

Vitis PR, a [Midlands PR agency](#), specialising in providing PR services to technology companies, is riding high in the search engine rankings with help from Hallam.biz

The agency started up in May 2006 and gained most of its business through word of mouth referrals. The company created a website in 2007 to help generate business directly, yet relevant traffic volumes were low with few enquiries being generated by the website.

So in January 2009 director, Ranbir Sahota, decided to create a strategy to drive qualified leads through the company's website.

Attendance on a one day training course, combined with detailed website audit and development of an individual action plan has made a step change in Vitis PR' visibility in the search engines.

Ranbir comments ""Our ranking, volume of traffic and quality of leads has grown exponentially over the last few months. We have created a manageable and cost effective SEO strategy that is generating good quality business leads."

The first step was to attend Susan Hallam's one day training course "Internet Marketing on a Shoestring."

"The full day course was packed with useful advice including website design tips, using Google Analytics and the creation of quality back links. Susan demonstrated that SEO is not a black art and even small and medium sized companies can compete on the web. Indeed the Internet can level the playing field in some cases with large and small companies' services promoted side by side."

By taking real world examples of websites from the delegates, Susan's course pointed out fundamental errors such as lack of Title tags and headings on a web page.

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**Ranbir Sohota
Director, Vitis PR**

Following the course, Vitis invited Hallam to carry out a web site review. The review provided an in-depth analysis of the www.vitispr.com website and detailed specific action points that would improve the site's rankings in the search engines. The audit also assessed the site's usability, the clarity of marketing propositions, and identified new online opportunities for the business to consider.

Following the review, the Vitis PR team starting to improve the company's website with recommended tools such as Google's Keyword and Webmaster tools; and introduced a new design and set of online PR activities.

"The online PR section of the course was particularly useful for us as we can also apply this knowledge to the work that we do for our clients. We like to practice what we preach and the online PR tactics that Susan recommended have been a key to our success in search engine optimisation."

"I would thoroughly recommend Susan's Internet marketing and consultancy services. She made quite complex issues easy to understand, and helped us to move forward in reaching our business goals".

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