

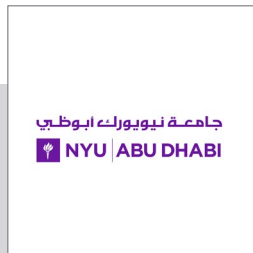
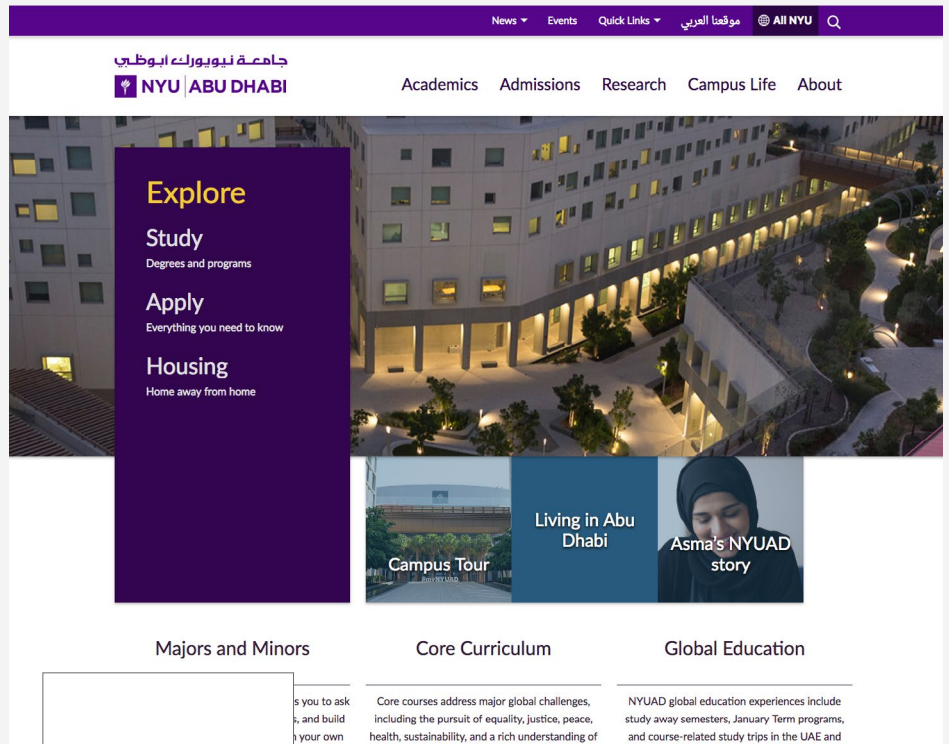
# Search engine optimisation

## About search engine optimisation from Four

Search plays a critical role in connecting businesses and organisations with the people that are searching for them, or the topics and subject matter that surrounds them. It influences and shapes perceptions, and - ultimately - comprises one of the key gateways and drivers of qualified traffic to websites.

We help clients to understand the search space around them, and capitalise on it through focused Search Engine Optimisation (SEO) programs that strategically marry on-page and off-page techniques to deliver improvements in search engine results page (SERP) positioning.

As an integrated agency we are able to offer a full complement of activities to SEO clients from technical and development solutions through to content ideation, production and distribution - through paid, owned and earned activities. Specialist sector PR teams across the business provide an unrivalled opportunity from a content placement and link-building perspective.



## Case study NYU Abu Dhabi

NYU Abu Dhabi, the prestigious new offshoot of New York University, sought our help as they developed their new website.

Our brief was twofold - develop an SEO strategy that ensured the new website performed as well as possible at launch, and build a roadmap for improving SEO performance in the mid to long term.

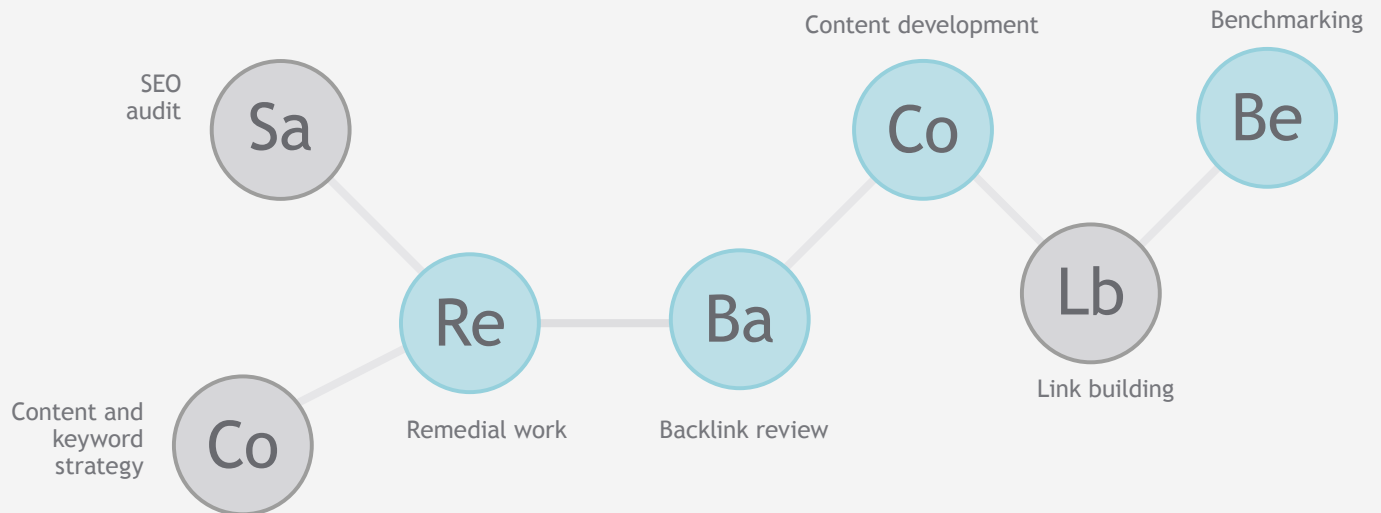
Our starting point was a detailed SEO audit that looked at the organisation and competitors around the world to understand where it sat currently against

keywords, and what the opportunity was to raise its profile against defined audience segments.

From here we provided detailed advice and recommendations on the structure of the new website, from a technical and content perspective. This included a content and keyword taxonomy for the site as a whole, plus 18 individual faculties. We reviewed and steered aspects of page layout an SEO guide for content authors to ensure focus and consistency in content development at launch and beyond.

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## How it works



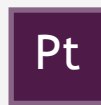
## Pricing



**Silver package**  
Detailed competitor analysis  
£2,495



**Gold package**  
Standard SEO audit  
from £2,495 to £2,995



**Platinum package**  
Ongoing SEO work  
Priced to requirements

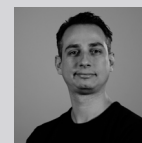
## Other products from Four

<b>Bc</b> Brand champions	<b>Ev</b> Events creation and management	<b>Sc</b> Social content and assets	<b>An</b> Animation	<b>Mt</b> Media training
<b>Sa</b> Sponsorship audit	<b>Pt</b> Presentation training	<b>Sc</b> Select committee training	<b>Cv</b> Corporate video	<b>Aw</b> Awards
<b>Po</b> Podcasts	<b>Im</b> Issues management	<b>Bw</b> Brand workshop	<b>Pe</b> Penetration testing	

## Contact

If you would like to find out more please email  
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## Key team members



**Paul Dalton-Borge,**  
Managing director  
Paul leads on digital strategy and plays a key role in shaping and the direction of SEO activity for clients.