

**Pre-requisites: Figured Out!**

- Know what you want
- Get clear about what you want
- Be specific about what you want

**Communicate With The Vendors**

- Clearly state your requirements
- Build a 1-way trust

**Shortlist a few Software Systems**

- Research Top 100, 500 & 1000
- Get with the user
- Look for 100% operational time
- Follow references of industry experts
- Ask questions

**Delists Your List**

- It's time to choose your top three
- Compare their prices
- Get a demo
- Analyze data security
- Which user's easier to implement?
- How much it going to cost you?

**Take the Final Decision**

- Ensure the will make your life easier
- Get what you are looking for & benefits of the costs offering
- Ensure your future needs are met

**Implement the Finalized - Just Do It!!**

- Now it's time to implement a new working system
- Get your hands on the system with proper training
- Start 2017 with a new & friendly working team

**"you rub my back, I'll rub yours"**

Being on track with the steps can take you to your ultimate workforce management solution that not just caters to your current needs, but also takes care of your future needs as well as ROI!!

#1 rank in Google Search Results - Payroll Bureau

Our Awards and Certifications



Overview

Payroll Bureau offers Payroll Services to UK based small and Mid scale companies and has established itself as one of the most efficient, reputable, trustworthy payroll companies in the UK.

Challenge

- The website was brand new and had no history with search engines
- The website required both onsite and offsite SEO for the SEO campaigns to be successful
- Client was targeting brand specific keywords but did not own those brands

Solution

Based on the audit, changes were made to the existing website, which included: The URLs were restructured and the website architecture was changed to include the targeted keywords in the directories' structure and file names.

All service pages were restructured to have a proper document structure, e.g. the most competitive keywords (payroll services) were given more emphasis than the less competitive.

Once the onsite optimization was completed, we had the website indexed by Google by submitting it to important niche directories. The primary focus of the SEO campaign was to rank for keywords such as payroll services uk, payroll outsourcing london and payroll accounting on the first page of

Google search results. Strategies such as directory submission, search engine submission, article submission and content creation were used in our link building efforts.

Results

In less than a month after the completion of onsite optimization, Payroll Bureau rankings increased from nowhere-to-be-seen to page 3. Payroll Bureau started to receive visitors coming Google and Yahoo!, which translated into web leads and revenue.

In less than three months the website was ranked on the first page of Google.com, and in six months Payroll Bureau was ranking in first position for 7 keywords.

The website is currently getting approximately 8000 visits per month from the optimized keywords and has an overall bounce rate of less than 20%. More importantly, Payroll Bureau is generating sales and revenue from the visitor traffic every month.

Client Testimonials"Our organic listings within Google were so bad that our website was not showing up at all within Google's search engine. West Coast Infotech were able to quickly and effectively optimize our website and within a very short time our website was showing at the top of page one on Google's search engine. Thanks guys!"