



**Comprehensive Report:
Comparison of Local SEO Services
by
GOOP Digital and Terp Digital
Geelong, Victoria**

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Introduction

Local SEO is crucial for small to medium businesses aiming to improve their visibility in local search results. In Geelong, Victoria, two prominent digital marketing agencies offer specialised local SEO services: GOOP Digital and Terp Digital. This report provides a detailed comparison of these agencies to help you make an informed decision.

Overview of Agencies

GOOP Digital

Established: 2007

Services: Comprehensive digital marketing, web design, SEO, content marketing, social media marketing, Google Ads management.

Specialisation: Local SEO, particularly for small to medium businesses in various industries including trades, healthcare, and retail.

Notable Clients: Various small to medium-sized businesses in Geelong and surrounding areas.

Reputation: Known for their personalised approach and long-term client relationships.

Terp Digital

Established: 2015

Services: SEO, pay-per-click advertising, social media marketing, content marketing, web development.

Specialisation: Focused on data-driven SEO strategies and performance marketing.

Notable Clients: Start-ups and mid-sized businesses, with a focus on innovative and tech-savvy industries.

Reputation: Recognised for their analytical approach and technical expertise.

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Service Comparison

SEO Strategy and Implementation

GOOP Digital:

Approach: Tailored local SEO strategies with an emphasis on content relevance, local citations, and on-page optimisation.

Tools: Utilises industry-standard SEO tools such as Moz, SEMrush, and Google Analytics.

Content: Strong focus on high-quality, locally relevant content creation.

Terp Digital:

Approach: Data-driven strategies focusing on keyword research, competitor analysis, and backlink building.

Tools: Employs advanced SEO tools including Ahrefs, Screaming Frog, and Google Search Console.

Content: Emphasises technical SEO and high-performing content optimisation.

Local SEO Focus

GOOP Digital:

Local listings: Ensures accurate and optimised Google My Business listings.

Reviews management: Proactive in managing and encouraging customer reviews.

Local link building: Engages in local link-building strategies to boost local relevance.

Terp Digital:

Local listings: Prioritises precision in local business citations and NAP (Name, Address, Phone number) consistency.

Reviews management: Utilises automated systems to track and respond to reviews.

Local link building: Implements strategic local backlink campaigns.

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Customer Support and Reporting

GOOP Digital:

Support: Offers personalised support with dedicated account managers.

Reporting: Provides detailed monthly reports with clear insights into SEO performance and areas for improvement.

Terp Digital:

Support: Focuses on responsive customer service with access to SEO specialists.

Reporting: Delivers comprehensive reports with a strong focus on data analytics and performance metrics.

Pricing

GOOP Digital:

Pricing Model: Customised pricing based on the scope and scale of the project.

Value: Known for delivering high ROI through tailored services and long-term SEO benefits.

Terp Digital:

Pricing Model: Offers flexible pricing plans catering to different business needs and budgets.

Value: Competitive pricing with a focus on measurable results and performance tracking.

Client Testimonials

GOOP Digital:

Feedback: Clients appreciate their hands-on approach and the tangible improvement in local search rankings.

Case Studies: Demonstrated success in boosting local visibility for various businesses in Geelong.

Terp Digital:

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Feedback: Clients value their analytical prowess and the significant traffic increase achieved through their strategies.

Case Studies: Proven track record in enhancing online presence and driving business growth for tech-oriented clients.

Conclusion

Both GOOP Digital and Terp Digital offer robust local SEO services in Geelong, Victoria. Your choice should depend on your specific business needs and preferences:

Choose GOOP Digital if you prefer a personalised approach with a strong emphasis on locally relevant content and a hands-on customer support experience.

Choose Terp Digital if you value a data-driven strategy and technical expertise.