



HUGH JANUS LTD
TRADING AS HUGH JANUS PUBLISHING

DIGITAL MARKETING SOLUTIONS · UNITED KINGDOM

Grow your digital footprint.

Search engine optimisation, authority building, content strategy and multi-channel social management — brought together in one programme designed to increase your reach, attract the right traffic and turn more visitors into customers.



YOUR CONTACT

Craig Stubbs

Hugh Janus Ltd trading as Hugh Janus Publishing

INVESTMENT

From **£850** / month

SCOPE

Full-suite growth

EDITION

September 2026

OVERVIEW

One partner for every channel that drives growth.

A strong digital presence is built on firm data foundations, consistent content and genuine authority. Our programme combines all three — continuously tracking, benchmarking and refining your performance to lower your customer acquisition cost and scale conversions.

8 publication-grade articles written every month	150 contextual authority links built every month	15 on-page optimisation disciplines, continuously applied	16 visual posts per social platform, every month
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01

Analytics & Technical Oversight

Deep insight into how visitors find, use and leave your site — and the technical health checks that keep search engines crawling it cleanly.

02

Content Strategy

A steady rhythm of well-researched articles, built around the searches your customers are actually making.

03

On-Page SEO Engineering

Every page tuned — from titles and headings to speed, schema and mobile presentation — so search engines see its true value.

04

Off-Page Authority

A structured outreach programme that earns links and citations from relevant, reputable external platforms.

05

Local Maps Optimisation

A fully managed Google Business Profile with fresh graphics, video and review management every month.

06

Social Footprint

Branded, consistent activity across Facebook, Instagram and Pinterest to build community and referral traffic.

01 — FOUNDATIONS

Analytics & technical oversight

Every good decision starts with good data. We set up, monitor and interpret the tools that show what's working — then act on it.



Website & analytics architecture

Using platforms such as Google Analytics, we decode visitor demographics, user journeys, exit pages, traffic channels and organic search intent. This intelligence guides ongoing structural improvements that capture — and keep — more conversions.



Webmaster health & indexing

Through webmaster dashboards such as Google Search Console we track performance and average ranking, submit sitemaps and crawl requests, remove orphaned URLs, monitor site structure and maintain server-side directives such as robots.txt.

02 — CONTENT

Content generation strategy



Weekly editorial production

High-quality, informative articles of 500–600 words, produced at a steady cadence of eight per month. Topics are matched to your business goals or curated from emerging search demand.



Semantic optimisation

Each piece is developed around a clear keyword map, placing high-intent terms naturally in headings and body copy — preserving authority and readability while staying clear of search penalties.

8

ARTICLES / MONTH

Consistent publishing, compounding results

Regular, relevant content gives search engines a reason to return and gives your audience a reason to stay — building organic visibility month after month.

03 — ON-PAGE SEO

Advanced on-page search engineering

A continuous optimisation framework that turns your content into a highly visible search presence, so search engines recognise the true value of your site.

01 Keyword research & strategy

Ongoing modelling of regional long-tail keywords, focused on your most valuable buying journeys.

03 Meta descriptions

Compelling page summaries formatted for clear, attractive search snippets.

05 Header tag sequencing

Clean H1–H3 structure across every page to help crawlers interpret your content.

07 Layout tuning

Polished typography, formatting, grammar and rich media to boost engagement.

09 Internal linking

Contextual links between related pages, spreading authority evenly across your site.

11 Mobile responsiveness

Flawless presentation on handheld screens, in line with mobile-first indexing.

13 Social sharing integration

Built-in sharing tools that encourage visitors to amplify your brand.

15 Canonical tags

Correct canonicals on duplicate paths to protect link equity and avoid indexing conflicts.

02 Title tag engineering

Unique, concise, click-worthy titles sized to display cleanly and lift click-through rates.

04 Crawlable URL formatting

Short, descriptive, lowercase URLs that signal relevance to users and search engines.

06 Balanced keyword placement

Target terms placed at key points while avoiding over-optimisation filters.

08 Image optimisation

Compression plus targeted alt and title attributes to win image-search traffic.

10 User experience (UX)

Streamlined navigation, fewer load barriers and layouts that adapt to every device.

12 Structured schema markup

Microdata that unlocks rich snippets, product features and knowledge panels.

14 Page speed tuning

Minified scripts, consolidated stylesheets and smart caching for faster loads.

04 — OFF-PAGE AUTHORITY

Link & authority building

To establish domain authority and brand trust, we run a structured outreach programme building **150 contextual links every month** across established external platforms.

- **Premium guest blogging**
Editorial features on authoritative, niche-relevant sites.
- **Directory submissions**
Citations in verified business registries to strengthen regional signals.
- **Social bookmarking & profiles**
Referral bookmarks that speed up indexing and discovery.
- **Classified & PDF placements**
Whitepapers, documents and catalogues distributed across public platforms.
- **Slide & video syndication**
Media repurposed for networks such as SlideShare and Scribd.
- **Web 2.0 network submissions**
Themed hub content that builds supporting, tier-two authority.
- **Verified business listings**
Consistent Name-Address-Phone (NAP) details for stronger map visibility.

05 — LOCAL & SOCIAL

Local maps & social footprint



Google Business Profile

Local visibility is driven by rich map interactions. Every month we design and publish **8 custom graphics** and **8 short videos**, and handle review management, customer queries and profile health monitoring — so your business stands out in local search.

Social media management

We build, manage and curate your brand across three platforms, posting **2 graphics and 2 twelve-second videos every week** — each with optimised descriptions and a researched hashtag strategy.

Facebook

16 posts /
month

Instagram

16 posts /
month

Pinterest

16 posts /
month

INVESTMENT

Choose your growth plan

Select a dedicated package or combine everything in our integrated growth suite. Every plan includes a transparent monthly performance report at no extra cost.

PACKAGE 1

SEO Foundations & Technical Suite

£850 / month

- Continuous website monitoring
- Analytics set-up & insight
- Google Search Console tuning
- Full on-page optimisation programme

PACKAGE 2

Content Production & Link Authority

£1,450 / month

- 8 editorial articles per month
- Keyword-mapped, semantic content
- 150 authority links per month
- Structured outreach programme

PACKAGE 3

Local Maps & Omni-Social Suite

£995 / month

- Google Business Profile: 8 graphics + 8 videos
- Review & query management
- Facebook, Instagram & Pinterest
- 16 visual posts per platform monthly

BEST VALUE

Integrated Growth Suite

Every service in this brochure, fully synchronised — multi-channel acceleration with an integrated performance dashboard.

£2,950 / month

Separately ~~£3,295~~ / month

Save £345 every month

01

Discovery call

We learn about your business, goals and current performance.

02

Tailored plan

We recommend the package and priorities that fit your market.

03

Launch & report

Work begins, with clear monthly reporting on every result.

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