

# WEBSITE WINS!

*A workshop for Huntingdonshire SMEs  
With Sue Keogh from Sookio*

# SO WHAT MAKES ME SUCH AN EXPERT

- *Website content wrangler for two decades (BBC, ITV.com, AOL, Yahoo)*
- *Government Digital Services trainer*
- *Digital marketing agency founder*
- *HDC #ThinkLocalHunts campaign*



# COMING UP!

*Your website*

- 1. Let's chat challenges!*
- 2. Who are your customers (and what do they want from your website?)*
- 3. Front-loading is your friend!*
- 4. The basics of SEO*
- 5. Google Business*
- 6. Pay-per-click (PPC)*
- 7. Yell on Yell!*
- 8. Action plan!*

## 2. WHO ARE YOUR CUSTOMERS?

*And what do they want from your website?*

*“Your website is not a filing cabinet”*  
*Government Digital Services*

*Just because you know it, have it, or produce it,  
doesn't mean it has to go on your website.*

*Your website is a shop window, with customers outside looking in. Put yourself in their shoes.*

*What do they want to know?*

*What questions do they have?*

*What are their needs?*



huntsdc • Following  
Sweet Paradise



huntsdc It's beginning to look a lot like Christmas! Shop windows along Huntingdonshire's high streets are starting to look more magical by the minute, like this gorgeous display from @sweetparadiseltd in St Neots 🎅 (merry-go-round, moving trains and sweets, what more could a child dream up?! 😊).

Send us your favourite windows, we'd



Liked by marisacarmen and 19 others

NOVEMBER 23, 2020



Add a comment...

Post

# USER STORIES

*This simple framework can help you pinpoint the reasons different people are coming to your website.*

*It helps you decide which content to prioritise.*



# USER STORIES

*As a...*

*I want to...*

*So I can...*

# USER STORIES

*As a...bride to be*

*I want to...find a hairdresser who does wedding hair*

*So I can...look beautiful on the day*

# USER STORIES

*[During first lockdown spring 2020]*

*As a...homeowner*

*I want...find out if the garden centre is open*

*So I can...buy some plants*



# IN PRACTICE

WE ARE R COSTINGS

## Costs Lawyers, Law Costs Draftsmen & Legal Costs Consultants.

We are a leading firm providing a professional and comprehensive legal costs service to the legal profession, corporate organisations, trade unions, businesses and associations of all sizes.

EXPLORE ▼

CONTACT US ►

# AS USER STORY HERE COULD BE

*As a trade union leader*

*I need a costs lawyer*

*So we can decide whether to take legal action*

# ACTIVITY: USER STORIES

*What are your users' stories?  
Pick one and write it down*

*As a...*

*I want to...*

*So I can...*

# IN SUMMARY

*It's about them, not you!*

*Always try to see your website from the perspective of your customers*

*Give them what they need as easily as possible*

# 3. FRONT-LOADING IS YOUR FRIEND

*Put the most important bits first!*



*“Your website is not a novel!”*

*Sue Keogh*

*People are not reading word by word, line by line,  
patiently waiting to get to what they need.*

*They need answers! Now! Or they click away.*

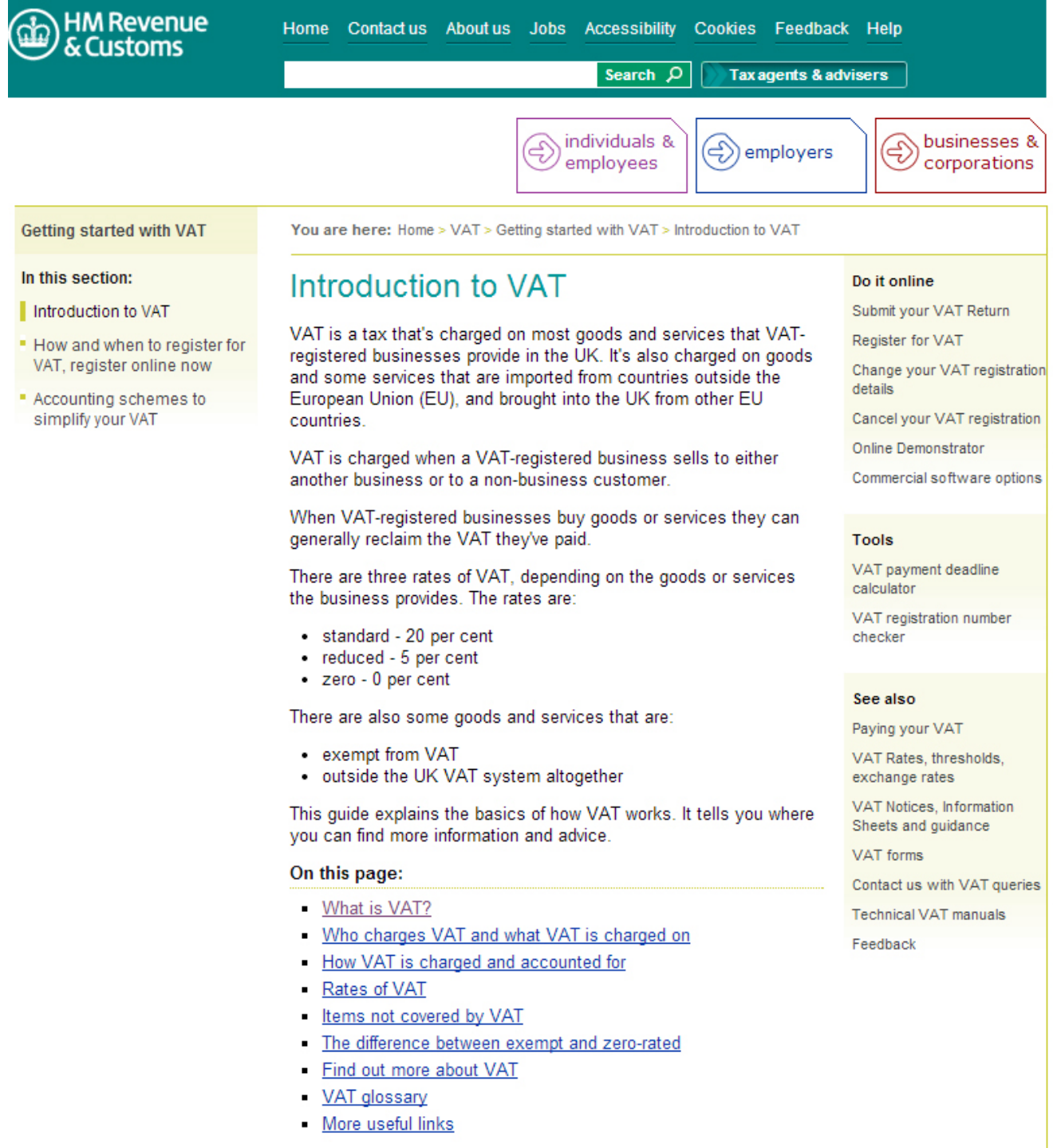
# WHAT IS FRONT-LOADING?

*Putting the most important bits first.*

*Answering users' questions before they even have to ask.*

*As this before-and-after example from gov.uk shows...*

*Lots of text and extra info when all people want to know is the current rate of VAT*



The screenshot shows the HM Revenue & Customs website. At the top, there is a navigation bar with links for Home, Contact us, About us, Jobs, Accessibility, Cookies, Feedback, and Help. A search bar and a 'Tax agents & advisers' button are also present. Below the navigation bar are three main categories: 'individuals & employees', 'employers', and 'businesses & corporations'. The main content area is titled 'Getting started with VAT' and includes a breadcrumb trail: 'You are here: Home > VAT > Getting started with VAT > Introduction to VAT'. The main heading is 'Introduction to VAT'. The text explains that VAT is a tax charged on most goods and services in the UK, and also on goods and services imported from outside the EU. It states that VAT is charged when a VAT-registered business sells to another business or to a non-business customer. It also mentions that VAT-registered businesses can generally reclaim the VAT they've paid. The text lists three rates of VAT: standard (20%), reduced (5%), and zero (0%). It also lists some goods and services that are exempt from VAT or outside the UK VAT system. The page includes a 'Do it online' section with links for submitting VAT returns, registering for VAT, changing registration details, canceling registration, an online demonstrator, and commercial software options. There is also a 'Tools' section with a VAT payment deadline calculator and a VAT registration number checker. A 'See also' section lists links for paying VAT, VAT rates and thresholds, VAT notices and guidance, VAT forms, and contact information for VAT queries. A 'Feedback' link is also present. The 'On this page' section lists several links: 'What is VAT?', 'Who charges VAT and what VAT is charged on', 'How VAT is charged and accounted for', 'Rates of VAT', 'Items not covered by VAT', 'The difference between exempt and zero-rated', 'Find out more about VAT', 'VAT glossary', and 'More useful links'.

HM Revenue & Customs

Home Contact us About us Jobs Accessibility Cookies Feedback Help

Search Tax agents & advisers

individuals & employees employers businesses & corporations

Getting started with VAT

You are here: Home > VAT > Getting started with VAT > Introduction to VAT

**Introduction to VAT**

In this section:

- Introduction to VAT
- How and when to register for VAT, register online now
- Accounting schemes to simplify your VAT

VAT is a tax that's charged on most goods and services that VAT-registered businesses provide in the UK. It's also charged on goods and some services that are imported from countries outside the European Union (EU), and brought into the UK from other EU countries.

VAT is charged when a VAT-registered business sells to either another business or to a non-business customer.

When VAT-registered businesses buy goods or services they can generally reclaim the VAT they've paid.

There are three rates of VAT, depending on the goods or services the business provides. The rates are:

- standard - 20 per cent
- reduced - 5 per cent
- zero - 0 per cent

There are also some goods and services that are:

- exempt from VAT
- outside the UK VAT system altogether

This guide explains the basics of how VAT works. It tells you where you can find more information and advice.

**Do it online**

- Submit your VAT Return
- Register for VAT
- Change your VAT registration details
- Cancel your VAT registration
- Online Demonstrator
- Commercial software options

**Tools**

- VAT payment deadline calculator
- VAT registration number checker

**See also**

- Paying your VAT
- VAT Rates, thresholds, exchange rates
- VAT Notices, Information Sheets and guidance
- VAT forms
- Contact us with VAT queries
- Technical VAT manuals
- Feedback

**On this page:**

- [What is VAT?](#)
- [Who charges VAT and what VAT is charged on](#)
- [How VAT is charged and accounted for](#)
- [Rates of VAT](#)
- [Items not covered by VAT](#)
- [The difference between exempt and zero-rated](#)
- [Find out more about VAT](#)
- [VAT glossary](#)
- [More useful links](#)

# VAT rates

*The answer to the most common question is placed right at the top, in massive letters!*

The standard VAT rate is

**20%**

## VAT rates for goods and services

	% of VAT	What the rate applies to
<b>Standard rate</b>	20%	Most goods and services
<b>Reduced rate</b>	5%	Some goods and services, eg children's car seats and home energy
<b>Zero rate</b>	0%	Zero-rated goods and services, eg most food and children's clothes

# FRONT LOADING IN PRACTICE

*Spot the essential info,  
right at the top!*

- *Opening hours*
- *Phone number*
- *Search option*
- *Social media*
- *Strong visual*
- *Free quote*

🕒 Office Hours: Monday – Friday 8:00 AM – 5:30 PM, Saturday 8:00 AM – 12:30 PM

📞 Call Us On 0800 999 1468

✉ info@quitesimply.co.uk



🔍 Search Our Site



[HOME](#)

[NEWS / BLOG](#)

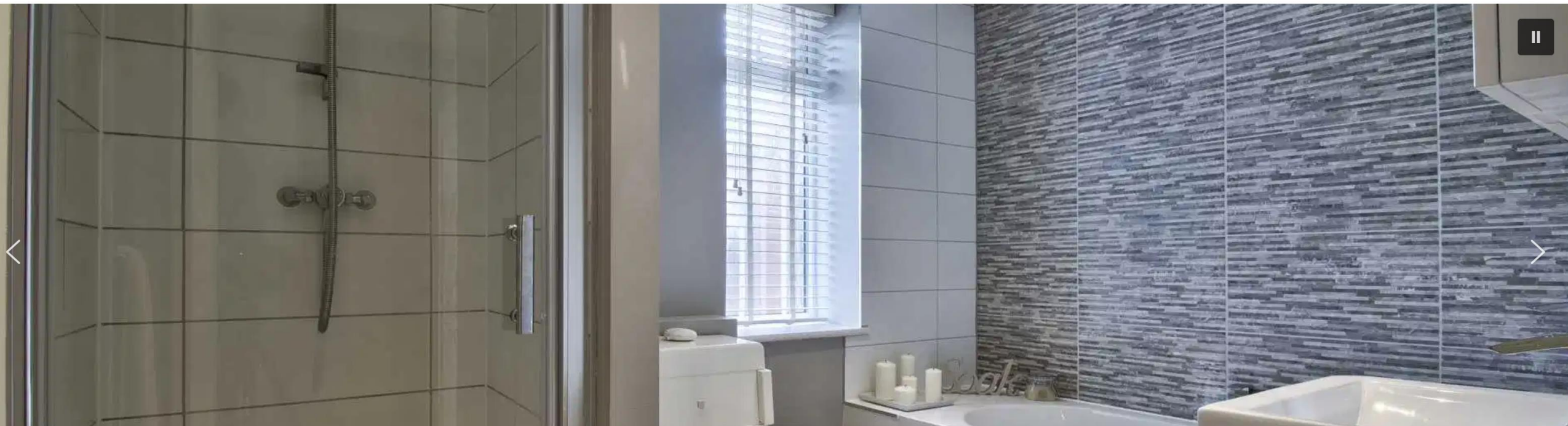
[OUR SERVICES](#)

[GALLERIES](#)

[TESTIMONIALS](#)

[CONTACT US](#)

[GET YOUR FREE QUOTE](#)



# FRONT LOAD TITLES

## Coronavirus conspiracies like that bogus 5G claim are racing across the internet

Taylor Hatmaker



## Apple and Google are launching a joint COVID-19 tracing tool for iOS and Android

Matthew Panzarino

## Tesla resurrects long-range RWD Model 3 for the Chinese market

Kirsten Korosec

## Pangea.app raises \$400K pre-seed round to help connect student workers with businesses

Alex Wilhelm

Extra Crunch

## Decrypted: Zoom's security fallout, CrowdStrike's new CTO, Bugcrowd raises \$30M

# AND LINKS!

✓ *Book your ticket and get our early bird rate*

✗ *To get our early bird rate, please book your ticket*

✗ *Want a 10% discount? Sign up to our newsletter*

✓ *Sign up to our newsletter and get a 10% discount*



# AND EMAIL SUBJECT LINES!

GOOGLE IT LIKE A PRO: New workshop to grow your business online - 3 December 2020 Inbox ×

HR Advice Workshop | Redundancy and furlough

Award winning vegan food in your own kitchen! 🍅

# AND! SOCIAL MEDIA POSTS

 **Honey B Boutique**  
9 February at 15:19 · 🌐

💛 WINDOW CHANGE 💛

Today I popped into the boutique and done a Window Change. Given the window a nice fresh look with some of our new styles. 🥰

[www.honeybboutique.co.uk](http://www.honeybboutique.co.uk) 🐝



Click to view products

0:03 / 2:16

 **Honey B Boutique**  
10 February at 19:21 · 🌐

Customer Review 🥰

Louise looking fabulous in our Callie Jeans and Mia Oversized Jumper 💛

"Fab jumper, so cosy and comfy, perfect for working from home and the Callie Jeans are a fantastic fit!" ... [See more](#)



# TIPS: FRONT-LOADING CONTENT

- *Put essential info 'above the fold'*
- *Get specific! Add keywords to titles and intros*
- *Links and calls to action at the start of the sentence*

# FRONT LOADING IN PRACTICE

*Answer people's questions before they even have to ask*

# THINK: FAQs

- **Is it safe?**

It is a priority of CareRooms to safeguard both the Guest and the Host, throughout the service. We ensure that each Host is closely connected with an Area Manager to have personalised contact if any questions or concerns arise. Each room has the latest technology within it to monitor the Guest's health. For example 24/7 monitoring service and an emergency contact at the touch of a button.

- **What are the benefits?**

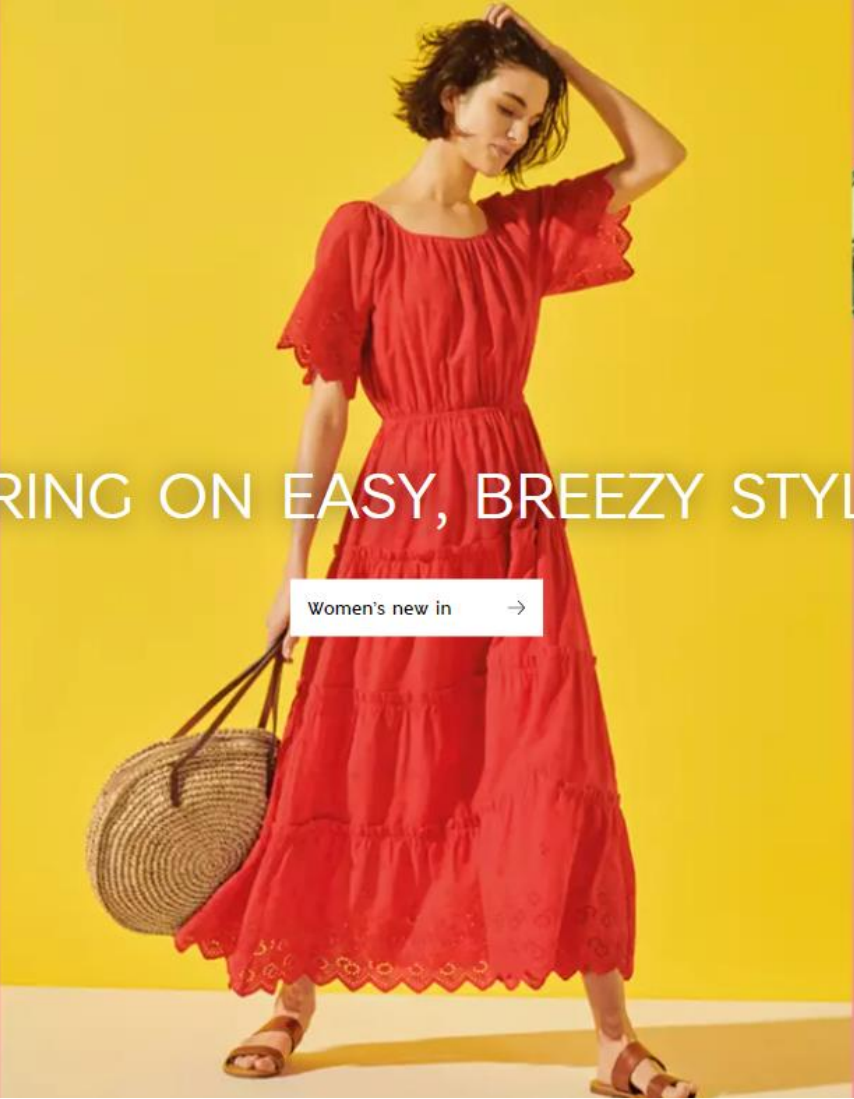
We provide potential Guests with an alternative for recovery within their community to assist the health service and local authority.

We provide extra income for Hosts and help reduce social isolation. We help the community to help their health service.

- **What do we mean by 'Private Bathroom'?**

We ask that when a Guest stays in a Host's home, they have access to a bathroom that is just for them. This doesn't mean a Guest requires an en-suite, just the privacy of a bathroom they're not asked to share.

# THINK: SEASONAL



BRING ON EASY, BREEZY STYLE

Women's new in →



# THINK: TOPICAL



GIVE A GIFT ECARD

ART & SOUL  
CAFE | GALLERY | CREATIVE HUB

Welcome back!

The cafe is now open for inside dining!  
We have 2 floors so there is plenty of space for you to dine socially distanced.

Monday – Saturday  
9am until 5pm  
Sundays  
10am until 4pm

To celebrate re-opening, we are having an Italian Night on Saturday 22nd May

# ACTIVITY

*What's front of mind with your customers right now?*

*What content is most helpful for them to see first?*

*What could you improve today?*



# 4. THE BASICS OF SEO

*Help people find you on the web*

# WHAT IS SEO?

*Search engine optimisation*

*Designing your website and the content that goes on it to make it easy for people to find you on the web.*

# SOME OTHER KEY TERMS

*Keywords: Words or phrases someone uses when searching on Google or other search engines*

*Metadata: Behind-the-scenes information read by search engines, including page title and description*

# THE BASICS OF SEO

*Put keywords in important places*

*So Google knows this is what the content is about*

*Like this...!*

<https://www.truehealthclinics.com> ▼

## True Health Clinics | Osteopathy, Acupuncture, Hypnotherapy ...

Highest-rated **clinic** in Godmanchester, Huntingdon with over 900 positive reviews. Specialising in osteopathy, acupuncture and hypnotherapy treatment of back ...

# TRUE HEALTH CLINICS

Highest-rated  
Osteopathy, Acupuncture and Hypnotherapy clinic based in  
Godmanchester, Huntingdon, Cambridgeshire.



BOOK NOW



LOG IN

4.9 / 5 (956 reviews)



# ADD KEYWORDS TO...

- *Page titles*
- *Subheadings*
- *Descriptions*
- *Image names*
- *Introductions*
- *Internal links*

# What is Acupuncture

Acupuncture is a treatment where thin sterile acupuncture needles are inserted into specific acupuncture body points to treat a wide variety of physical or psychological conditions.

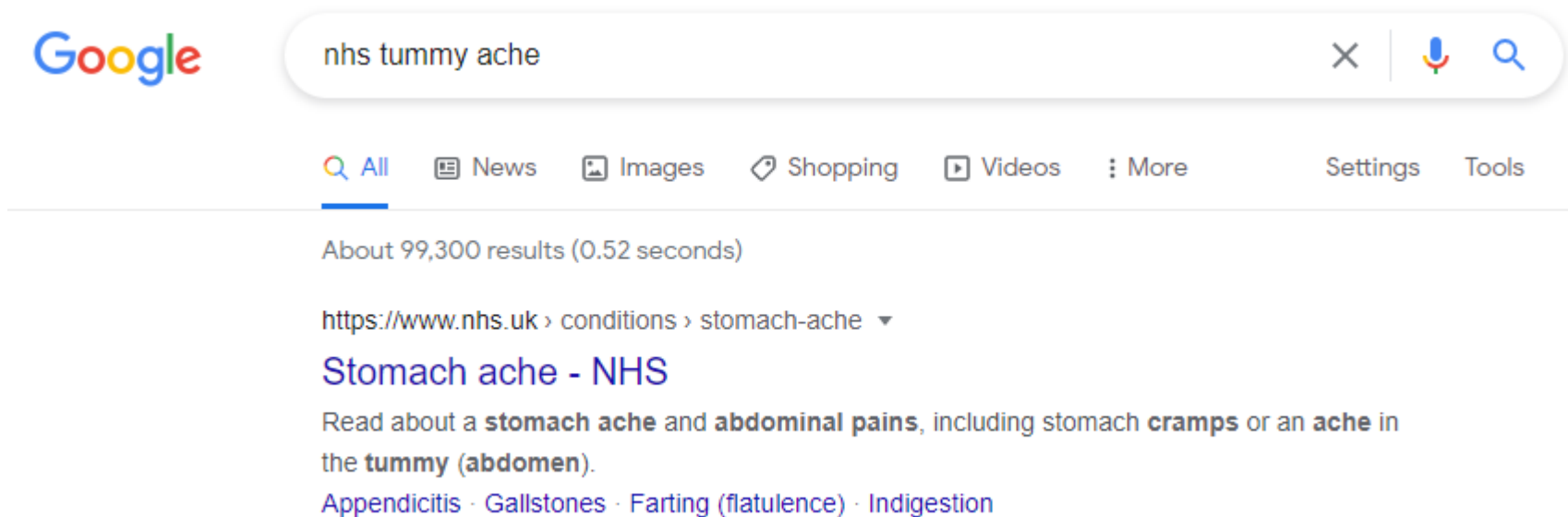
Acupuncture originated in China over 2,000 years ago. Over the last 50 years much scientific research has been done to explain how acupuncture works.

With the help of brain scans and blood tests, scientists discovered that acupuncture has a powerful effect on the brain. Acupuncture has been shown to rewire brain pathways and have a permanent healing effect.



# ADD RELATED KEYWORDS TOO

*Use a few variants to capture different terms*



The image shows a Google search interface. The search bar contains the text "nhs tummy ache". Below the search bar, there are navigation links for "All", "News", "Images", "Shopping", "Videos", "More", "Settings", and "Tools". The "All" link is highlighted with a blue underline. Below the navigation links, it says "About 99,300 results (0.52 seconds)". The first search result is from "https://www.nhs.uk > conditions > stomach-ache" and is titled "Stomach ache - NHS". The snippet for this result reads: "Read about a **stomach ache** and **abdominal pains**, including stomach **cramps** or an **ache** in the **tummy (abdomen)**. Appendicitis · Gallstones · Farting (flatulence) · Indigestion".

# GOOGLE LIKES...

- *Pages that load quickly*

*(Cut down on widgets! Reduce file size on images!)*

# GOOGLE LIKES...

- *Lots of links to your website from trusted websites*

# GOOGLE LIKES...

- *Fresh content that keeps people on the page*

# HANDY TOOLS

*Google autocomplete*

*Google Analytics*

*SEO tools – try Moz, SEMRush free versions*

# ACTIVITY

*What words and phrases do your customers use?*

*Do they match what's on your website?*

# 5. GOOGLE BUSINESS

*Our favourite quick win that everyone overlooks*

true health clinics



All Maps News Shopping Images More Settings Tools

About 123,000,000 results (0.59 seconds)

https://www.truehealthclinics.com

### True Health Clinics | Osteopathy, Acupuncture, Hypnotherapy ...

Highest-rated clinic in Godmanchester, Huntingdon with over 900 positive reviews. Specialising in osteopathy, acupuncture and hypnotherapy treatment of back ...

#### Fees

True Health Clinics' fees schedule. We accept most credit and ...

#### Reviews

... Huntingdon. Click to read all reviews. ... True Health Clinics ...

#### Alan Szmelskyj registered ...

Alan Szmelskyj is highest-reviewed registered Osteopath ...

#### Contact and directions

Contact and directions for True Health Clinics, Huntingdon ...

More results from truehealthclinics.com »

https://truehealthclinics.janeapp.co.uk

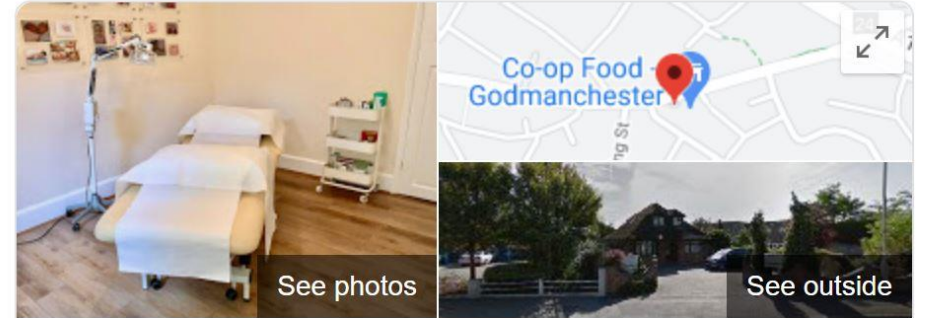
### True Health Clinics: Book Online

Welcome to our online booking site · OSTEOPATHY · HYPNOTHERAPY · ACUPUNCTURE with Principal Acupuncturist · FERTILITY ACUPUNCTURE with Principal ...

https://www.facebook.com > ... > Huntingdon > Doctor

### True Health Clinics - Home | Facebook

True Health Clinics, Huntingdon. 384 likes · 9 talking about this · 32 were here. Therapies: osteopathy, acupuncture, hypnotherapy. We treat: back pain,...



## True Health Clinics (Osteopathy, Acupuncture, Hypnotherapy)



Website Directions Save Call

5.0 ★★★★★ 34 Google reviews

Osteopath in NULL, England

COVID-19 info: truehealthclinics.com

Address: 34 Cambridge Rd, Godmanchester, Huntingdon PE29 2BT

Hours: Open · Closes 6:30PM

Health and safety: Appointment required · Mask required · Staff wear masks · Staff get temperature checks · Staff required to disinfect surfaces between visits · More details

Phone: 01480 435554





See photos

See outside

# True Health Clinics (Osteopathy, Acupuncture, Hypnotherapy)



- Website
- Directions
- Save
- Call

5.0 ★★★★★ 34 Google reviews

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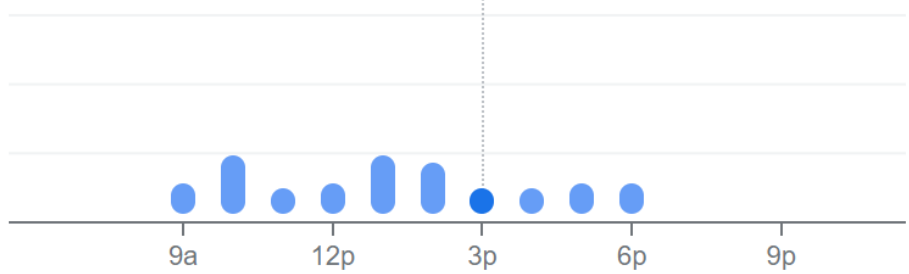
**Phone:** 01480 435554

**Appointments:** [truehealthclinics.com](http://truehealthclinics.com)

## Popular times <sup>?</sup>

- MON
- TUE
- WED
- THU
- FRI
- SAT
- SUN

3 pm: Usually not busy



Send to your phone Send

## Reviews <sup>?</sup>

- Write a review
- Add a photo

- "Professional **treatment** and realistic **outcome** dependent on cause Friendly **staff**"  
★★★★★
- "The **atmosphere** in the treatment room is relaxing."  
★★★★★
- "Irina has successfully prepared by body for two IVF **babies**, **pregnancy** and birth."  
★★★★★

[View all Google reviews](#)

# From True Health Clinics (Osteopathy, Acup... 📌

"Highest rated osteopathic, acupuncture and hypnotherapy clinic in Huntingdon area run by world-renowned clinicians."



True Health Clinics (Osteopathy, Acupuncture, Hypnotherap  
on Google



3 Top Tips on avoiding...

11 Apr 2021

[Learn more](#)



Latest NICE guidelines...

7 Apr 2021

[Book](#)

## Profiles



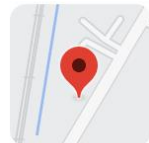
Twitter

## People also search for

[View 15+ more](#)



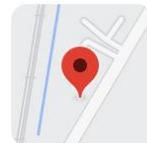
Centre For  
Complem...



Huntingd...  
Osteopathy



Total  
Health



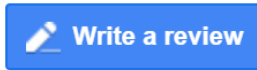
Judy  
Lenton B.A



Cambour...  
Acupunct...

# True Health Clinics (Osteopathy, Acupuncture, Hypnotherapy)

34 Cambridge Rd, Godmanchester, Huntingdon

 Write a review

5.0  34 reviews 

Absolutely fantastic, the service and support I received from True Health Clinic was superb. I would highly recommend True Health.

Irina and the staff always go out of there way to help and give support. ... [More](#)

 Like

**Response from the owner** 10 months ago

Thank you, Laura, for leaving a positive review. I hope you are keeping well. Irina



**Keri Russo**

5 reviews

 a year ago

I met with Irina for the first time a few months go. She was fantastic and really spent a lot of time getting to know my specific situation and problems. She makes sure you understand everything she is doing, before she does it, which is ... [More](#)

 Like

**Response from the owner** 5 months ago

Thank you so much, Keri!

Rating Hours More filters

Judy Lenton B.A (Hons) Lic,Ac MBAC Traditional Acupuncture

5.0 (1)

Acupuncture clinic · 10 St Peters Rd

Closed · Opens at 09:00 · 07557 282617



Directions

True Health Clinics (Osteopathy, Acupuncture, Hypnotherapy)

5.0 (34)

Osteopath · 34 Cambridge Rd

Open until 18:30 · 01480 435554



Website



Directions

"Had acupuncture with Irina cannot recommend highly enough."

Irina Szmelskyj, Award Winning Acupuncturist, Author & Lecturer

No reviews

Acupuncture clinic



Website



Directions

Centre For Complementary Health

5.0 (10)

Osteopath · 6 Cambridge Rd

Open until 19:00 · 01480 455221



Website



Directions

Huntingdon Traditional Acupuncture

No reviews

Acupuncture clinic · 1 Splash Ln



Directions

Huntingdon Osteopathy & Complementary Health

5.0 (1)

Osteopath · 10 St Peters Rd

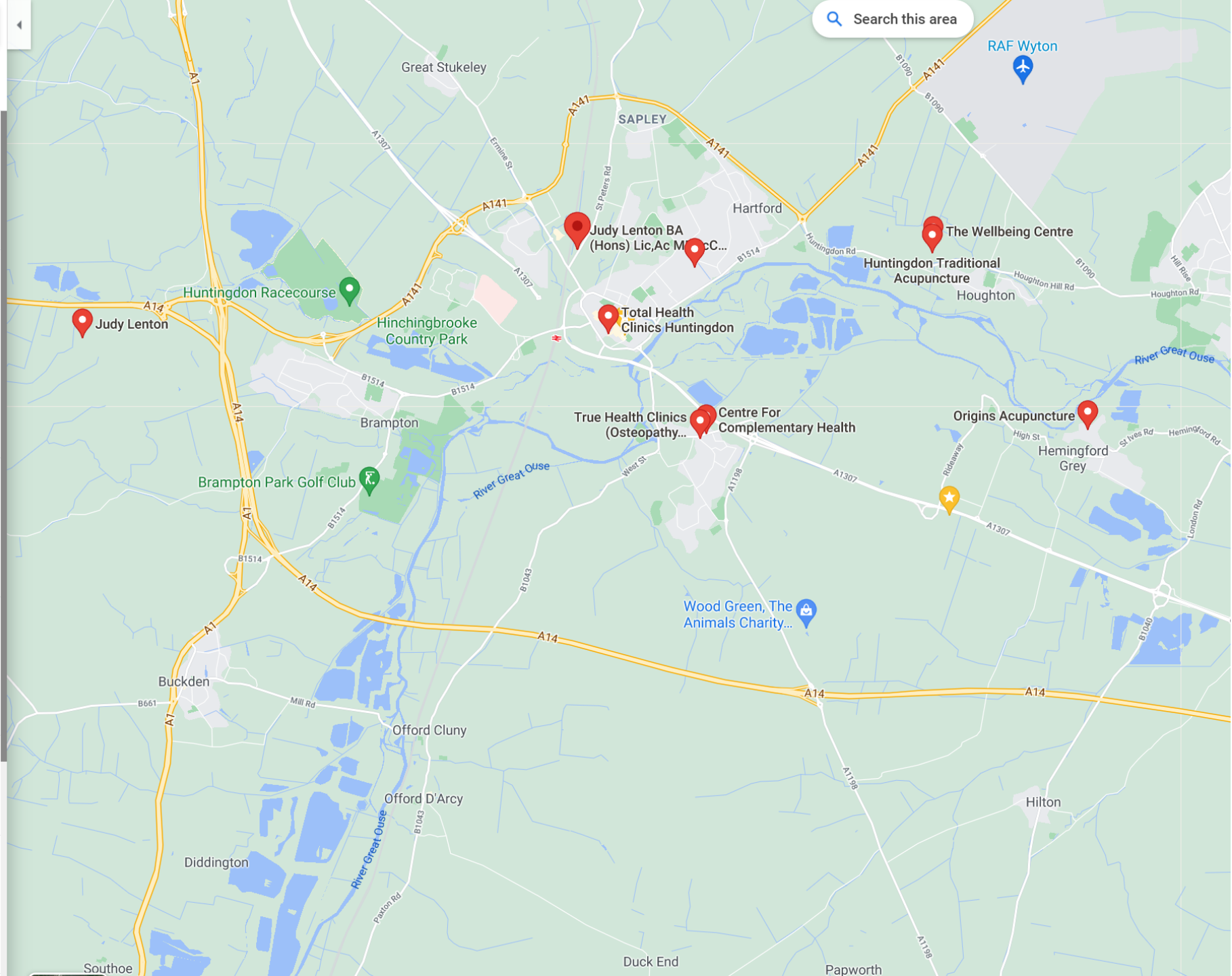
Open until 17:00 · 01480 399607



Website



Directions



# TAKE ACTION!

- *Claim your Google My Business page (today!)*
- *Add essential info*
- *Upload images*
- *Encourage positive reviews*

# 6. PAY-PER-CLICK

*Use Google Ads to drive traffic to your site*

# WHAT IS PAY-PER-CLICK?

- *PPC is a means of advertising online*
- *Drive traffic to your website from Google and elsewhere*
- *You pay when the ad is clicked*
- *Cost varies according to popularity of the keywords*

# LET'S CHAT

*Does anyone use Google Ads or another form of paid promotion online?*



Ad · <https://www.001skincare.com/> ▾

## Chinese Medicine & Acupuncture Facial – 001 Skincare London

001 Skincare Brings Unique Experience of Holistic Beauty to the At-home Skin Regimen. Award-winning high performance natural skincare created by Royalty Facialist Ada Ooi.

[Best Sellers](#) · [Anti-Aging Treatments](#) · [Red Carpet Treatments](#) · [Dull Skin Treatments](#)

Ad · <https://www.treatwell.co.uk/> ▾

## London - Acupuncture - Acupuncture London

Book your next appointment on Treatwell – the hair and beauty booking app. Book your hair and beauty treatments when you want, where you want, 24/7. Book 24/7. Verified reviews. Up to 50% Off. Customer Service 7/7. Tried & Tested treatments. Available this weekend.

[Find a salon near you](#) · [Beauty Gift Card](#) · [The Treatment Files](#) · [The Treatment Guide](#)

Ad · <https://www.yellowpath.com/> ▾

## Five Element Acupuncture - Flexible Online Home Study

Yellow Path Is The Number One Go-To Portal For Five-Element **Acupuncture** Training.

Flexible Learning To Enhance Your Skills Through Original Films, Workshops & Online Q&A's.

Flexible Learning. Free Video Content. Work While You Study.

[Become An Acupuncturist](#) · [Five Element Acupuncture](#) · [See Our FAQ's](#)

### Related searches



**best chinese** acupuncture london



acupuncture london **price**



acupuncture **near me**



acupuncture london **shoes**



acupuncture london **harley street**



acupuncture **clapham**

acupuncture london

Rating Hours More filters

### Thames Acupuncture Bracknell

Ad · 5.0 ★★★★★ (4)  
Acupuncture clinic · LivingWell Health Club, Hilton, Bagshot Rd  
Open until 19:00 · 07952 161475

Website Directions

### GinSen Clinic

Ad · 4.3 ★★★★★ (138)  
Acupuncture clinic · 15 Kensington Church St  
Open until 19:00 · 020 7937 7968

Website Directions

### The London Acupuncture Clinic

4.9 ★★★★★ (96)  
Acupuncture clinic · 57A Wimpole St  
Open until 20:00 · 020 7935 2030

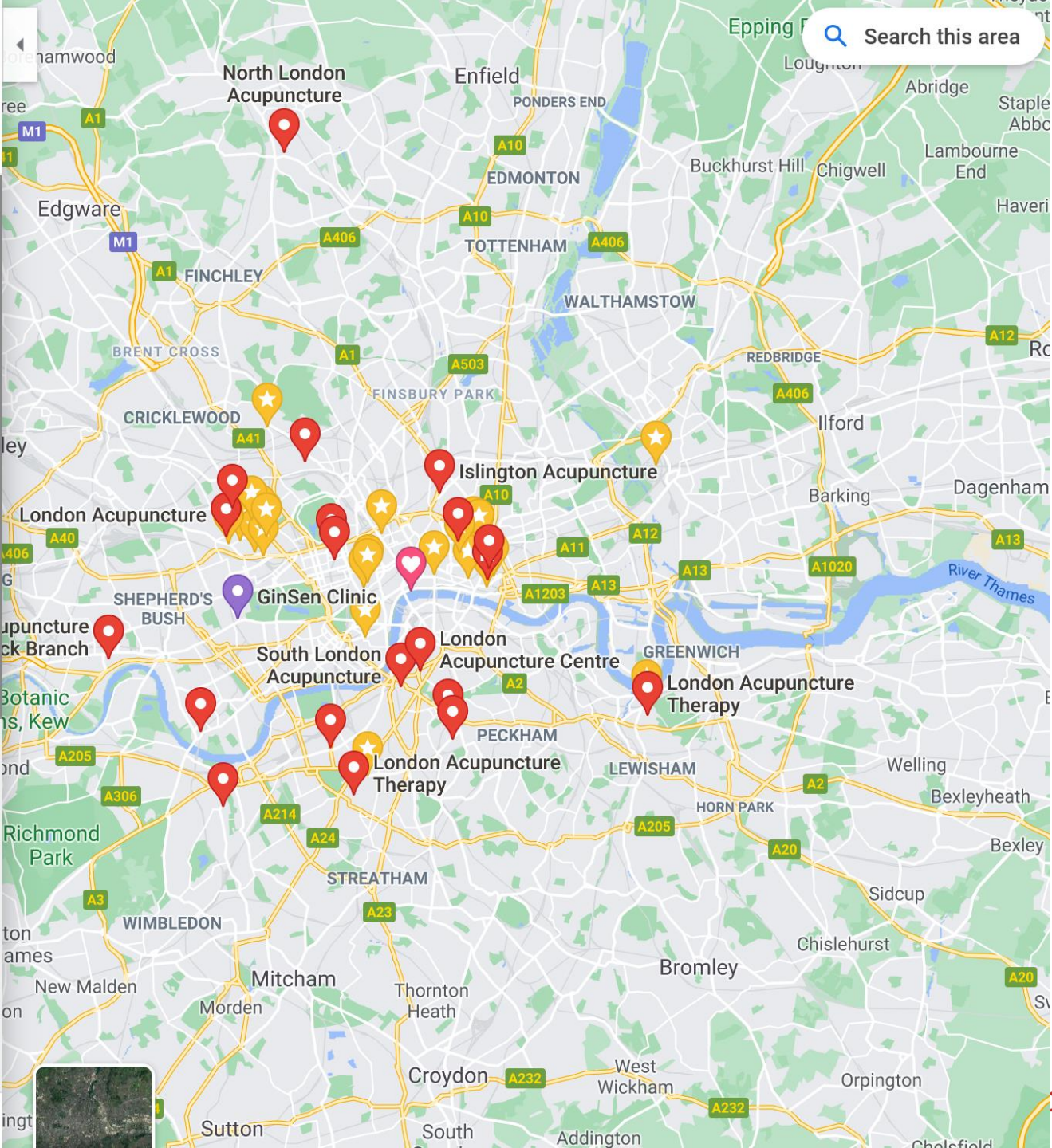
Website Directions

### London Acupuncture Therapy

5.0 ★★★★★ (2)  
Acupuncture clinic · London Acupuncture Therapy, Fairlee Wellbeing Centre, 26 Queenstown Road

Website Directions

Showing results 1 - 20



Search this area

io

# HOW CAN PPC BOOST YOUR BUSINESS?

- *Puts you at the top of the search results*
- *And on Google Maps*
- *Helps you reach a much higher, targeted audience*
- *Brings you customers!*

# TIPS!

- *Set a budget*
- *Start small and experiment*
- *Try niche terms (less competitive)*
- *Look at the data – and act on it!*

# 7. YELL ON YELL!

*Get a presence on third-party directory sites*



*Bryan appears high  
in the search results*

*Pays less than the  
competition*

*High trust factor  
because it's not an ad*

About 951,000 results (0.68 seconds)

Ad · [https://www.glotechrepairs.co.uk/ely/washing\\_machine](https://www.glotechrepairs.co.uk/ely/washing_machine) ▾ 01353 885111

### Local Ely Repairer - Family-run Ely Repairs

We **Repair** All Major **Washing Machine** Brands. Fully Equipped Vans & Engineers Available. Family-run business with over 40+ years experience. Friendly and local service. As Seen In The Media. Family Run Business. Top Rated Repairers. Local Company.

★★★★★ Rating for glotechrepairs.co.uk: 4.2 - 311 reviews

[Washing Machine Repairs](#) · [Dishwasher Repairs](#) · [Book Now](#) · [Oven Repairs](#)

Ad · <https://www.spindooruk.co.uk/> ▾

### Repair washing machine - Same Day Service

Expert **appliance repair** company with over 200 reviews on CheckaTrade. Great Service!

Ad · <https://www.appliancecare-cambridge.co.uk/washer/repairs> ▾ 01223 320055

### Fast Washing Machine Repairs - Same Day or Next Day Repairs

**Washing Machine Repair** Specialists covering all CB and Surrounding Postcode Areas Daily.

Ad · <https://www.repairandmaintain.com/washing-machine/repair> ▾ 0333 251 8615

### Washing Machine Repairs - Fixed Price: No Fix No Fee

Local East Engineers On Hand To **Repair** Your **Washing Machine**. An Efficient Service

Find results on



Yell

[Bryan Lely Domestic Applianc...](#)



Thomson Local

[Ely Washing Machine Repairs](#)



Wa

*Asks every single customer for a 5-star review*

*Always booked up*

*And...he doesn't have a website.  
Just a listing on Yell*

Yell.com Yell Business Download the app Get a free listing Advertise 0800 777 449

Appliance Repairs Ely Search Log in

Back to results

**Bryan Lely Domestic Appliance Repairs**  
★★★★★ 4.9 (184 Ratings) | Write a review  
15+ Years with Yell  
80 Cannon St, Little Downham, Ely, CB6 2SS Directions  
Tel: 01353 881356  
Website Email

Home › Ely › Appliance Repairs › Bryan Lely Domestic Appliance Repairs Share business: f t

**Review summary**  
★★★★★ 4.9  
183 reviews (1 quick rate)

5 stars	180
4 stars	2
3 stars	0
2 stars	0
1 star	2

**Business overview**  
All makes of washing units, dishwashers, tumble dryers, fridges, freezers.  
New and used appliances supplied repaired to your requirements

**Products & Services**

Vacuum Repairs & Spares	Cookers, stoves & ovens - repairs & parts	Electrical appliances - repairs & parts
Washing machines - repairs & parts		



# WHY USE DIRECTORIES

- *Piggyback on a heavy traffic site!*
- *People use them to find services like yours, from washing machine repairs to hairdressers and mechanics*
- *They'll have excellent SEO themselves*

# OTHER DIRECTORIES TO TRY

- *Yelp*
- *192*
- *Thomson Local*
- *Freeindex*
- *Checkatrade*
- *And don't forget your Facebook Business page*

# TIPS!

- *Incentivise reviews!*
- *Keep your page updated with correct info*
- *It's a great place to start to get thoughts in order before updating your website itself*

# 8. ACTION PLAN

*Take action with our summary of quick wins*

# TAKE **ACTION** ON YOUR WEBSITE

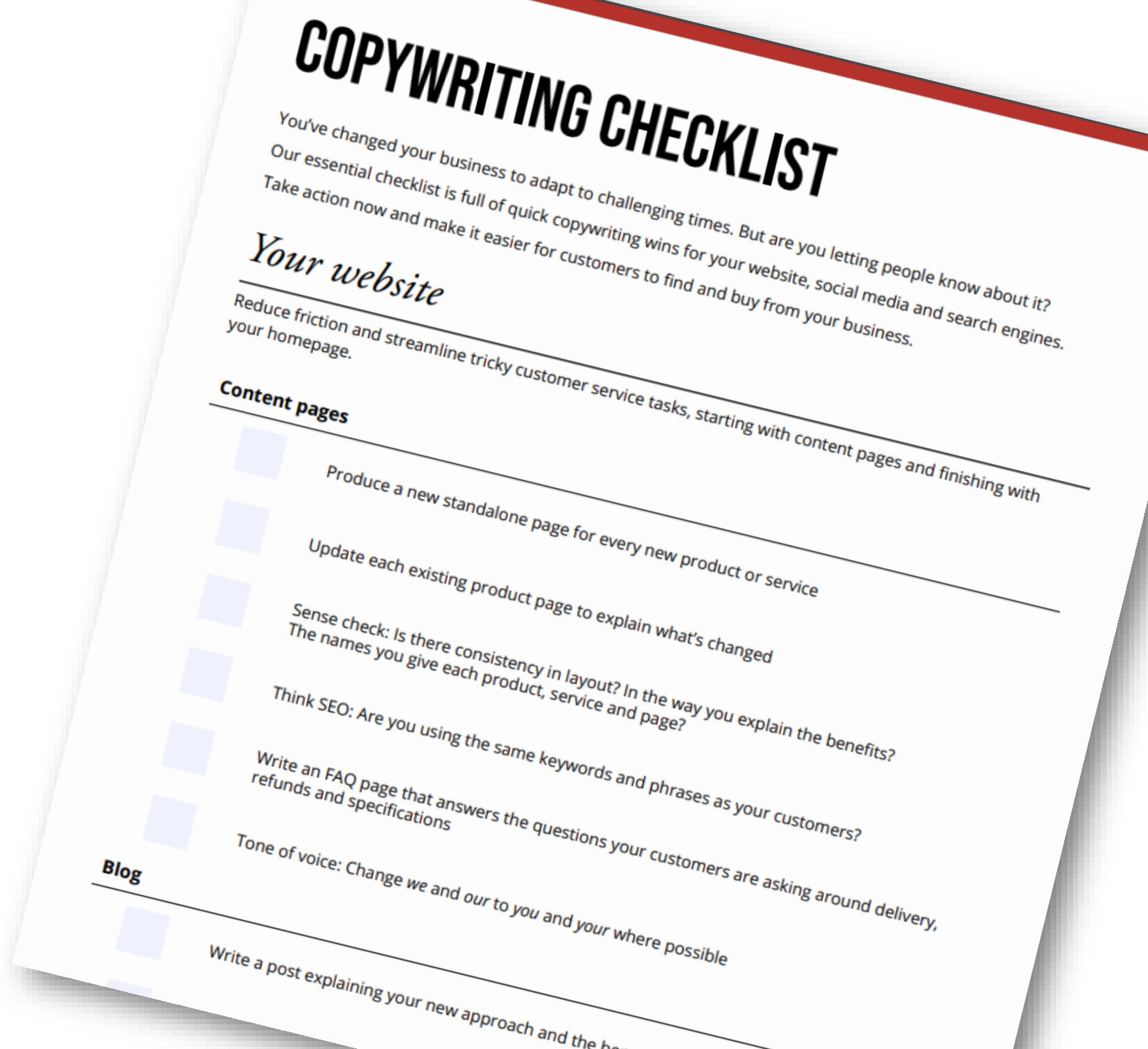
1. *Think: audience.  
Never mind you, what do THEY want?*
2. *Put these in order of priority.  
Blank sheet of paper, turn away from your website!*
3. *Write down the words they're using.  
Are you using these on your website?  
In all the right places?*

# TAKE **ACTION** ELSEWHERE

- 1. Set up your Google Business page  
Populate it with good stuff!*
- 2. Get listed on third-party directories*
- 3. Ask customers for reviews (and get back to unhappy ones!)*
- 4. Try PPC to reach a targeted audience*

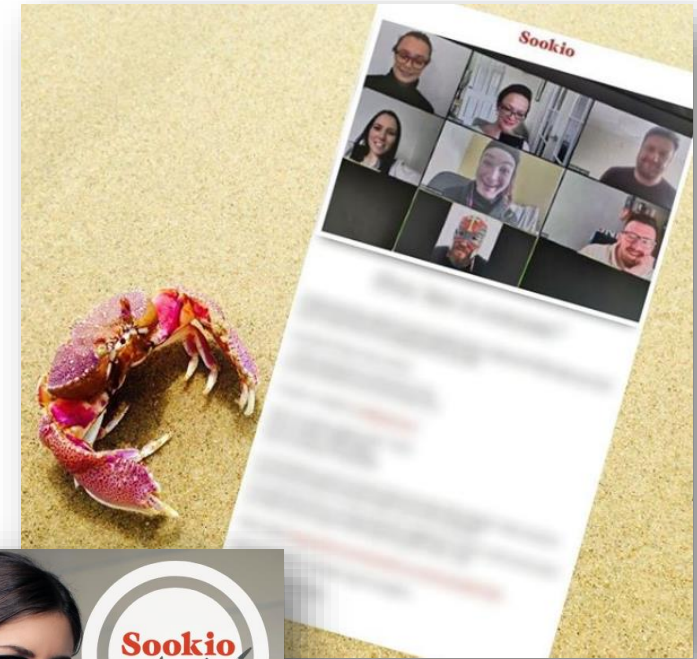
# TAKE ACTION!

*sookio.com/  
website-copywriting*



# USEFUL STUFF FROM SOOKIO

- *Read the Sookio blog*
- *Join the mailing list*
- *Learn with Sookio School*

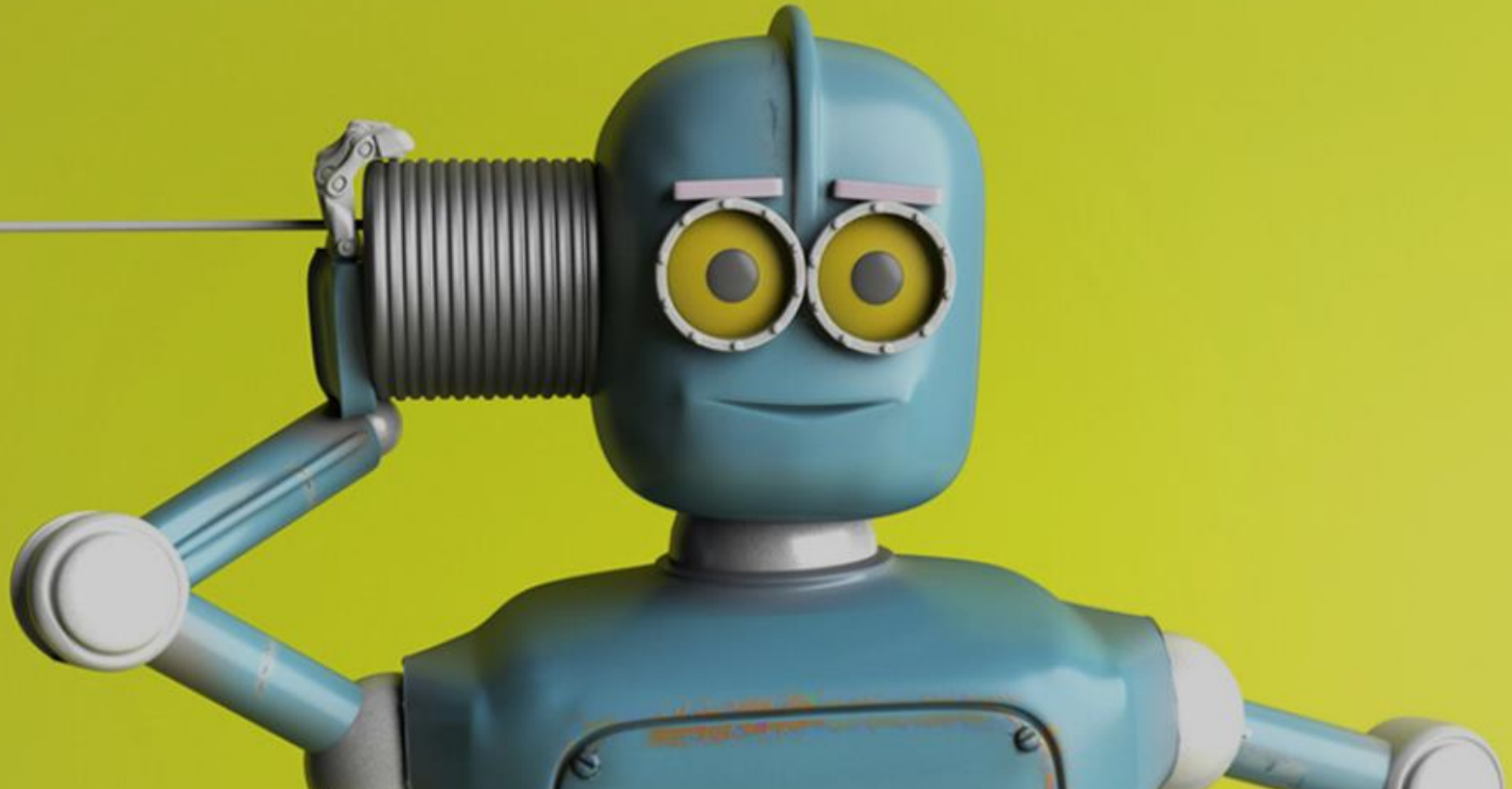




# KEEP IN TOUCH!

*@sookio* | *sookio.com*

**CONFIDENT  
COMMUNICATION  
THROUGH DIGITAL  
CONTENT**



# WEBSITE WINS!

*A workshop for Huntingdonshire SMEs  
With Sue Keogh from Sookio*