

— FREE GUIDE FOR JERSEY BUSINESSES

SEO for Jersey businesses, month by month

Steady, monthly work on the pages, listings and technical basics that help Jersey customers find you on Google.

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SEARCH ENGINE OPTIMISATION IN JERSEY

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Read it online: jerseyweb.je/services/monthly-seo-jersey/

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Each month we review your rankings, make improvements to your pages, fix any technical issues and look for new opportunities. You get a clear report each month so you always know where you stand.

WHO IT'S FOR

Jersey businesses that want to grow and maintain their Google rankings on an ongoing basis.

Why it matters

Work that builds up

Each month adds to the last: better pages, cleaner listings and fixes that stay fixed, rather than a one-off burst that is never revisited.

Pages kept current

Accurate services, prices, parishes and photos give customers, and Google, a clear and up-to-date picture of what you offer.

Competitive awareness

We keep an eye on what your local competitors are doing so you are never caught off guard.

WHAT'S INCLUDED

- ☐ Monthly keyword ranking report
- ☐ On-page content improvements
- ☐ Technical issue monitoring and fixes
- ☐ Google Business Profile updates
- ☐ New content or page recommendations
- ☐ Competitor ranking check
- ☐ Internal linking improvements
- ☐ Clear monthly summary

How it works

1 We review your rankings and identify opportunities

At the start of each month we check where you rank for target keywords and spot anything that has slipped or could be improved.

2 We implement improvements and publish updates

Page edits, new copy, technical fixes and Google Business updates go live during the month. No waiting until the end of the month to see progress.

3 We send a clear report and set next month's priorities

You get a readable summary of what was done, where you rank now and what we plan to focus on next.

Why search in Jersey works differently

Search advice written for London does not transfer to an island of about 104,500 people. The volumes are small. A local search term is typically used by tens or hundreds of people a month, not hundreds of thousands (an illustration of scale, not a measured figure for any one term). That cuts both ways: rankings move on far less work than they would in a UK city, and a handful of positions is the difference between a steady flow of enquiries and silence.

Because the market is small, the map results matter more than anything else. For most local searches Google shows a map with three businesses above the ordinary results. Google says it picks them on [relevance, distance and prominence](#), and prominence includes your reviews and the links to your business. In practice that means a claimed and complete Google Business Profile, real reviews from real customers, and the same name, address and phone number wherever you appear online, which is standard good practice rather than something Google spells out. Our [Google Business Profile setup](#) covers that side.

Ordinary rankings then come down to having a page that genuinely answers the search. One page per service, written in the words customers use, beats a single page trying to cover everything. Pages named after parishes only work when there is something real on them, such as jobs you have done there. Thin pages made to catch a place name tend to sink.

The last part is measurement. Rank-checking tools report a position that few real people see, because results vary by device and location. Search Console shows what your site actually did in real searches, and it is free. We use it for every site we look after, and [our local SEO guide](#) covers how to read it.

Common questions

How much does monthly SEO cost?

We price it per business, because the work depends on your site, your services and how competitive your searches are. Tell us about your business and we look at your site first, then send a written monthly price and what it covers before anything starts.

What is the minimum commitment?

We ask for a three-month minimum to give the work enough time to show results. SEO is a long game and month-to-month churn does not serve anyone well.

Do I need the Google Business Profile setup first?

Not always. If your website needs its basics fixing, we do an initial optimisation pass as part of getting started. If your Google Business Profile has never been set up properly, the one-off Google Business Profile setup is the quicker route into the map results, and the two work well together.

Will I be able to see what you have done each month?

Yes. Every month you receive a plain-language report covering what was done, where your key pages rank and what is planned for next month.

What if my rankings drop one month?

Rankings move, and that is normal. We investigate any drops, identify the cause and address it. Our job is the long-term trend, not a single month's snapshot.

How long does SEO take in Jersey?

Fixes to the technical basics and a complete Google Business Profile can show within weeks. Page improvements and new content usually take several months to show fully. Jersey's small search volumes mean things can move faster than in a UK city, but it is still steady work, not a switch.

Can you guarantee first place on Google?

No, and be wary of anyone who does. Nobody can promise a position on Google. What we can promise is the work: pages that answer what your customers search, a complete profile, a sound technical base, and an honest report every month from Search Console, which shows what your site actually did in real searches.

Talk to us about your website

Buils start from £100 depending on the job, and hosting is from £20 a month. We confirm your price in writing before you commit.

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