



SEO GUIDE

SEO Services Guide

A practical guide to technical SEO, on-page optimisation, content, internal linking, Local SEO and search intent.

Clear strategy.

Commercial priorities.

No long-term contracts.

Direct specialist support.

Transparent reporting.

No hidden fees.

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What SEO should achieve

SEO is most useful when it connects visibility to commercial intent. Ranking for a keyword only matters when the search has a purpose: finding a service, comparing suppliers, buying a product, visiting a local business or taking another meaningful action.

- Increase visibility for relevant search queries.
- Attract visitors whose intent matches what your business offers.
- Make important pages easier for search engines to crawl, understand and index.
- Improve the journey from search result to enquiry, booking or sale.
- Build a stronger organic acquisition channel over time.

The SEO foundations we focus on

Technical SEO Crawlability, indexation, internal architecture, mobile usability, Core Web Vitals and technical errors.	Keyword and intent research Understanding how customers search and matching the right query groups to the right pages.
On-page optimisation Titles, headings, copy, entities, structure and calls to action aligned with user and search intent.	Content Improving existing pages and creating useful content where there is a genuine gap in the customer journey.
Internal linking Helping users and crawlers discover important pages while clarifying topical relationships.	Local SEO Location relevance and Google Business Profile foundations for businesses that depend on local demand.

Koupe Media does not offer backlink acquisition, link-building packages, digital PR or authority-outreach deliverables. Our SEO scope centres on technical SEO, on-page optimisation, content, internal linking, Local SEO, keyword research, reporting and strategy.

Our SEO process

1. Website Health Check Review the current technical, content and search-intent position and identify the most important opportunities.	2. Strategy Prioritise pages, keywords, content and technical work according to business value and realistic opportunity.
3. Implementation Make technical, on-page, content and internal-linking improvements in a structured order.	4. Measurement and iteration Track visibility, traffic, leads and page performance, then refine priorities as the data changes.

How we measure SEO

The right metrics depend on the business. Rankings and impressions can be useful diagnostic signals, but they are not the finish line. We look at the measures that show whether organic search is contributing to meaningful growth.

- Organic enquiries, bookings or sales where tracking allows.
- Organic traffic to priority commercial pages.
- Visibility for relevant keyword groups and search intents.
- Engagement with landing pages and conversion paths.
- Technical health and indexation of important pages.

SEO for different business models

Local businesses Service and location pages, local intent, Google Business Profile foundations and conversion-focused local journeys.	eCommerce Category, product and informational content aligned to how customers discover and compare products.
B2B and services Commercial and specification-led searches, lead generation pages and content that supports longer decision cycles.	Startups and growing SMBs Prioritised SEO that focuses limited time and budget on the opportunities most likely to matter.

SEO Audit vs Website Health Check

People often search for an SEO Audit when they want to understand what is holding a website back. Our customer-facing offer is a complimentary Website Health Check: a practical review that highlights the main technical and content opportunities without turning the process into a sales gate.

Get a complimentary Website Health Check

We will review the site and give you a clear overview of the main technical and content opportunities, with no obligation.

<https://koupemedia.com/free-digital-marketing-audit/>