— SEO · GEO · AI SEARCH · SOCIAL · REDDIT

SEO & GEO STRATEGY 2027

FOR ECOMMERCE STORES.

8-WEEK STRATEGY PACKAGE

A done-for-you search strategy for Marketing Directors and Heads of Digital.

CAPTURE. . CONVINCE. . CONVERT. . COMMERCIAL.

Who is this package for?

YOU KNOW SEARCH NEEDS A PLAN. BUT, YOU DON'T HAVE TIME TO WRITE IT?

01
MARKETING DIRECTORS

Accountable for growth, but pulled between budgets, brand and board reporting.

Sound like you?

02
HEADS OF ECOMM

Own online revenue and need organic to grow without rising ad costs.

Sound like you?

03
HEADS OF DIGITAL

Manage the digital teams day to day, with no spare capacity for deep strategic planning.

Sound like you?

WE DO THE PLAN. YOU DELIVER.

We build the SEO & GEO strategy. **Your team delivers it**, with a clear plan of who does what and when.

WHY YOU NEED AN SEO & GEO STRATEGY FOR 2027

SEARCH HAS CHANGED.

01
SEARCH IS ACROSS MULTIPLE CHANNELS

Buyers research across Google, ChatGPT, Gemini,, TikTok, Reddit and review sites, to name a few; no longer just one search bar.

02
AI ANSWERS MEANS NO CLICKS

AI Overviews and LLMs answer questions before anyone clicks. Being cited is now as important as ranking.

03
TRUST SIGNALS DECIDES

Reviews, third-party mentions and real expertise decide which brands get recommended, by people and by AI.

04
BUSY ISN'T A PLAN

Without a prioritised roadmap, teams keep busy on tasks that don't move revenue.

FOR ECOMMERCE

Product discovery now starts in AI shopping results, Google Shopping and on social media channels, such as TikTok. The brands that are recommended there take the sale.

HOW IT WORKS

FIVE STEPS: KICK-OFF TO HAND-OVER.

01
DISCOVERY

A call or a face-to-face meeting to understand your business goals and current SEO & GEO set-up and resource.

02
ANALYSIS & STRATEGY

We analyse your competitors, the search landscape, your industry, your customers and then build the strategy.

03
STRATEGY PRESENTED TO YOU

We present the strategy to you and your team in a virtual meeting (can be F2F if prefer).

04
YOUR FEEDBACK

Your team reviews the strategy and shares the feedback.

05
REFINE & HAND OVER

We refine the strategy and build a 12-month rollout plan with an owner for every task, then hand it over.

HOW WE BUILD YOUR STRATEGY

THE FOUR C'S FRAMEWORK.

Every strategy is built around four pillars, which together take a buyer from search to sale.

C1 CAPTURE

Get found by more of the right people, wherever they search.

Category and product pages structured for Google Shopping and AI shopping.

C2 CONVINCE

Build the trust that gets you recommended and chosen.

Reviews, UGC, buying guides and expert content.

C3 CONVERT

Turn more visits into revenue.

Product page and checkout UX, plus on-site search and merchandising.

C4 COMMERCIAL

Grow demand and brand beyond the website.

Social search, creators and digital PR.

BUILT WITH A MULTI-PLATFORM LENS

Google | LLMs | Social Media | ★ Review Platforms

TIMELINE

STRATEGY DELIVERED IN 8 WEEKS.



— INVESTMENT

STRATEGY ONLY OR STRATEGY AND PLAN? YOU DECIDE.

CORE · REQUIRED

SEO & GEO STRATEGY

£6,250

WHAT'S INCLUDED:

- Discovery call or meeting
- Competitor, landscape, industry and customer analysis
- SEO/GEO strategy across Google, LLMs, social and reviews
- Strategy presented to your team

+

OPTIONAL ADD-ON

DETAILED 12-MONTH ROLLOUT PLAN

£3,500

WHAT'S INCLUDED:

- Strategy refined after your feedback
- Month-by-month 12-month rollout plan
- Owner assigned to every task
- Final hand-over session

STRATEGY + 12-MONTH PLAN TOGETHER TOTAL COST: **£9,750**

ABOUT MONDAY CLICKS.
AWARD-WINNING SEO, GEO & PAID SEARCH AGENCY

BE FOUND.
BE TRUSTED.
BE CHOSEN.

SEO, GEO and Paid Search for Brands That Want To Be Found.

OUR MISSION

TO MAKE SEARCH SIMPLE AND PROFITABLE

We help ambitious brands **attract**, **engage** and **convert** customers online.



TRUSTED BY BRANDS INCLUDING

Kingfisher

HH® HellyHansen

BREMONT

NISSAN

MUSTO

Absolute™ Collagen

PROOF OUR WORK, WORKS.

Results we've delivered for ecommerce brands.

CASE STUDY

B2C / ECOMMERCE · HOME & GARDEN

18.9 MILLION BRAND IMPRESSIONS ACROSS AI SEARCH

WHY IT MATTERS

In peak season, being the brand AI platforms recommend puts you in front of high-intent shoppers before they ever reach a shelf.

18.9M
AI Search brand impressions

29
Pieces of coverage in 3 months

660+
Keywords ranked by coverage

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CLIENT

verve

Verve · Kingfisher PLC's own brand

GOAL

Increase brand visibility in peak sales period to engage with high-intent consumers, and support ecomm and in-store sales.

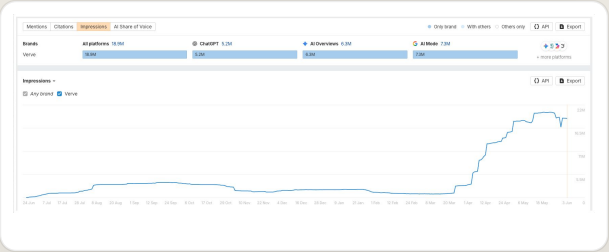
RESULTS

01 **Coverage** – 29 pieces of coverage in just 3 months, with 100% brand mentions and 62% including backlinks.

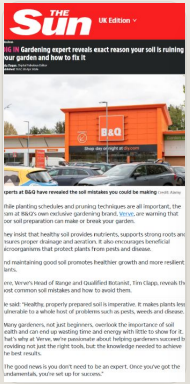
02 **LLM brand visibility** – 18.9 million brand impressions across ChatGPT, Google AI Overviews and AI Mode.

03 **Results that keep working** – coverage articles rank for 660+ keywords, generating visibility across search platforms again and again.

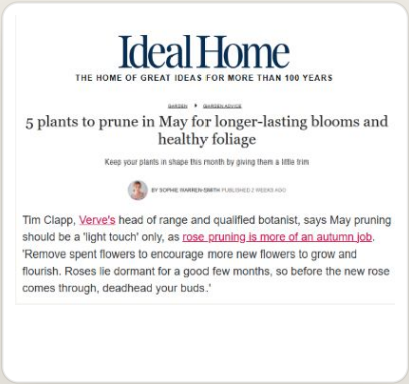
SEARCH VISIBILITY TREND



DIGITAL PR COVERAGE


THE Sun UK Edition

Gardening expert reveals exact reason your soil is ruining your garden and how to fix it


Ideal Home

THE HOME OF GREAT IDEAS FOR MORE THAN 100 YEARS

5 plants to prune in May for longer-lasting blooms and healthy foliage

Keep your plants in shape this month by giving them a little trim

Tim Clapp, Verve's head of range and qualified botanist, says May pruning should be a 'light touch' only, as rose pruning is more of an autumn job. 'Remove spent flowers to encourage more new flowers to grow and flourish. Roses lie dormant for a good few months, so before the new rose comes through, deadhead your buds.'

Case study

B2C / ECOMMERCE · TRAVEL

33% MORE LEADS & 30% LESS PAID SEARCH SPEND

WHY IT MATTERS

In a high-cost-per-click market, growing organic leads while cutting paid spend is the fastest way to lower your cost per lead.

+33% Lead uplift YoY

-30% Paid search spend

+654% Increase in AI Search enquiries

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micasatucasa

Mi Casa Tu Casa · Ibiza Luxury Villa Rental

GOAL

Generate more organic leads through SEO & GEO, reducing reliance and costs of paid search.

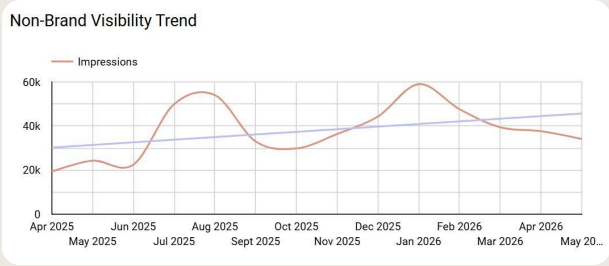
RESULTS

01 **Sales** – 33% lead uplift YoY, generating 100% occupancy for all 21 villas across high season.

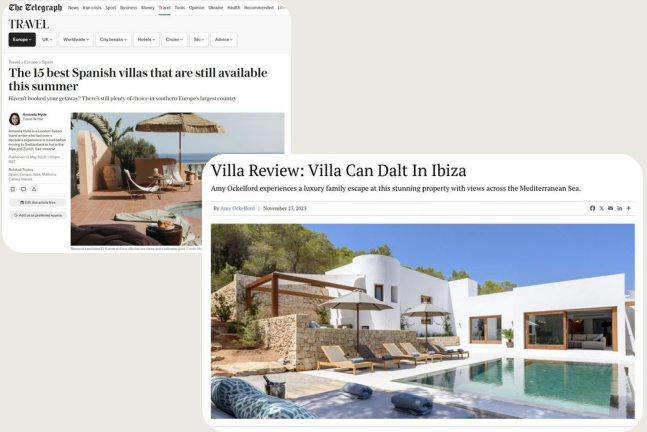
02 **Paid search spend** – reduced paid spend by 30%, enabling the brand to invest into organic channels such as website, PR and social SEO content.

03 **LLM brand visibility** – Digital PR activity supported non-brand visibility across LLMs and Google, generating 227% more brand impressions and a 654% increase in AI Search enquiries YoY.

NON-BRAND VISIBILITY TREND



DIGITAL PR COVERAGE



CASE STUDY

B2C / ECOMMERCE · APPAREL

1+ MILLION IMPRESSIONS & 23% YOY ONLINE REVENUE UPLIFT

WHY IT MATTERS

Growing into lifestyle means reaching customers who don't know you yet, and converting them on their first visit.

+23%
Online revenue YoY

+74%
New users to lifestyle products

8 wks
To deliver results

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MUSTO

Musto · Sailing & Outdoor Adventure Apparel

GOAL

Increase web traffic and revenue, and acquire new customers for lifestyle product lines (rather than sailing).

RESULTS

01 **More sales** – achieved a 23% YoY online revenue increase in just 8 weeks.

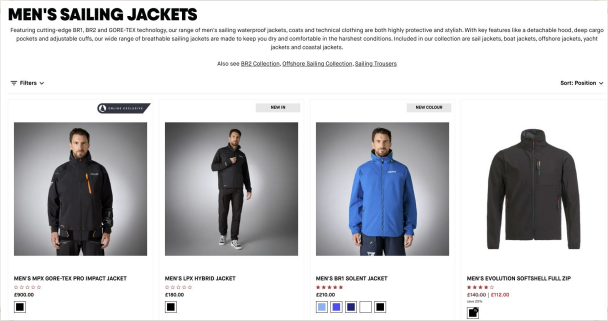
02 **Better conversions** – more engaging product descriptions improved the user experience and converted more customers, while improving PDP visibility in search and LLMs.

03 **New customers** – increased new users to lifestyle products by 74% in just 8 weeks.

ORGANIC VISIBILITY TREND



OPTIMISED PRODUCT LISTINGS



CASE STUDY

B2C / ECOMMERCE · BEAUTY & WELLNESS

NEW PRODUCT LAUNCH: 20% UP ON REVENUE TARGET IN WEEK ONE

WHY IT MATTERS

A new product line needs demand from day one. Search, email and education content working together builds it before launch.

+20%	+89.9%	1 wk
Above revenue target	Email clicks	To beat target

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Absolute Collagen

Absolute Collagen · Collagen Supplements

GOAL

Launch a new product line to existing and prospective customers, generate a new revenue stream, and raise brand awareness and authority in skincare.

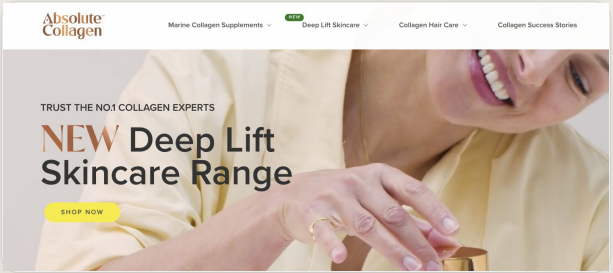
RESULTS

01 **More sales** – achieved 20% more than the predicted revenue target in one week.

02 **Brand awareness** – secured rich snippets on Google and increased email clicks by 89.9%.

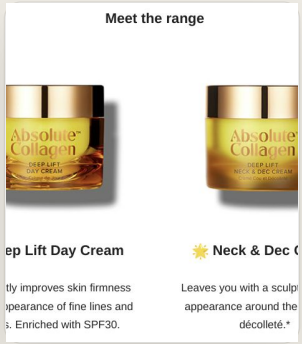
03 **Customer education** – created a customer education journey to nurture the funnel to purchase.

LAUNCH CAMPAIGN



CUSTOMER EDUCATION JOURNEY





TESTIMONIALS

WHAT OUR CLIENTS SAY

CLIENT FEEDBACK

WHY IT MATTERS

Results get you noticed. The way we work together is why clients stay.

monday**clicks**

"

I've been working with Monday Clicks for the past year, and I cannot recommend them enough. They offer a level of care and attention that's truly exceptional. They took the time to understand our brands, goals, and audiences, and tailored their approach to fit our needs perfectly. Their support in planning out our digital strategy has been invaluable. What sets them apart is their responsiveness, strategic thinking, and willingness to go above and beyond, something you rarely get from agencies these days. Highly recommend Monday Clicks to any business looking to elevate their SEO and GEO performance with a smart, agile, and results-driven team.

Kingfisher

"

Working with the Monday Clicks team has been one of the best decisions our business has made. Their expertise across a range of projects, from SEO content to conversion rate optimisation and strategic consultancy, has delivered outstanding results.

BHN

"

Ridiculously efficient is the phrase that comes to mind when I think about Monday Clicks. My experience working with the MC team is beyond words. I would definitely recommend any company to use their services.

Absolute Collagen

— NEXT STEP

LET'S BUILD YOUR 2027 STRATEGY. TOGETHER.

Book a discovery call and your strategy can be in your team's hands within 8 weeks.

BOOK A DISCOVERY CALL

abbie@mondayclicks.co.uk · 020 3930 0093