— SEO · GEO · AI SEARCH · SOCIAL · REDDIT

SEO & GEO STRATEGY 2027

FOR SAAS BUSINESSES.

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 SAAS

Software shortlists are now built in ChatGPT and on G2 before a buyer ever books a demo. If you're not in the answer, you're not on the list.

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.

Feature, use-case and integration pages built for problem-led and AI queries.

C2
CONVINCE

Build the trust that gets you recommended and chosen.

Comparison and alternatives pages, G2 and Capterra reviews, customer proof.

C3
CONVERT

Turn more visits into revenue.

Demo and trial journeys, and clearer pricing pages.

C4
COMMERCIAL

Grow demand and brand beyond the website.

Thought leadership, YouTube demos, digital PR and LinkedIn.

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 SAAS and B2B brands.

CASE STUDY

B2B · HEALTHTECH SAAS

£270K ORGANIC REVENUE PIPELINE IN 11 MONTHS

WHY IT MATTERS

Buyers now shortlist software in AI search. Showing up there turns organic into a pipeline channel, not just a traffic source.

£270K	+74%	+1.73%
Organic revenue pipeline	Organic search clicks	Conversion rate

monday**clicks**

CLIENT

Semble

Semble · Practice Management Software

GOAL

Turn organic search into a revenue-generating channel, growing qualified demo bookings from Google and AI search.

RESULTS

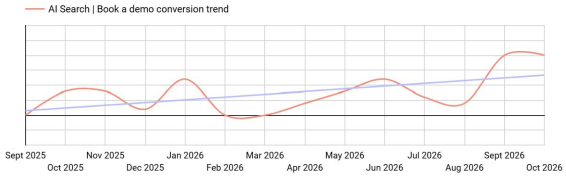
01 **Revenue pipeline** – £270,000 generated via organic in 11 months of 2026, up from £21,250 in 2025.

02 **AI search demos** – a focus on LLM visibility has grown 'Book a demo' conversions from AI search month on month, and it's still growing.

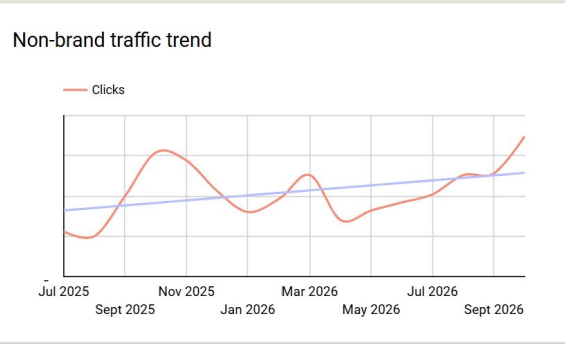
03 **More traffic** – organic search clicks up 74%.

04 **Better conversion** – conversion rate increased by 1.73%.

AI SEARCH · BOOK A DEMO TREND



NON-BRAND TRAFFIC TREND



CASE STUDY

B2B · EMPLOYEE BENEFITS PLATFORM

88% YOY TRAFFIC INCREASE & 18% MORE LEADS

WHY IT MATTERS

In a crowded benefits market, owning the questions HR teams search for is how you become the platform they choose.

+88%	+18%	-63%
Organic traffic YoY	Leads YoY	Bounce rate

monday**clicks**

CLIENT

BHN extras

BHN Extras · Employee Benefits Platform

GOAL

BHN wanted one thing: for Extras to become the #1 employee benefits platform in the UK.

RESULTS

01 **88% traffic uplift** – a 12-month campaign took organic traffic to 37.2k, up from 19.8k the year before.

02 **18% more leads** – leads over the 12-month period grew 18% YoY.

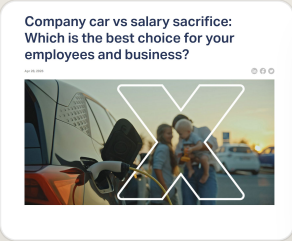
03 **63% lower bounce rates** – we reworked page design, structure and content on high-bounce pages.

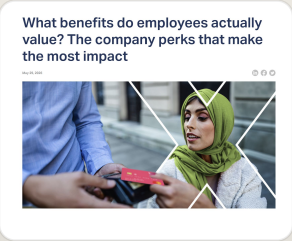
04 **UK Search Awards Finalist** – in the competitive B2B Search category.

ORGANIC TRAFFIC TREND



CONTENT THAT RANKS





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**

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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

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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

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