



The Curve: Search Engine Optimisation – on-page SEO



no2_https_www.forensicanalytics.co.uk_keywords_by_sht_2021_01_28

Keyword	Min Monthly Volume	Max Monthly Volume	Specific Monthly Volume	Difficulty	https://www.forensicanalytics.co.uk/en-GB Top Rank	https://www.forensicanalytics.co.uk/en-GB Top Ranking URL
of spectrum refers	11	50	11.11825081187870	19	1	https://www.forensicanalytics.co.uk/ig/spectrum-referring
forensic analytics	11	50	11.11825081187870	20	1	https://www.forensicanalytics.co.uk/
if survey and satellite	11	50	11.11825081187870	19	2	https://www.forensicanalytics.co.uk/hep-content/uploads/2018/07/164-89FF-097F5-accomr
difference between ipa and rpa	0	10	0	22	2	https://www.forensicanalytics.co.uk/the-investigatory-powers-act-and-access-to-records-d
more qd spectrum	11	50	11.11825081187870	24	4	https://www.forensicanalytics.co.uk/ig/spectrum-referring
satellite and beam	0	10	0	27	4	https://www.forensicanalytics.co.uk/hep-content/uploads/2020/03/UK-Cellular-Frequency-Allo
uk satellite signal use	0	10	0	34	4	https://www.forensicanalytics.co.uk/hep-content/uploads/2018/07/164-89FF-097F5-accomr
large data gens calls	11	50	27.58840366090100	30	6	https://www.forensicanalytics.co.uk/hep-content/uploads/2020/01/0358-89FF-097F5-accomr
lisa camello	11	50	11.11825081187870	32	6	https://www.forensicanalytics.co.uk/hep-content/uploads/2018/07/164-89FF-097F5-accomr
is an and mobile on same frequency	11	50	11.11825081187870	38	6	https://www.forensicanalytics.co.uk/hep-content/uploads/2018/07/164-89FF-097F5-accomr
napa-band 1 frequency	11	50	11.11825081187870	44	6	https://www.forensicanalytics.co.uk/hep-content/uploads/2020/02/UK-Cellular-Frequency-Allo
of mobile band usage check	11	50	11.11825081187870	30	7	https://www.forensicanalytics.co.uk/hep-content/uploads/2018/07/164-89FF-097F5-accomr
forensic data company	0	10	0	11	7	https://www.forensicanalytics.co.uk/
murder trial nottingham 2018	0	10	0	31	7	https://www.forensicanalytics.co.uk/hep-content/uploads/2018/07/164-89FF-097F5-accomr
gen 800 in uk	0	10	0	32	7	https://www.forensicanalytics.co.uk/hep-content/uploads/2018/07/164-89FF-097F5-accomr
top forensic	11	50	11.11825081187870	25	8	https://www.forensicanalytics.co.uk/hep-content/uploads/2018/07/164-89FF-097F5-accomr
new barcel	11	50	11.11825081187870	48	8	https://www.forensicanalytics.co.uk/hep-content/uploads/2020/03/UK-Cellular-Frequency-Allo
forensic analysis	0	10	0	44	8	https://www.forensicanalytics.co.uk/
900mhz uk	0	10	0	1	9	https://www.forensicanalytics.co.uk/hep-content/uploads/2018/07/164-89FF-097F5-accomr
of bands uk	11	50	27.58840366090100	26	9	https://www.forensicanalytics.co.uk/hep-content/uploads/2018/07/164-89FF-097F5-accomr
an gen band	11	50	11.11825081187870	26	9	https://www.forensicanalytics.co.uk/hep-content/uploads/2020/03/UK-Cellular-Frequency-Allo
police by metadata	0	10	0	28	9	https://www.forensicanalytics.co.uk/hep-content/uploads/2018/07/164-89FF-097F5-accomr
reverts calls developer	0	10	0	40	9	https://www.forensicanalytics.co.uk/hep-content/uploads/2018/07/164-89FF-097F5-accomr
of frequency bands uk	11	50	11.11825081187870	24	10	https://www.forensicanalytics.co.uk/hep-content/uploads/2018/07/164-89FF-097F5-accomr
what is forward facing call data	11	50	11.11825081187870	24	10	https://www.forensicanalytics.co.uk/hep-content/uploads/2018/07/164-89FF-097F5-accomr
of the band	11	50	11.11825081187870	26	10	https://www.forensicanalytics.co.uk/hep-content/uploads/2018/07/164-89FF-097F5-accomr
what network band is id uk	11	50	11.11825081187870	26	10	https://www.forensicanalytics.co.uk/hep-content/uploads/2018/07/164-89FF-097F5-accomr
how to take out gens	11	50	11.11825081187870	34	10	https://www.forensicanalytics.co.uk/hep-content/uploads/2018/07/164-89FF-097F5-accomr
how to take out gens out of device	11	50	11.11825081187870	40	10	https://www.forensicanalytics.co.uk/hep-content/uploads/2020/01/0358-89FF-097F5-accomr
gens calls	0	10	0	40	10	https://www.forensicanalytics.co.uk/hep-content/uploads/2020/01/0358-89FF-097F5-accomr
what is a gens call	0	10	0	1	10	https://www.forensicanalytics.co.uk/hep-content/uploads/2020/01/0358-89FF-097F5-accomr
digital media investigations	0	10	0	12	10	https://www.forensicanalytics.co.uk/hep-content/uploads/2018/07/164-89FF-097F5-accomr
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of referring partner	11	50	11.11825081187870	11	11	https://www.forensicanalytics.co.uk/hep-content/uploads/2018/07/164-89FF-097F5-accomr
huntington forensics	11	50	11.11825081187870	13	11	https://www.forensicanalytics.co.uk/hep-content/uploads/2018/07/164-89FF-097F5-accomr
digital media investigation	11	50	11.11825081187870	14	11	https://www.forensicanalytics.co.uk/hep-content/uploads/2018/07/164-89FF-097F5-accomr
is id gen	11	50	11.11825081187870	28	11	https://www.forensicanalytics.co.uk/hep-content/uploads/2018/07/164-89FF-097F5-accomr
lisa camello	11	50	11.11825081187870	32	11	https://www.forensicanalytics.co.uk/hep-content/uploads/2018/07/164-89FF-097F5-accomr
forensically analysed	11	50	11.11825081187870	35	11	https://www.forensicanalytics.co.uk/
cell site experts	0	10	0	2	11	https://www.forensicanalytics.co.uk/hep-content/uploads/2018/07/164-89FF-097F5-accomr
understand analyst	0	10	0	24	11	https://www.forensicanalytics.co.uk/
an network to 3D	0	10	0	26	11	https://www.forensicanalytics.co.uk/hep-content/uploads/2020/02/UK-Cellular-Frequency-Allo
murder trial nottingham 2018	0	10	0	38	11	https://www.forensicanalytics.co.uk/hep-content/uploads/2018/07/164-89FF-097F5-accomr
more qd spectrum uk	11	50	11.11825081187870	27	12	https://www.forensicanalytics.co.uk/ig/spectrum-referring
ig spectrum allocation uk	0	10	0	27	12	https://www.forensicanalytics.co.uk/hep-content/uploads/2018/07/164-89FF-097F5-accomr
police id company	0	10	0	41	12	https://www.forensicanalytics.co.uk/hep-content/uploads/2018/07/164-89FF-097F5-accomr
cell site	0	10	0	24	12	https://www.forensicanalytics.co.uk/hep-content/uploads/2018/07/164-89FF-097F5-accomr
of ig bands	0	10	0	25	12	https://www.forensicanalytics.co.uk/hep-content/uploads/2018/07/164-89FF-097F5-accomr
users with gens	0	10	0	27	12	https://www.forensicanalytics.co.uk/hep-content/uploads/2020/01/0358-89FF-097F5-accomr
what frequency do uk network use	0	10	0	30	12	https://www.forensicanalytics.co.uk/hep-content/uploads/2018/07/164-89FF-097F5-accomr
uk frequency	0	10	0	31	12	https://www.forensicanalytics.co.uk/hep-content/uploads/2018/07/164-89FF-097F5-accomr
government approved supplier	0	10	0	38	12	https://www.forensicanalytics.co.uk/hep-content/uploads/2018/07/164-89FF-097F5-accomr



Adam Driver Authentic Comms

Pragmatic. Strategic. Authentic.



- Former account director at content marketing agency
- 15 years' experience across content, SEO, PR, social, digital marketing, internal comms, corporate communications & customer services.
- Background inc. hospitality, tourism, tech, education, FMCG, not-for-profit & placemaking
- Strong on ROI & measurement, consistent tone of voice, social advocacy & community engagement
- Oversharer, drinks too much coffee, MAMIL

Authentic
Communications

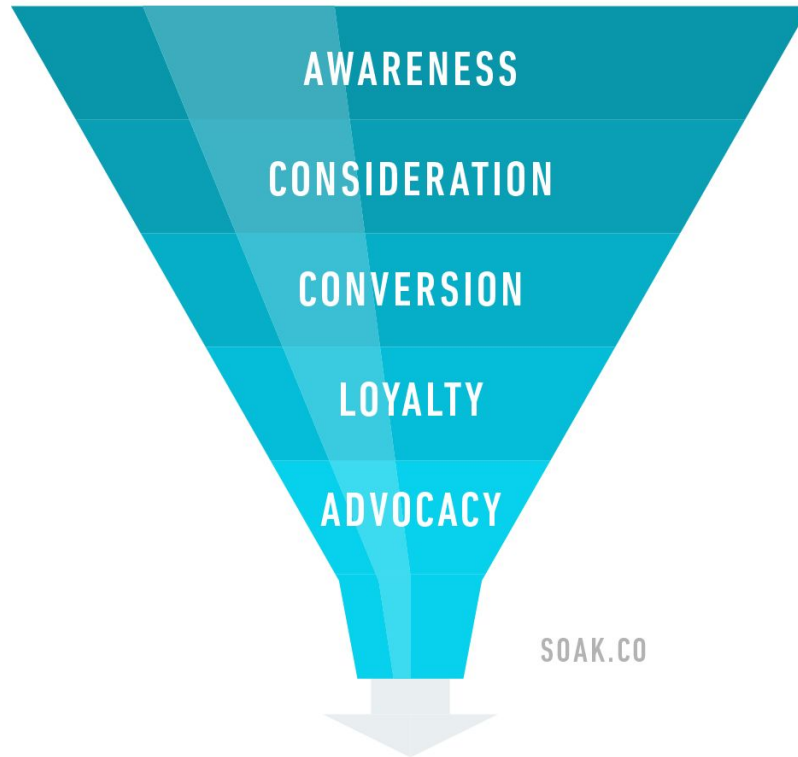
What we're covering:

- What is SEO?
- Keyword research (KWR) and foundations
- **On-page**, off-page and technical
 - Content
 - Title tag
 - Headers
 - Meta description
 - Alt text
 - Links

As with any project:

- **Audience(s)** – who do you want to communicate with? More than likely will be multiple audiences.
- **Objectives** – outcomes > outputs. What is urgent and needed? What is part of a longer term strategy?
- **Messaging** – how do you want to be positioned? What would you like your audience(s) to Think, Feel, Do?
- **Measurement** – what would success look like for you/the business? How can you measure and evaluate it?

DIGITAL MARKETING FUNNEL



What is SEO?

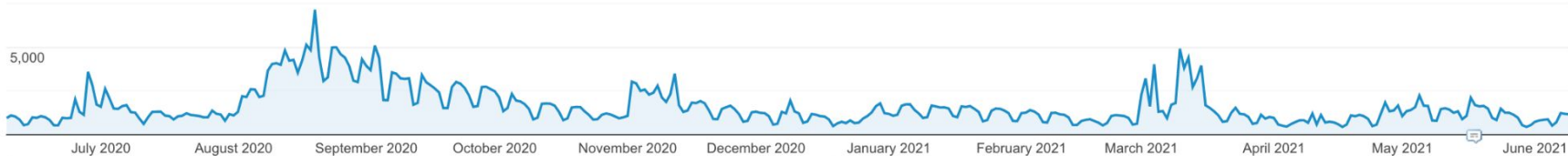
- 1)** SEO stands for Search Engine Optimisation:
 - a)** Keyword research – terms and phrases that can generate qualified traffic to your website
 - b)** Relevancy is key
 - c)** Quality website – ‘friendly’ to search engines
 - d)** Building links and marketing the unique value of your site

Why should we care?

- c.1/3 traffic to all sites is Search
- Average click through rate (CTR) first position ~20-40% – more than double CTR for 2nd (18.7%), and nearly 4x the CTR for 3rd position, 10.2%.
- Searcher intent – more ‘valuable’ inbound traffic
- Organic results
- Passively working for you

● Users

10,000

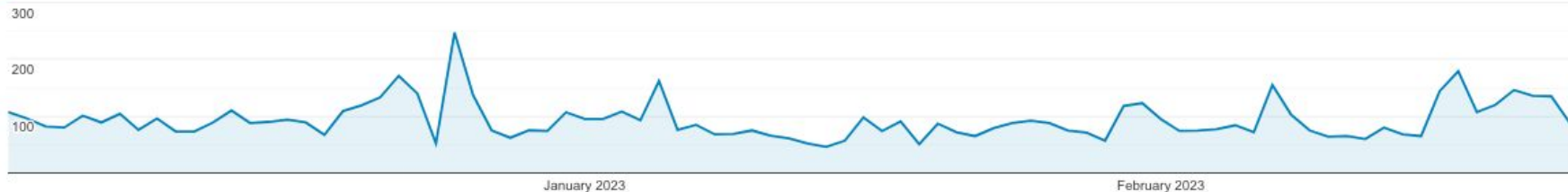


Primary Dimension: **Default Channel Grouping** [Source/Medium](#) [Source](#) [Medium](#) [Other](#) ▼

Plot Rows Secondary dimension ▼ Sort Type: Default ▼

	Default Channel Grouping	Acquisition			Behaviour			Conversions		
		Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
		467,551 % of Total: 100.00% (467,551)	466,745 % of Total: 100.07% (466,423)	703,236 % of Total: 100.00% (703,236)	62.91% Avg for View: 62.91% (0.00%)	2.32 Avg for View: 2.32 (0.00%)	00:01:53 Avg for View: 00:01:53 (0.00%)	4.52% Avg for View: 4.52% (0.00%)	31,777 % of Total: 100.00% (31,777)	£0.00 % of Total: 0.00% (£0.00)
<input type="checkbox"/>	1. Organic Search	229,388 (45.81%)	216,832 (46.46%)	331,795 (47.18%)	57.49%	2.57	00:02:17	4.40%	14,601 (45.95%)	£0.00 (0.00%)
<input type="checkbox"/>	2. Display	85,489 (17.07%)	85,053 (18.22%)	109,529 (15.57%)	90.05%	1.17	00:00:20	0.95%	1,041 (3.28%)	£0.00 (0.00%)
<input type="checkbox"/>	3. Direct	61,214 (12.23%)	60,282 (12.92%)	82,436 (11.72%)	58.82%	2.33	00:02:07	5.28%	4,351 (13.69%)	£0.00 (0.00%)
<input type="checkbox"/>	4. Paid Search	50,845 (10.15%)	43,926 (9.41%)	81,757 (11.63%)	47.66%	3.02	00:02:26	7.83%	6,402 (20.15%)	£0.00 (0.00%)
<input type="checkbox"/>	5. (Other)	45,373 (9.06%)	44,406 (9.51%)	51,625 (7.34%)	86.61%	1.30	00:00:27	0.79%	410 (1.29%)	£0.00 (0.00%)
<input type="checkbox"/>	6. Referral	23,728 (4.74%)	12,026 (2.58%)	40,334 (5.74%)	42.08%	3.29	00:03:13	11.16%	4,502 (14.17%)	£0.00 (0.00%)
<input type="checkbox"/>	7. Social	4,340 (0.87%)	3,954 (0.85%)	5,324 (0.76%)	70.30%	2.02	00:01:17	3.94%	210 (0.66%)	£0.00 (0.00%)
<input type="checkbox"/>	8. Email	319 (0.06%)	266 (0.06%)	436 (0.06%)	31.88%	1.67	00:02:24	59.63%	260 (0.82%)	£0.00 (0.00%)

● Users



Primary Dimension: **Default Channel Grouping** Source/Medium Source Medium Other ▾

Plot Rows

Secondary dimension

Sort Type: Default

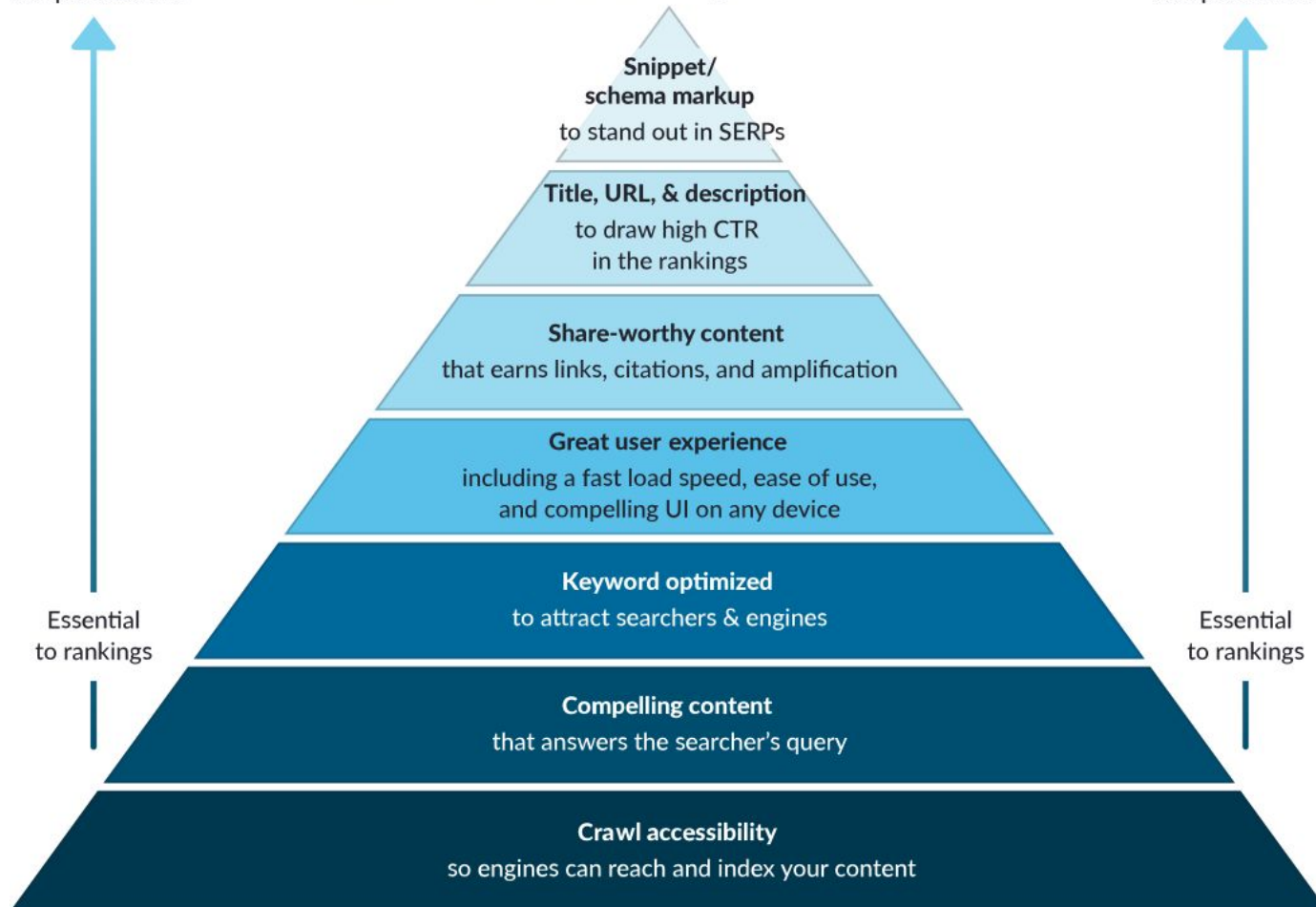
advanced

Default Channel Grouping	Acquisition			Behaviour			Conversions <div>E-commerce</div>			
	Users <div></div> <div></div>	New Users <div></div>	Sessions <div></div>	Bounce Rate <div></div>	Pages/Session <div></div>	Avg. Session Duration <div></div>	E-commerce Conversion Rate <div></div>	Transactions <div></div>	Revenue <div></div>	
	6,373 % of Total: 100.00% (6,373)	6,218 % of Total: 100.00% (6,218)	9,225 % of Total: 100.00% (9,225)	49.16% Avg for View: 49.16% (0.00%)	3.89 Avg for View: 3.89 (0.00%)	00:02:33 Avg for View: 00:02:33 (0.00%)	11.86% Avg for View: 11.86% (0.00%)	1,094 % of Total: 100.00% (1,094)	£44,322.88 % of Total: 100.00% (£44,322.88)	
1. Direct	2,440 (37.08%)	2,390 (38.44%)	3,463 (37.54%)	50.65%	3.60	00:02:15	11.64%	403 (36.84%)	£16,426.96 (37.06%)	
2. Organic Search	2,235 (33.96%)	2,049 (32.95%)	3,369 (36.52%)	36.18%	5.08	00:03:35	15.97%	538 (49.18%)	£21,510.46 (48.53%)	
3. Display	727 (11.05%)	699 (11.24%)	897 (9.72%)	88.85%	1.17	00:00:15	0.00%	0 (0.00%)	£0.00 (0.00%)	
4. Paid Search	628 (9.54%)	561 (9.02%)	890 (9.65%)	42.81%	4.11	00:02:54	14.72%	131 (11.97%)	£5,374.14 (12.12%)	
5. (Other)	217 (3.30%)	214 (3.44%)	233 (2.53%)	72.53%	1.88	00:00:39	0.43%	1 (0.09%)	£20.75 (0.05%)	
6. Referral	184 (2.80%)	159 (2.56%)	218 (2.36%)	49.08%	3.95	00:02:39	7.80%	17 (1.55%)	£833.32 (1.88%)	
7. Social	149 (2.26%)	145 (2.33%)	153 (1.66%)	70.59%	1.95	00:00:43	1.31%	2 (0.18%)	£57.25 (0.13%)	
8. Email	1 (0.02%)	1 (0.02%)	2 (0.02%)	0.00%	7.00	00:06:06	100.00%	2 (0.18%)	£100.00 (0.23%)	

How can we 'do' SEO?

- More than 200 Google ranking factors – authority, content, secure and fast site, mobile-friendly, links, user experience...
- The algorithm changes – recently helpful content update (people first)
- Get the foundations and basics right
- Beware of apple vs Apple

Mozlow's Hierarchy of SEO Needs





S

E

R

P



authentic comms



All

Shopping

Images

News

Videos

More

Tools

About 268,000,000 results (0.35 seconds)

URL

<https://www.authenticcomms.co.uk>

Title

Authentic Comms Strategic Consultancy

Authentic Comms Strategic Consultancy · Welcome to Authentic – founded by me, Adam Driver – a strategic partner and coach to help grow your brand, organisation ...

Meta description

About

Authentic Comms is a consultancy founded by me, Adam Driver. I ...

Site

links

Services | What we do

I am your strategic storytelling partner, helping you focus on ...

Blogs

Are SMEs the strong, resilient cart horses to pull the UK out of a ...

Get in touch

Contact Us | Get in touch with Authentic Comms – call or email ...

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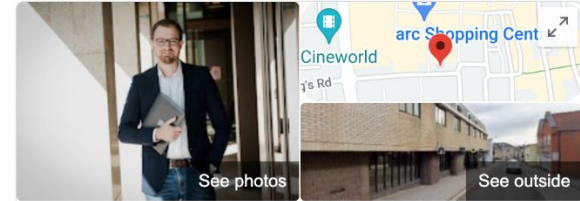
AUTHENTIC COMMS STRATEGIC CONSULTANCY LIMITED - Free company information from Companies House including registered office address, filing history, accounts, ...

<https://uk.linkedin.com> > adamdriver1

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Authentic Comms Strategic Consultancy



Website

Directions

Save

Call

Marketing consultant in Bury St Edmunds, England

Service options: Online appointments · On-site services

Located in: @Inc Bury St Edmunds

Address: FIRST FLOOR, Inc, King's Rd, Bury Saint Edmunds IP33 3DE

Hours: Open · Closes 5:30 pm

Phone: 07870 408102

Appointments: [authenticcomms.co.uk](https://www.authenticcomms.co.uk)

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About 195,000,000 results (0.55 seconds)

**PAID
ADS**

Ad · www.capterra.com/

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No Matter Your Mission, Get The Right Customer Relationship Mgmt Systems To Accomplish It. Easily Find The CRM Systems You're Looking For w/ Our Comparison Grid. Trusted by Millions. Latest Industry Research. 1,300,000+ User Reviews. 700+ Categories.

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**FEATURED
SNIPPET**

What is CRM software? Customer relationship management (CRM) software is software that automates and manages the customer life cycle of an organization. It is usually used by the sales team, sales reps, and call center reps to maintain contact with customers and quickly respond to their needs.

www.softwareadvice.com/crm

Top CRM Software - 2020 Reviews, Pricing & Demos ...

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People also ask

What is CRM software examples?



What are the top 5 CRM systems?



Which is the best CRM software?



**PEOPLE
ALSO ASK**

KNOWLEDGE BOX

Customer
relationship
management



Customer relationship management is one of many different approaches that allow a company to manage and analyse its own interactions with its past, current and potential customers. [Wikipedia](#)

People also search for

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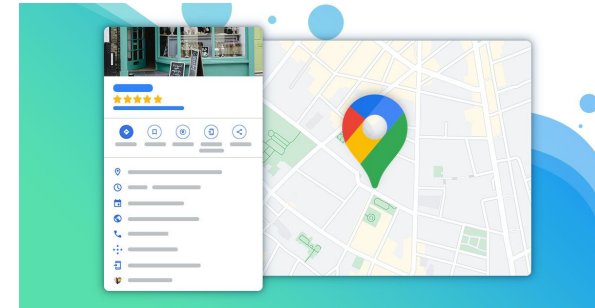
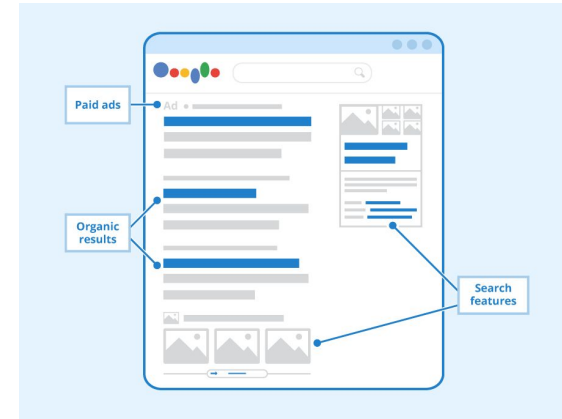


[Feedback](#)

SERPs: Google has evolved

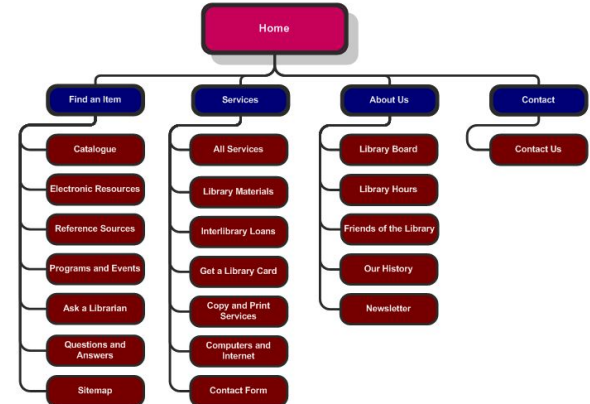
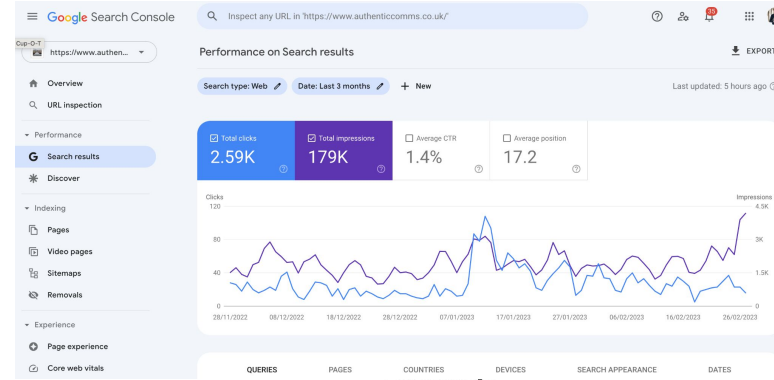
Not just ten blue links anymore - be clever with your SEO content

- Organic – Google Search Console access will help
- Paid – Google Ads (PPC)
- Images – alt text and appropriately tagged images, optimised for size
- Shopping - N/A
- Video – use SEO'd YouTube or other links around keyword phrases
- Maps – 'near me' (use Google My Business to own and optimise content)



SEO basics – before you begin

- Set up [GSC](#) and Bing Webmaster
- Set up Google Analytics (GA4)
- *Consider* an SEO plugin (WordPress/Yoast)
- Generate and submit a sitemap





Keyword research

Searcher intent (searching for an answer)

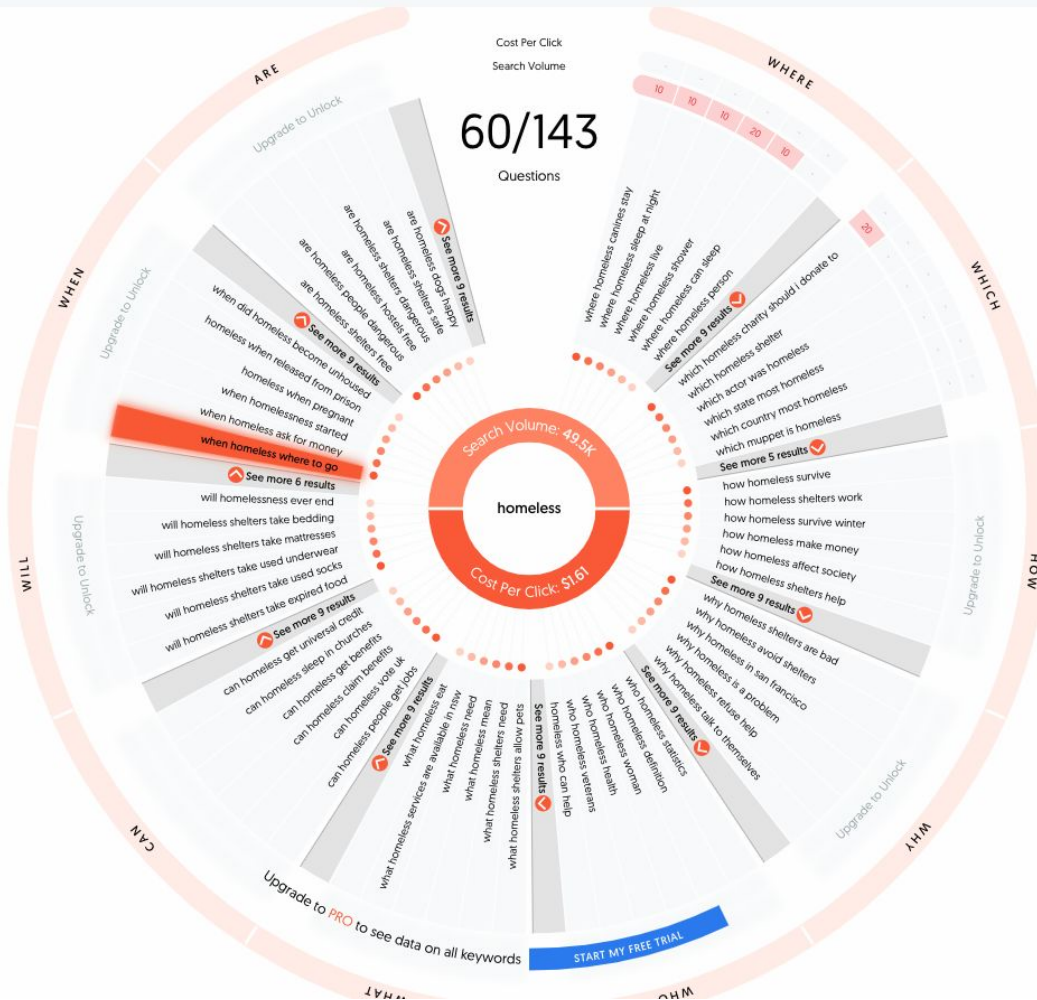
- What people search for at that moment
- They are looking for a specific product or service, or answering a question
- Unlike email, social or other channels



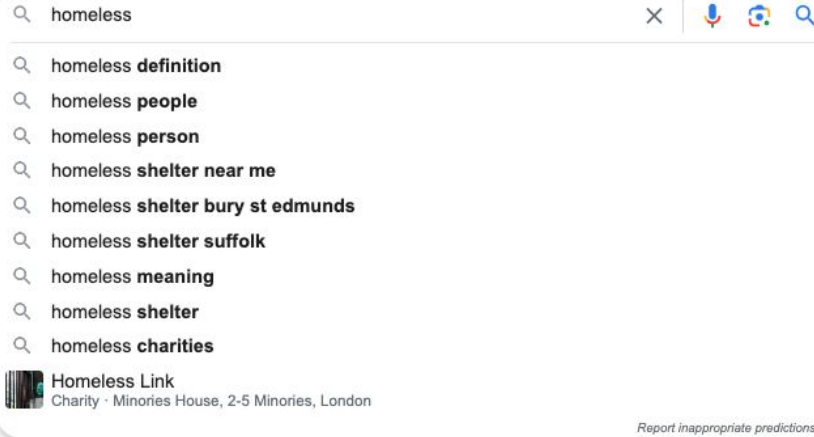
Keyword research

Objective: to find the most popular search phrases to influence messaging to drive people to your site.

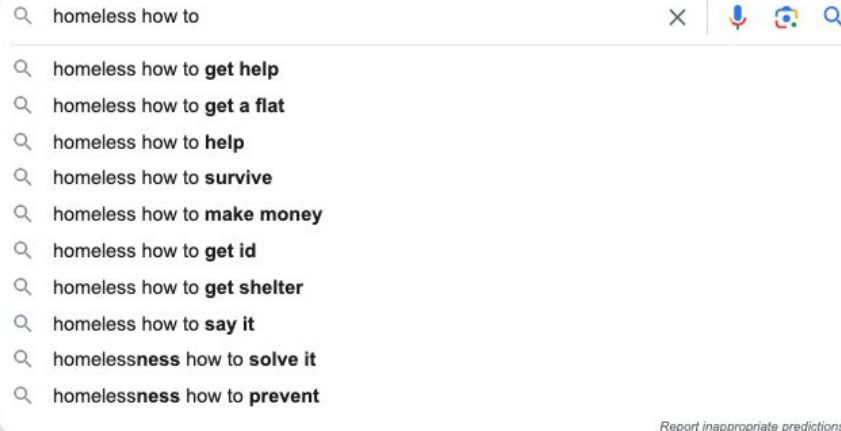
1. **Do not discount keyword phrases with 'n/a' search volume.** It is the combination of phrases that might yield the greatest return
2. **Think of keyword extensions and answer questions** – go broad, cast the net wide
3. **Create relevant landing pages to direct people**



Google



Google

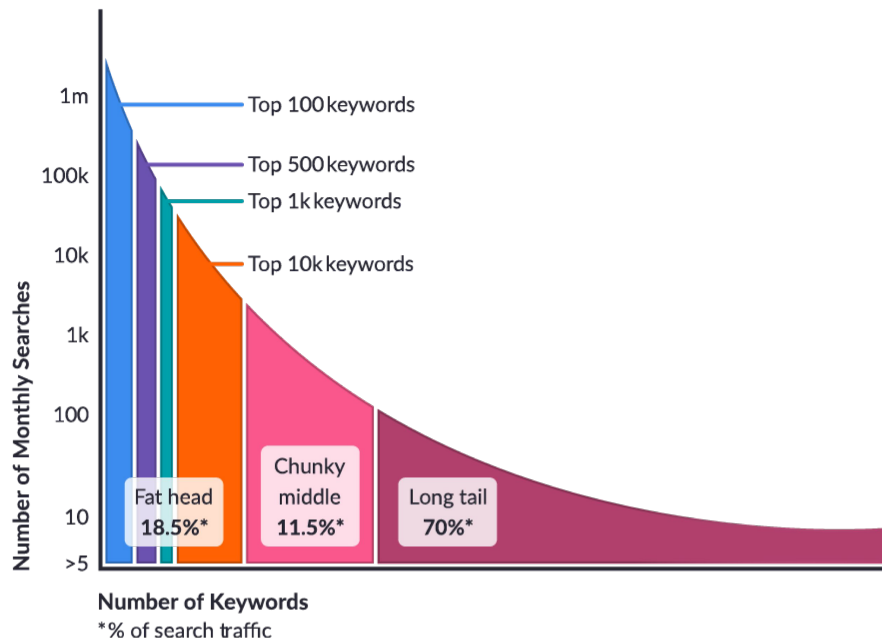


Don't underestimate less popular, longtail keywords

c.15% of all searches have never seen before ([Google's Danny Sullivan, 2020](#))

- Consider lower competition, more specific intent
- Long tail keywords with lower search volume often convert better, because searchers are more specific and intentional in their searches.

The Search Demand Curve



Keyword	Min Monthly Volume	Max Monthly Volume	Specific Monthly Volume	Difficulty
affordable housing for homeless	0	10	1.0	27
how hard is it for a homeless person to get a job	0	10	1.0	26
what are some organizations that help the homeless	0	10	3.0	49
homeless children charity	0	10	3.112248664279870	34
homeless charities list	0	10	5.0	44
homeless gender ratio	0	10	5.0	42
homeless blog	0	10	5.0	24
homeless charities london volunteer	0	10	5.5446780611975200	34
homeless london charity	11	50	14.16656006433350	42
homeless charity leaflet	11	50	14.16656006433350	31
homeless training courses	11	50	14.16656006433350	20
uk homeless shelters	11	50	17.350177428057000	35
homeless uk charities	11	50	24.058394655360500	53

Keyword	Min Monthly Volume	Max Monthly Volume	Specific Monthly Volume	Difficulty
homeless shelter cost per night uk	11	50	37.0	37
uk homeless charities	11	50	42.34183747650560	51
london homeless charities	11	50	42.34183747650560	41
homeless charities in the uk	11	50	50.126403379049600	50
homeless stories	51	100	83.25220880654720	26
charities that help the homeless in the uk	101	200	114.26137888470600	49
best homeless charities uk	101	200	134.0	47
homeless in london what to do	101	200	190.19012189979300	38
homeless charities manchester	201	500	248.0	30
homeless in london	201	500	440.0	39
homeless charity london	201	500	442.0	42
homeless charities london	201	500	442.0	41
helping the homeless	501	850	845.0	35
homelessness	2901	4300	3264.0	63
homeless shelters	2901	4300	4005.0	41



On-page SEO

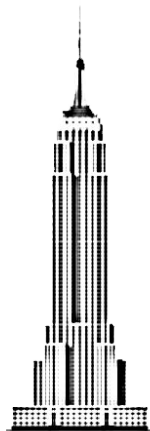
Key elements & definitions

- **On-page SEO** – the SEO elements you control on the webpage, or the code: I.e. content, headlines and headers, image optimisation, title tags, meta descriptions, structured data, and more.
- **Off-page SEO** – generating exposure for a website through other channels – website promotion, such as social media, backlinks, and PR efforts.
- **Technical SEO** – specifically under the hood: more technical aspects such as crawling and indexing, reclaim lost links, site architecture.

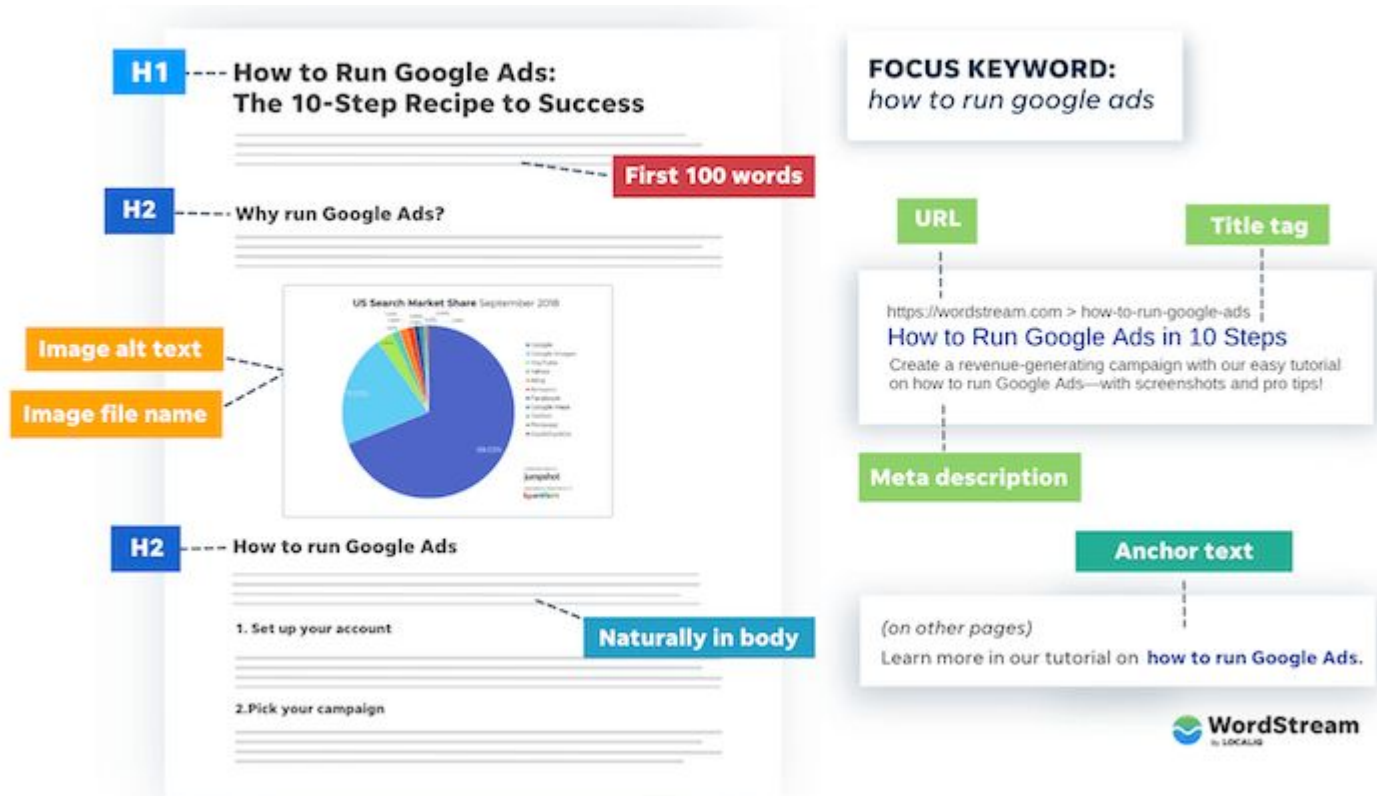


Content

- Content audit:
 - Expertise, authoritativeness, and trustworthiness (EAT)
 - Update/change irrelevant/redirect
 - Build on skyscraper content
- Keyword cannibalisation
- URL structure



Content on-page



Title tags

- Key part of what Google searches first
- The most important thing to get across about this page



Royal National Lifeboat Institution

<https://rnli.org>



RNLI - Royal National Lifeboat Institution - Saving Lives at Sea

The **RNLI** is the charity that saves lives at sea. We do this through lifeboat search and rescue, lifeguards, water safety education and flood rescue.



Shelter

<https://www.shelter.org.uk>



Shelter - The housing and homelessness charity

Shelter believes everyone should have a home. More than one million people a year come to us for advice and support via our website, helplines and national ...

Meta descriptions

- Are not a ranking factor
- Emotional hook
- The 'convincer'



Royal National Lifeboat Institution

<https://rnli.org>



RNLI - Royal National Lifeboat Institution - Saving Lives at Sea

The RNLI is the charity that saves lives at sea. We do this through lifeboat search and rescue, lifeguards, water safety education and flood rescue.

title tag

nymag.com › strategist › article › best-home-gym-equipm...

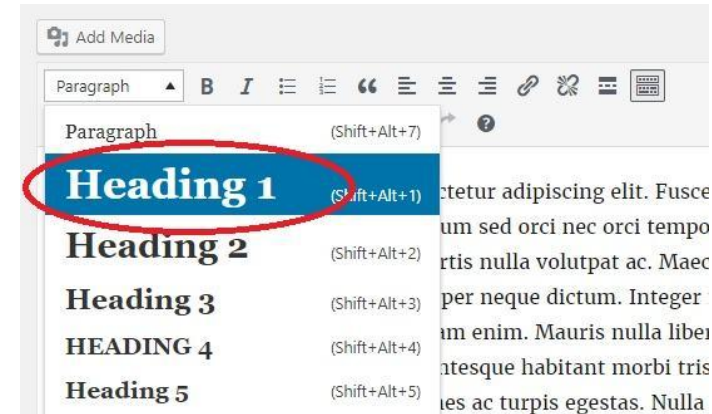
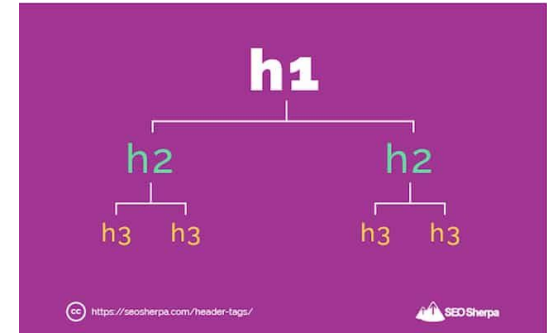
Best Home-Gym Equipment and Reviews 2020 | The Strategist

Apr 7, 2020 — We asked **workout** professionals to tell us the one piece of **equipment** they would absolutely need in their **home gym**. Picks include NordicTrack ...

meta description

Header tags

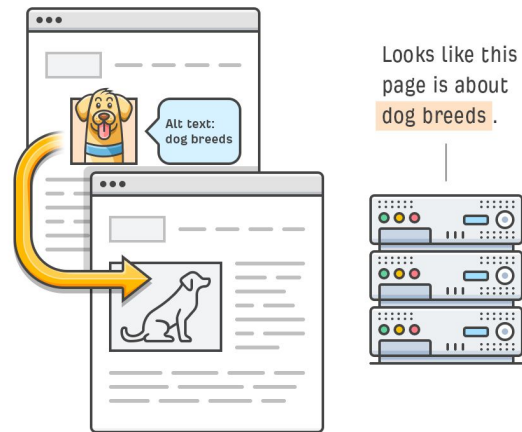
- H1: main keywords and subject matter, what the overall post is about.
- H2: sub headings to break up content
- (H3: subcategories to further break up the content, making it easily scannable.)



Optimise images (alt tag/text)

- The written copy that appears in place of an image on a webpage if the image fails to load on a user's screen.
 - Helps screen-reading tools describe images to visually impaired readers
 - Allows search engines to better crawl and rank your website.
- A better user experience for your visitors

With Image Links, Google Uses Alt Text to Understand More About the Linked Page



Linking

- External links (open in a new tab)
 - Show Google how your content relates to other pages
 - Value to your readers
 - Build (existing) relationships with other sites
- Internal (cross) links
 - Strengthens content and UX (onward journey)
- Avoid orphan pages



Structured data

Search appearance

Structured data

Recipes

[VIEW ALL](#)



Apple Pie by Grandma
Example.com

4.8 ★★★★★ 7,462 reviews

1 hr 30 min · 512 calories



Grandma's Apple Pie
Example.com

4.8 ★★★★★ 2,055 reviews

1 hr 30 min · 512 calories


Search appearance

Structured data

```
<html>
<head>
  <title>Apple Pie by Grandma</title>
  <script type="application/ld+json">
    {
      "@context": "https://schema.org/",
      "@type": "Recipe",
      "name": "Apple Pie by Grandma",
      "author": "Elaine Smith",
      "image": "https://images.edge-generalmills.com/56459281-6fe6-4d9d-984f-385c9488d824.jpg",
      "description": "A classic apple pie.",
      "aggregateRating": {
        "@type": "AggregateRating",
        "ratingValue": "4.8",
        "reviewCount": "7462",
        "bestRating": "5",
        "worstRating": "1"
      },
      "prepTime": "PT30M",
      "totalTime": "PT1H30M",
      "recipeYield": "8",
      "nutrition": {
        "@type": "NutritionInformation",
        "calories": "512 calories"
      },
      "recipeIngredient": [
        "1 box refrigerated pie crusts, softened as directed on box",
        "6 cups thinly sliced, peeled apples (6 medium)"
      ]
    }
  </script>

```

Relevancy & UX examples



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In this guide

[What is a savings account?](#)

[How to choose the right savings account](#)

[Top easy-access savings](#)

[Top notice savings](#)

[Top fixed-term savings](#)


[Want to complain about your savings provider?](#)

[More on this topic](#)

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FREE weekly

MoneySaving email



Top savings accounts

Up to 4.6% easy access or up to 6.1% fixed rates

Money Team

Updated 31 July 2023


Share this guide

After many years of low rates, savings have made a significant comeback over the last year. Yet with inflation still soaring, in real terms money in savings is shrinking, so it's doubly important to maximise every penny of savings interest to mitigate the impact. We've the top easy-access, notice and fixed-rate accounts below.

Top-pick savings accounts

- **Easy-access savings: allows withdrawals**
Beehive Money – 4.6%
- **Fixed-term accounts: must lock cash away**
Secure Trust Bank – 5.5% for six months
Hampshire Trust Bank – 5.64% for nine months
Atom Bank – 6.05% for one year
Melton BS – 6.1% for two years
RCI Bank – 6% for three years

This is our main savings guide, but there are other options that can pay even more...



Lifetime ISA: 25% bonus for first-time buyers aged 18 to 39

Help to Save: 50% bonus on savings if you're on a low income

Cash ISAs: The likely winner if you pay tax on savings interest

Regular savings: Up to 7.5% interest if you can save monthly

Children's savings: Earn up to 5.5% on kids' savings

Current accounts: Earn up to 5.12% on smaller sums

What is a savings account?

A savings account is simply an account for you to put money in and earn interest.

Savings interest is paid tax-free and most won't pay any tax on it at all. Basic-rate taxpayers can earn £1,000/year tax-free and higher-rate taxpayers £500. Full info on this allowance and how it works is in our [Personal savings allowance](#) guide.

As rates have risen, you'd need around £24,400 in easy-access savings at the best rates, or £17,500 in top fixed rates to reach this, as a basic-rate taxpayer. If that's you, it's worth considering a [cash ISA](#) as interest on these is always tax-free (and doesn't count towards your personal savings allowance).



Your savings are safe – up to £85,000 is protected per bank or building society

Every bank or building society we mention in this guide is fully UK-regulated, which means you get £85,000 per person protection in the event it goes bust (£170,000 for joint accounts). The only thing to watch out for is some banks are linked to others, meaning this protection is shared. See [Are your savings safe?](#) for full info.

How to choose the right savings account

There are many different types of savings account and if you're not sure what each one does, the choice can be confusing. This guide focuses on the top-pick 'standard' savings accounts, but there are other ways to boost your return. Here are our tips to decide where's best to put your money...

1.

If you've got debts or a mortgage, overpaying often beats saving

▼
2.

Need instant access to your cash? Go for easy access

▼
3.

Lock cash away in return for higher fixed rates

▼
4.

Wannabe first-time buyer? A Lifetime ISA gives a 25% boost, so should be your first port of call

▼



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UK weather: When will it stop raining and the summer improve?

1 hour ago



UK heatwaves



SHAMROCK_SEAN

The scene in Braunton, Devon, on Monday, shared by a BBC Weather Watcher

By Francesca Gillett & Christy Cooney
BBC News

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33 minutes ago

Broad bowls England to series-levelling win

Sport · 13 minutes ago

Features



When will the UK's summer weather improve?



What has happened to the jet stream - and why has it made the weather so bad?

Gemma explains that the jet stream - which flows high overhead and brings in high pressure, meaning dry and sunny weather - is normally to the north of UK, but this year is sitting to the south.

"This has brought areas of low pressure and unsettled weather to the UK over the last few weeks and has brought the hot weather to southern Europe," she says.

Tracy Organ, campsite warden at Erwlon Caravan and Camping Park in Llandovery, said some people had been leaving early because of the unusual weather, but that she had actually seen an increase in visitors from the continent.

"I have been speaking to a Belgian couple, and they said a lot of the Europeans are coming here because of the heat out there," she says.



Those crossing London's Millennium Bridge had a tough time of it at the weekend

The **record 40C heat** seen in the UK last year was also down to the jet stream, which swept hotter air up from the Equator. "We just haven't been in that weather pattern this summer," says the Met Office's Graham Dixon.

Is this year's damp summer linked to climate change? The change in jet position does happen sometimes - but the extreme heat in the south is more than likely why it's out of place this time, says BBC Weather's Paul Goddard. Climate change makes extreme heat worse, **scientists say**.

"The atmosphere is one big balancing act. Just because it is raining here doesn't mean to say it isn't a product of climate change," says Paul.

When will it stop raining?

It looks as though the unsettled weather will continue through much of August, says Gemma.

"There are signs that more prolonged drier, and slightly warmer, weather is possible later in the month, but more likely into September"

For weeks now, the UK's weather has been unsettled - with widespread rain, cooler temperatures and an autumnal feel.

This is all while much of southern Europe has been enduring dangerous heatwaves that have seen temperatures top 40C and large wildfires.

The two are linked - and crucially it's down to where the jet stream is. So how long will this weather last?

What's the forecast?

"This week and for much of next week it looks as though the unsettled weather will continue for the UK - so there will be further showers or longer spells of rain and at times strong winds," says Gemma Plumb, a BBC Weather forecaster.

Temperatures are set to fall below average for this time of year in many areas and remain between 15C and 20C for the coming week.

"Any drier periods of weather for the UK next week are likely to be short-lived," she adds.

This Wednesday is also set to be particularly windy across southern parts of the UK - with strong winds especially likely along the south coast and through the English Channel.

"It is quite unusual to get these types of storms in August," says Gemma.



The deckchairs have been packed away, and there are no takers for the rides in Folkestone in this weather

Yasar Dalkilic, owner of the Captain's Table Cafe on Folkestone seafront, says the rain has meant trade has been very quiet, particularly compared to previous years.

"As soon as the schools are closed, we would get really busy, normally," he says. "At the weekends, it's a bit better. But today, it's been dead."

"We're very dependent on tourism and the weather, obviously. It's not looking like it's going to be great for the rest of this year."



Make a donation

How would you like to donate

- One-off donation
- Monthly donation

We are the charity that saves lives at sea. Will you help us today, to save someone's tomorrow?



Give a donation in memory

A donation in memory to the RNLI will help save lives for years to come. It's the perfect tribute for a much missed loved one.

MAKE A DONATION >



Leave a gift in your Will

Six in ten lifeboat launches are only possible thanks to generous gifts from supporters like you.

LEAVE A LEGACY >



Pay in your fundraising money

Thank you so much for fundraising for the RNLI. We're so grateful for all the hard work you put into supporting our brave volunteer lifesavers.

PAY IT IN >



Other ways to donate to the RNLI

There are many ways you can give to the RNLI. Here you'll find some useful information and links about different donation methods.

OTHER WAYS TO DONATE >

BACK TO TOP



Further SEO thoughts

Things to note

SEO is also affected by Page & Domain Authority, number of other sites that link to your page/site

- Does not work overnight – can see uplift quickly, but can take months to rank.
- Doesn't build a brand alone, but builds equity
- Helps grow authority: earn links and engagement – with conversions, clicks and actions on your website
- Generic terms vs branded search
- Helps you answer the searcher's query – do NOT give them an option to click the back button
- Ideas: research, FAQs and alternative routes to end customer

Some tools of the trade

ahrefs



MOZ



Thank you for your time.

Get in touch if you have any questions:

- www.authenticcomms.co.uk
- Adam@authenticcomms.co.uk
- <https://www.linkedin.com/in/adamdriver1/>
- <https://twitter.com/adamdriver85>
- One hour course: [SEOhhh™: the sound when clients get SEO](#)

