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SEO Consultancy Advice for Businesses in Leeds and Yorkshire by [Jony Ross](#)

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More and more businesses are moving online nowadays and using a website to promote the company or even to sell the products. This is just as true for businesses based in Leeds and the rest of Yorkshire. However, taking your business online is not just the simple matter of building a website – you need to make sure that the website works for your business to get a good return on your investment. The most sure-fire way of doing this is to use an SEO consultancy service.

It's no use having a website if it's not appearing on the front page of the search engine rankings. Most people searching for goods or services online rarely get beyond that first page. Because doing stuff online is so "instant" people don't have the patience to trawl through pages of search results and most internet users are of the opinion that the most relevant results will be the ones that appear towards the top of the list. This means that in order to reach a broader audience and extend your customer base, your website needs to appear towards the top of the list of search engine results. This is where SEO consultancy can make a big difference to your website.

The consultant will evaluate your website to get a good idea of its strengths and weaknesses and then come up with an effective strategy that will help it to rise up the search engine ranks. You will be provided with a detailed plan for search engine optimization of your site that should ensure a higher rank and the increase in traffic associated with that. If you opt for an ongoing service plan from the consultant, then they should provide continual monitoring of your website and supply you with regular reports on its performance.

One way of attracting more traffic is to include on the website articles that contain key words or key phrases that are relevant to your business. You will also be given advice on the importance of having a site map on your website and pages that link to other pages on the site. The consultant will also be able to sort out some effective backlinks which will again serve to drive more traffic to your website.

Another service that should be provided by the consultant is to help in training you and/or your staff in SEO methods that can be used in the daily running and maintenance of the site. Having a basic understanding of SEO could have a phenomenal effect on how visible your website is and how effective it is as a business tool.

Having a website is an absolute must for organizations these days and the internet allows companies to reach a far broader customer base than has ever been possible. If you do a Google search for businesses in Leeds and Yorkshire, you will see just how much business is being done online. If you want to make sure that your website is not dragging its heels at the bottom of the list, then hiring a professional SEO consultancy service can provide your business with the boost that it needs to stay ahead of the rest.

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Jonny Ross Consultancy is based in Leeds, West Yorkshire. Known for a personal, responsive and great value for money service. Being extremely knowledgeable we offer a hands on service in bespoke web design, web development and a [SEO](#) (Search Engine Optimization) at a realistic cost.

So for SEO Leeds, or Web Design Leeds, contact us at our website a JonnyRoss.com or at 011 3320 2121

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