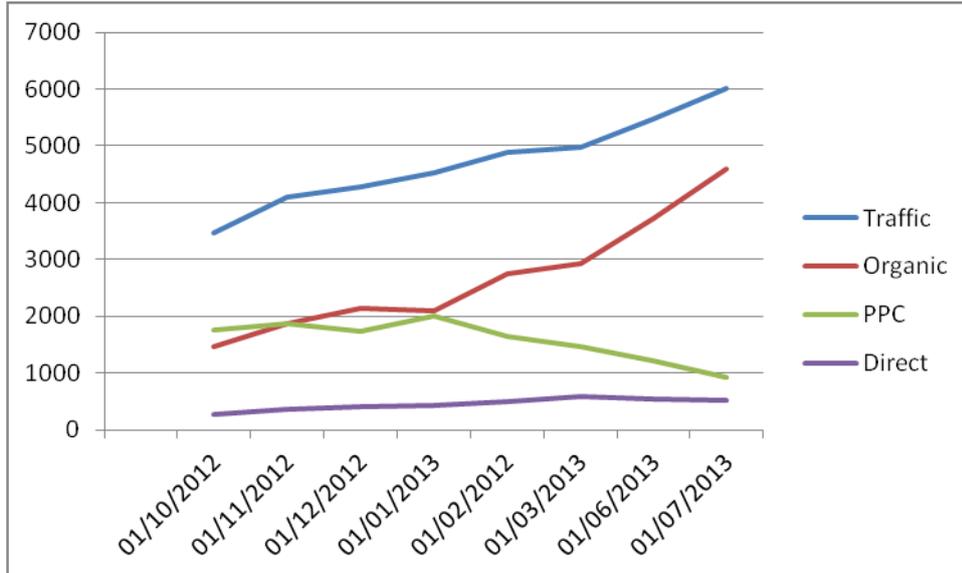




Website: www.xxxxxxxxxxxxxx.co.uk/  
 Hours: 10 pcm \_ reporting  
 Start: XX/XX/XX

**| Traffic at a glance**



	Traffic	Organic	PPC	Direct
01/10/2012	3474	1461	1751	262
01/11/2012	4094	1871	1871	352
01/12/2012	4288	2151	1736	401
01/01/2013	4527	2098	2008	421
01/02/2012	4880	2740	1651	489
01/03/2013	4979	2931	1457	591
01/06/2013	5478	3714	1210	554
01/07/2013	6011	4,584	915	512

**Enquiries to date** /07/13 **921**

Source GA  
 Direct includes referrals



### March 2013

3 hours      Onsite changes to entire website  
Addition of two Association links in footer

Site added to Webmaster tools  
xxxxxxxxxxxxnew@xxxxxxxx.co.uk (GA Account)

Conference call to agree new site changes  
40 pages of new content planned and agreed for next month

### External links built back to the site

1. chapmansremoval.co.uk/checklist.html (removal)
2. under100thousandhomes.co.uk/services.php (London)
3. london-docklands.co.uk/about.html (removal company)
4. modusproperties.co.uk/about.htm (removal company)
5. estateagencytimes.co.uk/interiors-and-buying-a-home (moving house)
6. bridgingng.org.uk/research.htm (moving)
7. ptcbuildings.co.uk/patios.php (London removal company)
8. pettifergroup.co.uk/content.htm (removals)
9. bromleysproperties.co.uk/about.html (moving)
10. theremovalsdirectory.co.uk/about\_us.php (local removal companies)

All checked and proofed.



April 2013

Calculator designed and developed

36 new pages of content (written, proofed and optimised)

they include:

xxxxxxxxxxxxx.co.uk/London/hounslow.php  
xxxxxxxxxxxxx.co.uk/London/westminster.php  
xxxxxxxxxxxxx.co.uk/London/islington.php  
xxxxxxxxxxxxx.co.uk/London/southwark.php  
xxxxxxxxxxxxx.co.uk/London/bexley.php  
xxxxxxxxxxxxx.co.uk/London/walthamforest.php  
xxxxxxxxxxxxx.co.uk/London/hammersmith.php  
xxxxxxxxxxxxx.co.uk/London/sutton.php  
xxxxxxxxxxxxx.co.uk/London/dagenham.php  
xxxxxxxxxxxxx.co.uk/London/barnet.php  
xxxxxxxxxxxxx.co.uk/London/richmond.php  
xxxxxxxxxxxxx.co.uk/London/towerhamlets.php  
xxxxxxxxxxxxx.co.uk/London/kingston.php  
xxxxxxxxxxxxx.co.uk/London/havering.php  
xxxxxxxxxxxxx.co.uk/London/lewisham.php

Purpose is to support keywords

- a. london removals
- b. removals london

New Links added

1. [policypress.org.uk/policies/index.php](http://policypress.org.uk/policies/index.php) ([an experienced relocating organization](#))
2. [caledonianrailway.co.uk/insurance.html](http://caledonianrailway.co.uk/insurance.html) ([London Movers](#))
3. [www.showusabetterway.co.uk/Business/learn/asset.html](http://www.showusabetterway.co.uk/Business/learn/asset.html) ([London based removals company](#))
4. [bnfl-instruments.co.uk/products.html](http://bnfl-instruments.co.uk/products.html) ([business removal services London](#))
5. [www.dothetest.co.uk/whodunnit.html](http://www.dothetest.co.uk/whodunnit.html) (move house or relocate office)
6. [upforgrabsnow.co.uk/championship.php](http://upforgrabsnow.co.uk/championship.php) (furniture removal services for commercial clients)
7. [eofd.co.uk/alternative.html](http://eofd.co.uk/alternative.html) (relocating office furniture)
8. [naturesouthwest.co.uk/moving.html](http://naturesouthwest.co.uk/moving.html) (professional and friendly removal and packing company)
9. [energysavingwales.org.uk/greener-fuel/index.php](http://energysavingwales.org.uk/greener-fuel/index.php) (best removals and storage companies in London)



## May 2013

### Agreement to tail off ppc spend

1. [policypress.org.uk/policies/index.php](http://policypress.org.uk/policies/index.php) ([an experienced relocating organization](#))
2. [caledonianrailway.co.uk/insurance.html](http://caledonianrailway.co.uk/insurance.html) ([London Movers](#))
3. [www.showusabetterway.co.uk/Business/learn/asset.html](http://www.showusabetterway.co.uk/Business/learn/asset.html) ([London based removals company](#))
4. [bnfl-instruments.co.uk/products.html](http://bnfl-instruments.co.uk/products.html) ([business removal services London](#))
5. [www.dothetest.co.uk/whodunnit.html](http://www.dothetest.co.uk/whodunnit.html) (move house or relocate office)
6. [upforgrabsnow.co.uk/championship.php](http://upforgrabsnow.co.uk/championship.php) (furniture removal services for commercial clients)
7. [eofd.co.uk/alternative.html](http://eofd.co.uk/alternative.html) (relocating office furniture)
8. [naturesouthwest.co.uk/moving.html](http://naturesouthwest.co.uk/moving.html) (professional and friendly removal and packing company)
9. [energysavingwales.org.uk/greener-fuel/index.php](http://energysavingwales.org.uk/greener-fuel/index.php) (best removals and storage companies in London)
10. [fire-trader.co.uk/terms.php](http://fire-trader.co.uk/terms.php) (we recommend using OIS)
11. [wlm40conference.org.uk/insurance/prejudices-in-the-work-place.php](http://wlm40conference.org.uk/insurance/prejudices-in-the-work-place.php) (working its OIS)
12. [envirogene.co.uk/pollution.php](http://envirogene.co.uk/pollution.php) (we confidently recommend OIS)

## June 2013

1. [searchappliance.co.uk/Manufacturers\\_Info/servis.htm](http://searchappliance.co.uk/Manufacturers_Info/servis.htm) (new property move with London removals)
2. [bergmannkitchendoors.co.uk/appliances.html](http://bergmannkitchendoors.co.uk/appliances.html) (domestic storage options)
3. [monkfurniture.co.uk/refurbishment.html](http://monkfurniture.co.uk/refurbishment.html) (moving into the new office)
4. [furniture-dream.co.uk/products/Bedroom-Furniture.html](http://furniture-dream.co.uk/products/Bedroom-Furniture.html) (responsive home removals company)
5. [novagardenfurniture.co.uk/products/Product2.html](http://novagardenfurniture.co.uk/products/Product2.html) (move all your belongings)
6. [century-furniture.co.uk/services.htm](http://century-furniture.co.uk/services.htm) (can move an entire house)
7. [gosportsspex.co.uk/DiveOptixStickOnBifocal.html](http://gosportsspex.co.uk/DiveOptixStickOnBifocal.html) (local London business removals company)
8. [fourseasonskitchens.co.uk/fitting.php](http://fourseasonskitchens.co.uk/fitting.php) (professional domestic removals service)
9. [kumikoskitchen.co.uk/kitchens/index.html](http://kumikoskitchen.co.uk/kitchens/index.html) ( professional domestic removals service)
10. [stoneandkitchenemporium.co.uk/L11.html](http://stoneandkitchenemporium.co.uk/L11.html) (moving customers since 1997)



July 2013

2nd July

Pages removed

0.5 hours

Over optimised "environmental" pages removed from the site and from the index

1. xxxxxxxxxxxx.co.uk/xxxxxxxxxxxx.co.uk/creative-recycling-ois-removals-8th-may-2012
2. xxxxxxxxxxxx.co.uk/xxxxxxxxxxxx.co.uk/green-removals-dont-cost-earth-30th-december
3. xxxxxxxxxxxx.co.uk/xxxxxxxxxxxx.co.uk/green-removals-and-just-comprehensive
4. xxxxxxxxxxxx.co.uk/xxxxxxxxxxxx.co.uk/environmentally-friendly-packing-materials-and-our-other-initiatives
5. xxxxxxxxxxxx.co.uk/xxxxxxxxxxxx.co.uk/information-landlords-property-management-storage-21st-february-2012
6. xxxxxxxxxxxx.co.uk/xxxxxxxxxxxx.co.uk/guide-students-removals-ois-12th-march-2012
7. xxxxxxxxxxxx.co.uk/xxxxxxxxxxxx.co.uk/ultimate-moving-checklist-ois-removals-26th-march-2012
8. xxxxxxxxxxxx.co.uk/xxxxxxxxxxxx.co.uk/ultimate-moving-checklist-ois-removals-part-2-10th-april-2012
9. xxxxxxxxxxxx.co.uk/xxxxxxxxxxxx.co.uk/storage-solutions-ois-removals-21st-may-2012
10. xxxxxxxxxxxx.co.uk/xxxxxxxxxxxx.co.uk/blog/ois-removals-commitment-to-the-environment



### **5.07.13**

#### **Added rss feed to all pages**

OIS Recent Enquiries on the bottom of all pages (not home)

1 hour

### **10.07.13**

#### **2.0 hours Installed review codes and back end interface**

xxxxxxxxxxxxx.co.uk/xxxxxxx/adminxxxxx/

comments admin:

user: xxxxxx

pass: xxxxxxxxx

Recreated all 35 enquires as reviews with google mark up code add

2.0 hours



15.07.13

**Google Code**

schema.org/localbusiness

Added to home pages / local (London) business removals

1. Made content change to template
2. Removed blog link in menu and changed to rss feed
3. Uploaded all 100 pages
4. Recreated and submitted site map
5. xxxxxxxxxxxxxx.co.uk/storage/order-online page removed

Removed keyword stuffing (removal 26 times) in content

xxxxxxxxxxxxx.co.uk/removal-services/student-moves (removal 26 times)  
xxxxxxxxxxxxx.co.uk/removal-services/residential-moves (18 times)  
xxxxxxxxxxxxx.co.uk/removal-services/single-item-moves (15 times)  
xxxxxxxxxxxxx.co.uk/removal-services/business-moves

xxxxxxxxxxxxx.co.uk/removal-services/student-moves  
xxxxxxxxxxxxx.co.uk/removal-services/single-item-moves  
xxxxxxxxxxxxx.co.uk/removal-services/business-moves  
xxxxxxxxxxxxx.co.uk/removal-services/disposal-services  
xxxxxxxxxxxxx.co.uk/handyman-services  
xxxxxxxxxxxxx.co.uk/storage/index  
xxxxxxxxxxxxx.co.uk/packing/  
xxxxxxxxxxxxx.co.uk/removal-services/  
Page updated

New geo location page links added to each removals page and to index

Added five new pages

xxxxxxxxxxxxx.co.uk/London/North\_London  
xxxxxxxxxxxxx.co.uk/London/South\_London  
xxxxxxxxxxxxx.co.uk/London/East\_London  
xxxxxxxxxxxxx.co.uk/London/West\_London  
xxxxxxxxxxxxx.co.uk/international.php

Dates removed from 10 pages

- February 2012
- March 2012

8.0 hours



18.07.13

xxxxxxxxxxxxx.co.uk/tweets.php

twitter feed "london removals" created

- Made changes to footer as instructed
- Spoke to hosting company to arrange changes in php version

added tweet to footer links and uploaded all 100\_ pages

29.07.13

New RSS feed

- Added new rss feed items and updated the latest enquiries page (30min)
- Improvements on comments/reviews page.
- SEO working on geo anchor text. (1h)s
- 1.5h

[return link to Benedict](#)