

Leading Norwich Based SEO Consultancy Launch New Website

This week sees the launch of Norwich-based SEO and Web Design consultancy, Omni Search's new website.

NORWICH, NORFOLK, UNITED KINGDOM, March 20, 2017 /EINPresswire.com/ -- This week sees the launch of Norwich-based SEO consultancy, Omni Search's new website. This company has completely restructured its previous site and created a newer, more functional portal with improved loading speeds.



Graham Tester, Managing Director of Omni Search, made the following statement about the launch: “as an SEO company it is vital that our site demonstrates a number of our key disciplines. We are

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aware that many potential customers will judge and evaluate our competency on performance metrics including our ranking for certain search terms. It was therefore vital that the new site meets these criteria.”

He went on to add: “however, it is not enough to simply have a site that ranks well in search engine results. Sales messages and benefits must be clearly deployed on business sites now, in order to convert traffic into enquiries. We feel that our new graphics, structure and copy are exactly what's needed to convey the Omni Search difference.”

To construct the site, Omni Search used its own in-house team of [web design Norwich](#) based creatives and technical specialists. Using the popular Wordpress platform, a unique front end was constructed for the site before the images and structure were selected to provide a smooth user experience.

The site utilises a new layout providing a detailed breakdown of the individual services offered by the company, together with a form where visitors can register their interest in receiving a proprietary SEO competitor analysis. The site has sections for all Omni Search's main services, which have been written using a benefit-driven, direct response marketing copy style.

Omni Search's social media activities and blog posting are also heavily featured, with the site forming a hub for this type of activity. On site content is based on a wide and diverse range of topics, such as a recent posts on [Norwich Fashion Week 2017](#) and digital marketing.

Omni Search is wholly owned by Graham Tester. Even though the company has only been trading since 2016, Graham has extensive marketing and SEO experience spanning over a decade and a half. The company has posted rising profits and returns on a quarter-by-quarter basis and has recently expanded into new offices in Coltishall, taking on a dedicated member of staff to write [SEO Norwich](#) on-site content, social media and blogging campaigns.

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