by their competition and failing to reach their potential due to a lack of consistent and effective marketing.

We exist to transform the futures and fortunes of our clients and it is for this very reason we consistently over deliver and improve each and every day.

## PROBLEM

Traditionally, digital marketing businesses offer two main solutions:

- You outsource the service/problem and they do it for you.
- They show you how to do it through training packages.

Albeit these solutions are right for many businesses, they can leave much to be desired for others.

Many businesses have existing marketing teams full of highly capable people and wish to drive their SEO in house.

The difficulty is there are very few people with credible experience delivering high quality SEO, many individuals are operating under the illusion that they understand the technicalities of SEO.

*“The greatest risk to delivering your SEO in house is not a lack of knowledge, but operating under the illusion of knowledge”*

Where businesses do hire people with credible SEO experience they often over rely on these individuals to do the right things and follow the correct processes.

Unfortunately management themselves often lack the expertise to quality assure this work, this places a huge amount of trust in one individual and inadvertently creates a single point of failure, exposing their business

to risks including:

- Google penalties
- Reduced rankings
- Wasted time and money

Alternatively, businesses choose to provide training to their teams, this training is often front loaded and once finished teams are left to implement what they have learned.

We have found that many teams return to the office and get swept back into the day job, failing to drive their SEO activity, set deadlines and get the required work done to a high standard.

Even when they do, once again there is a lack of quality assurance and we have over the years observed horror stories including:

- Kitchen retailer crashing rankings during a website relaunch, costing up to £500,000 in revenue over 18 months.
- Adventure sports operator getting a Google Penalty and losing all rankings for 12 months.
- A technology company investing hundreds of hours and thousands of pounds driving SEO in house, only to achieve a 5% improvement in search engine visibility.

For businesses who wish to develop their SEO in house but want to ensure their marketing teams are driving the right high value activities, Lilac James have created a proven and cost effective solution.

# SOLUTION

Lilac James have developed a step-by-step mentoring process specifically designed to empower your team to deliver long term and high quality SEO on a consistent basis. We will be by your side every step of the way, providing training, quality assuring work and setting key SEO activities.

Our process is designed to be flexible, adapting to your specific needs as required, our process flow is below:

## 1. CONSULTATION

We will establish your objectives and level of experience within your team. In this stage we will conduct research around your SEO position and competition to establish the right strategy and agree keyword targets.

## 3. ON-PAGE OPTIMISATION

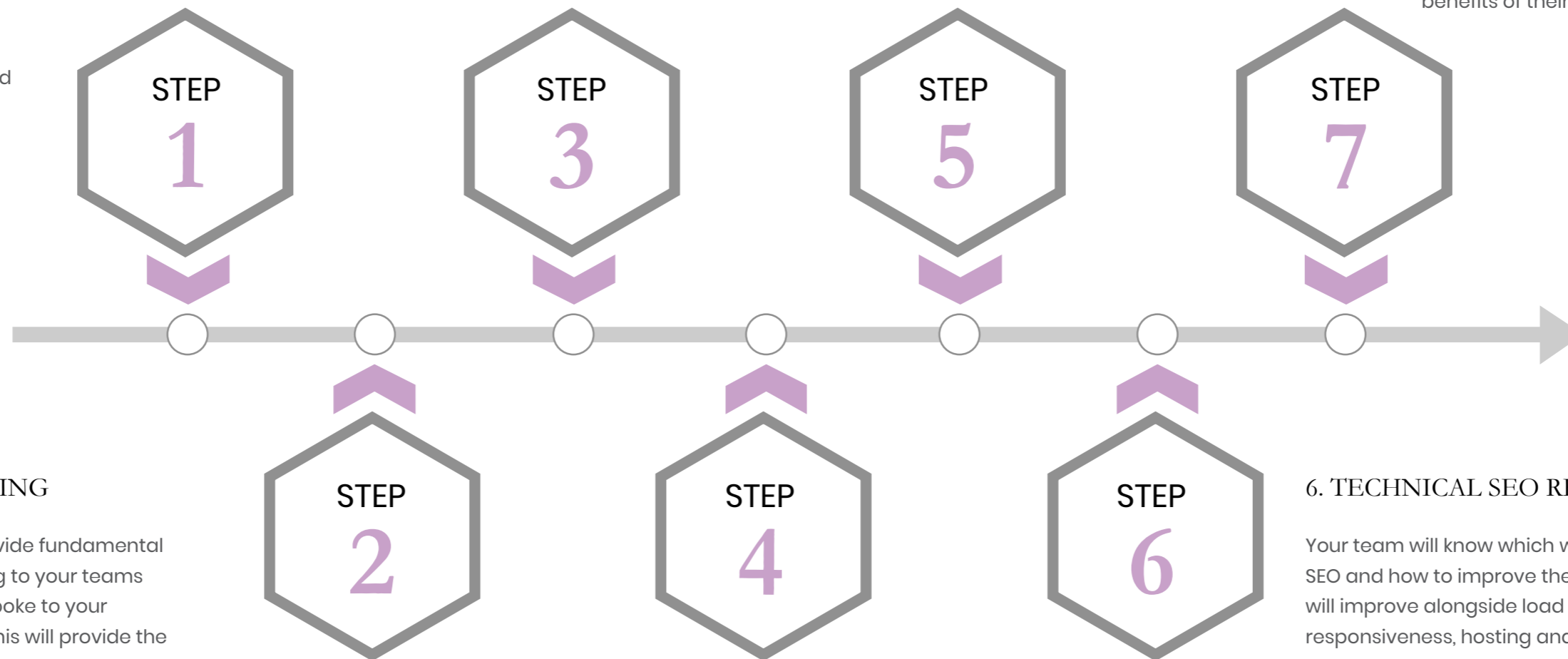
Once your team understands the fundamentals we will walk them step by step through optimising your current website. This will be a gradual process with a weekly consultation and actions. We will ensure all work meets the highest standards.

## 5. BACKLINK ANALYSIS

Your team will be trained how to analyse and develop your businesses backlink profile to ensure your SEO is optimised and continues to gain traction over time. Once trained we will assist your team developing and implementing their backlink strategy.

## 7. MONTHLY REPORTING

Crucially, we will ensure your team can produce bespoke reports demonstrating the effectiveness and benefits of their work.



## 2. TRAINING

We will provide fundamental SEO training to your teams that is bespoke to your business. This will provide the foundations that will gradually be built upon.

## 4. ONGOING CONTENT STRATEGY

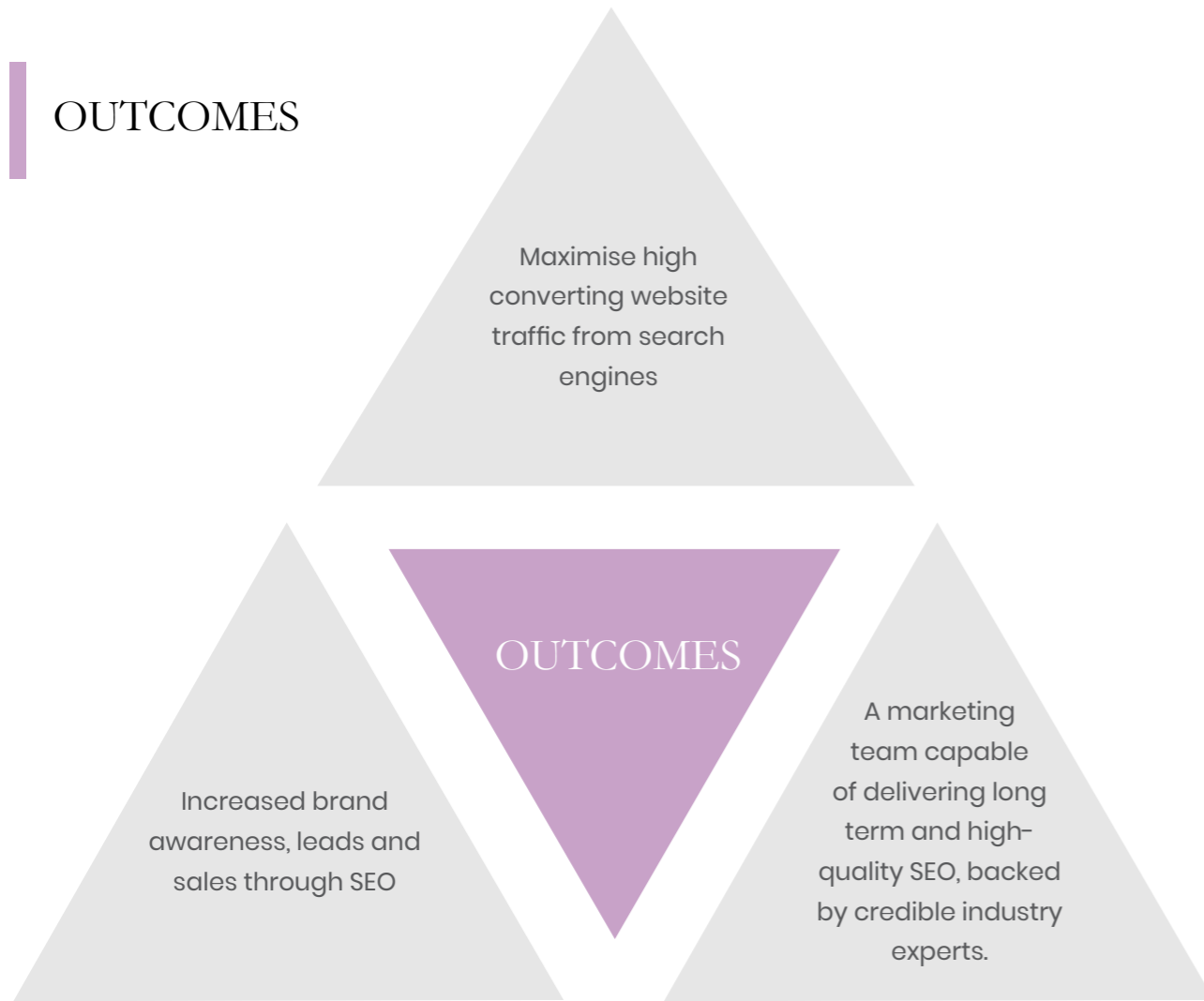
When complete we will work with your team completing an ongoing content strategy designed to generate search engine traffic through answering key consumer questions.

## 6. TECHNICAL SEO REVIEW

Your team will know which website elements impact SEO and how to improve them. User experience will improve alongside load speeds, mobile responsiveness, hosting and indexing.

Delivered via bespoke training as required, and weekly 121's with one of Lilac James specialist SEO advisors. Your team will have routine access to Lilac James for any advice required as well as access to our range of specialist software systems.

## OUTCOMES



## TESTIMONIALS

### DATA HQ

After using various agencies for a variety of digital marketing services, I opted for SEO Mentorship from Lilac James. Ostensibly this service helps me understand the key areas of deficiency and provides clear guidance on how to improve our search engine optimisation

The service takes the form of a weekly call after which we implement the changes agreed and monitor

both our target rankings, traffic and enquiry levels

It is a perfect solution for us because it is impossible for us to keep up with Google's ever changing goal posts this way we are assured we are following best current practice

The strategic advice and detailed actions we have received from Lilac James have enabled us to increase our search visibility by 100% in just 2 months

The team at Lilac James in Cambridge are real experts in their field. I highly recommend their services.

data|hq

### ISSI

ISSI Ltd have been dealing with Lilac James for a year now. initially we approached the team with a view to helping us with SEO for our website which was a great success As part of our ongoing marketing we have engaged with Lilac James to manage our linked-in profiles providing content to our users, we have gone from a standing start to producing some amazing content for our potential customers.

I would highly recommend lilac James for all your online needs as the team is so knowledgeable and highly professional Masters of their craft.

iSSI

### CAMBRIDGE NETWORK

Karen and the team at Lilac James have done an excellent job in analysing our website making improvements to the SEO and following through with monthly reports that show how our Google rankings have greatly improved as a result The team are easy to work with and we would highly recommend them. Many thanks.

Cambridge Network



## MEET YOUR MENTOR

### KAREN JAMES MCIM

Karen is the founder and director of Lilac James and personally leads on all mentoring clients. Karen founded Lilac James in 2008 and now has over a decade experience delivering SEO for a range of clients across multiple industries.

Karen is one of the regions stand out SEO experts and speakers.

Prior to founding Lilac James, Karen had an extensive 25 year career as a senior marketing manager for national and European companies.

Karen is supported by a team of in-house SEO, PPC and Social Media specialists in the Lilac James office in Cambridgeshire.





If this is of interest to you please email [info@lilacjames.com](mailto:info@lilacjames.com) for a no obligation strategy discussion.