

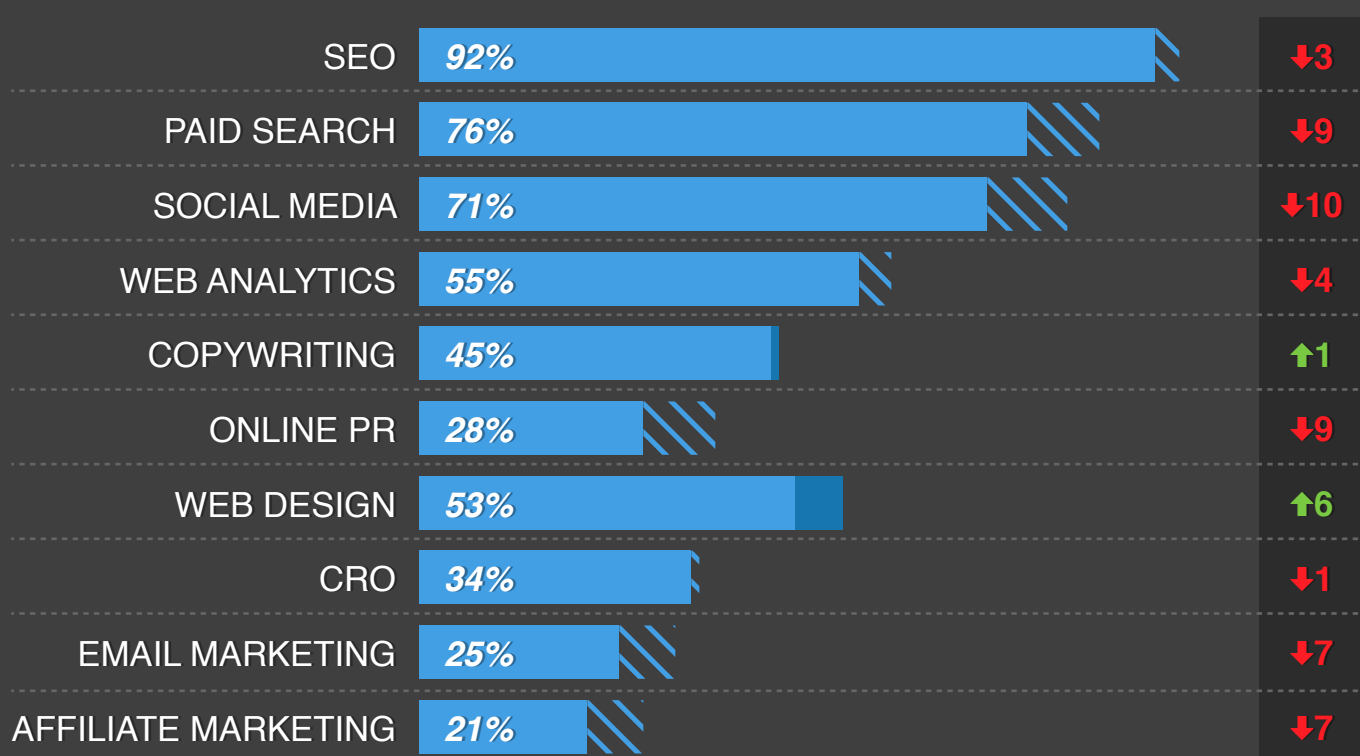
# UK SEO AGENCY 101

2016 EDITION

It has been three years since we published our second 'SEO Agency 101' research. A lot has changed in the industry since then, with agencies shifting tactics to adapt to a changing and ever more competitive industry. Is SEO finally dead? Or is it just called something else?

We revisited the same agencies that we used in the 2012 and 2013 research to explore how the agency landscape has evolved. What did this tell us about agencies in 2016?

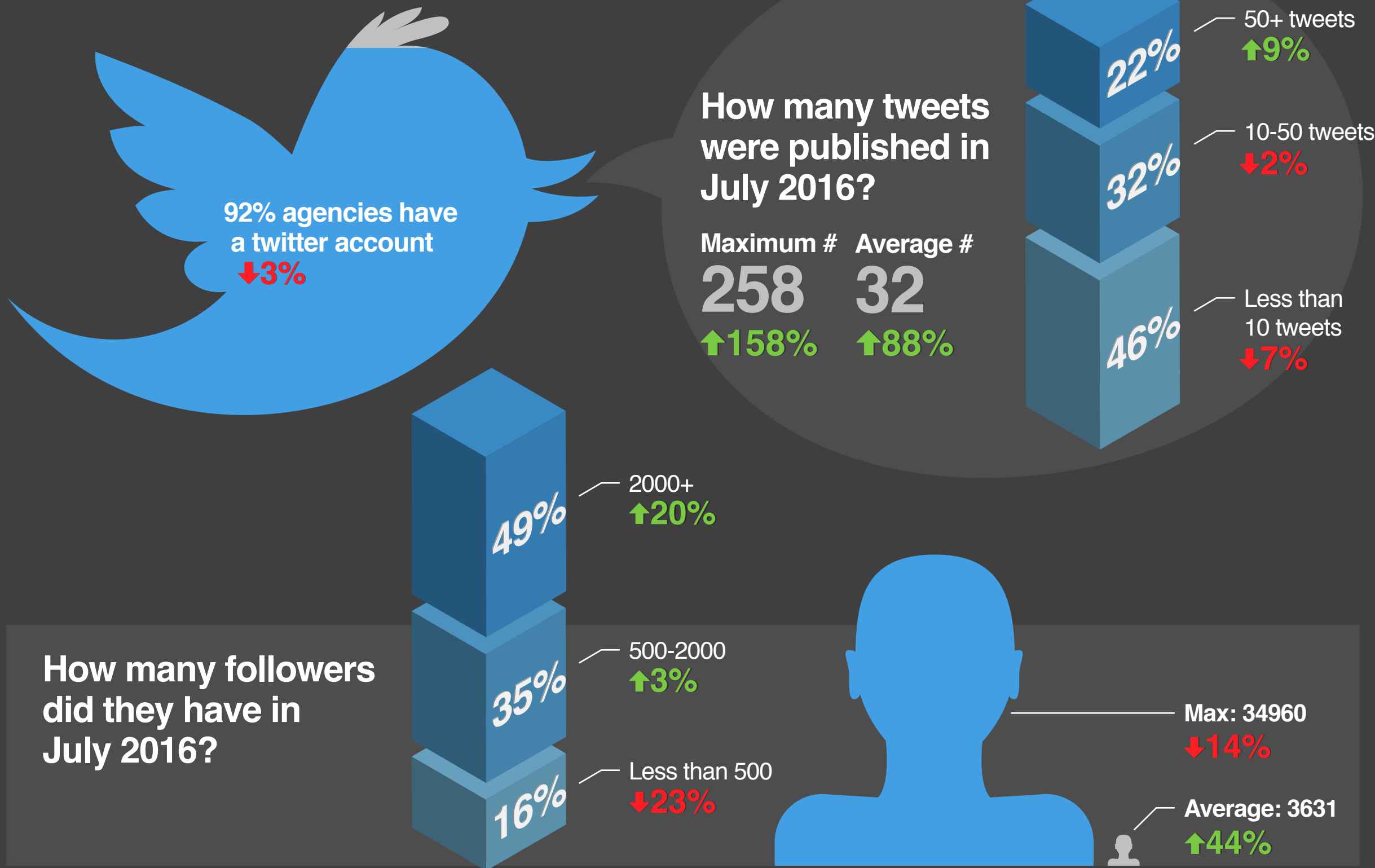
## What services are offered?



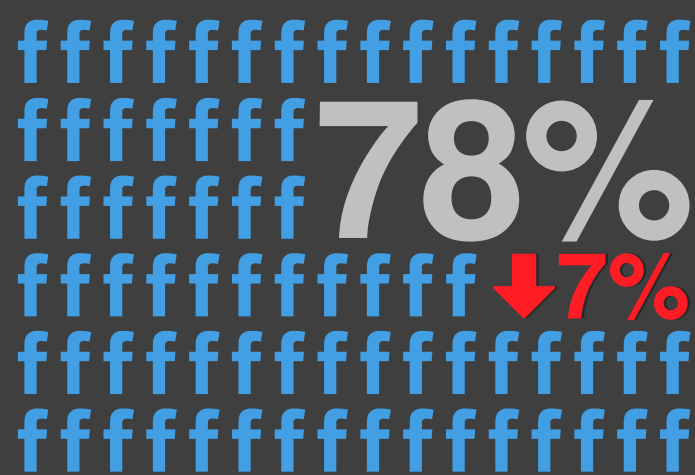
33 claim to be international agencies



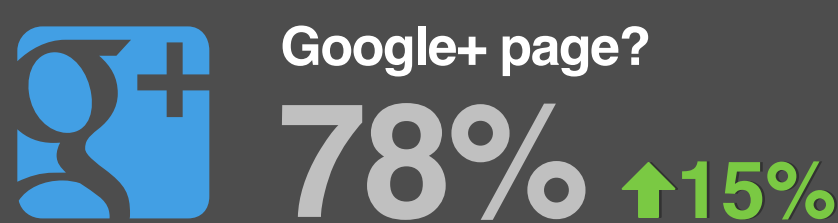
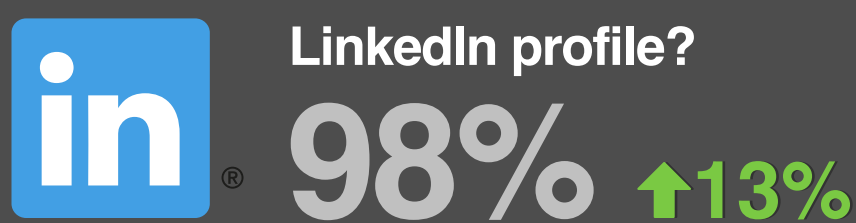
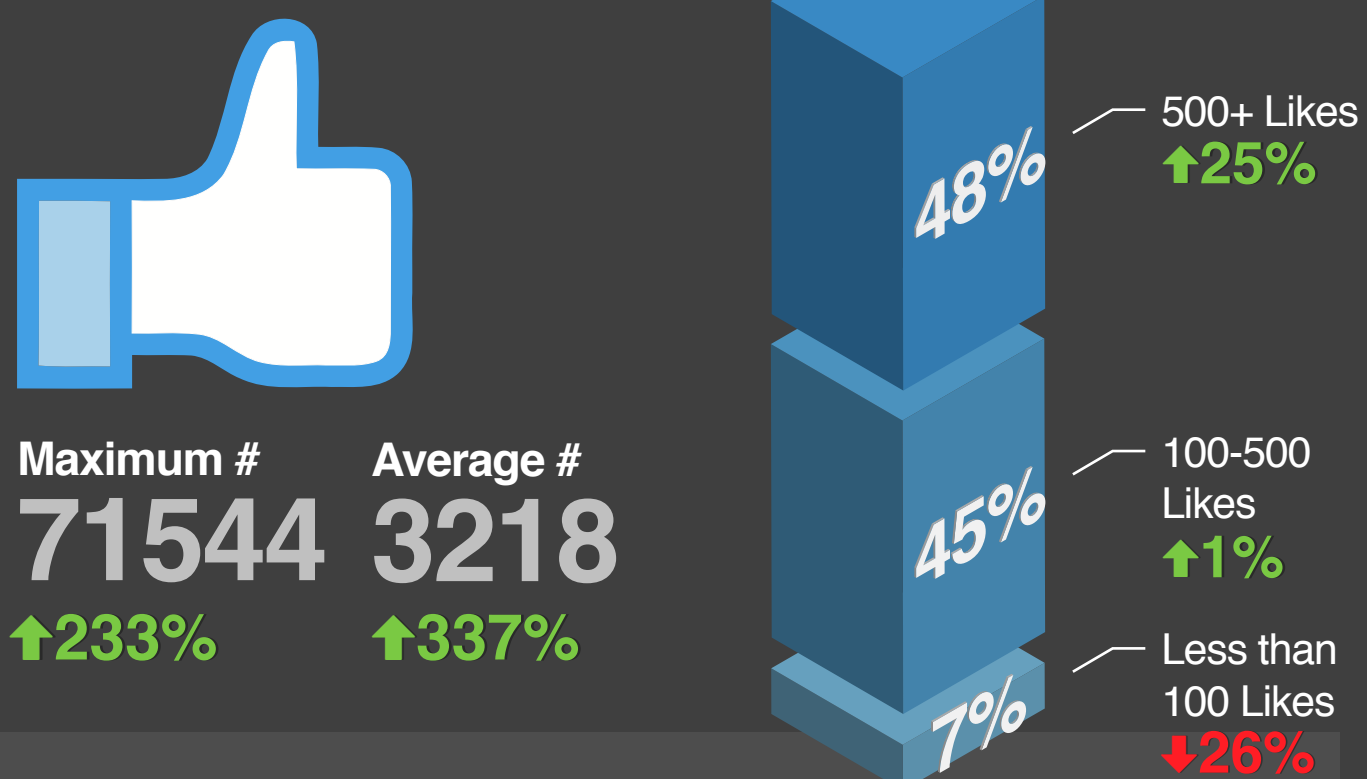
## Social Media



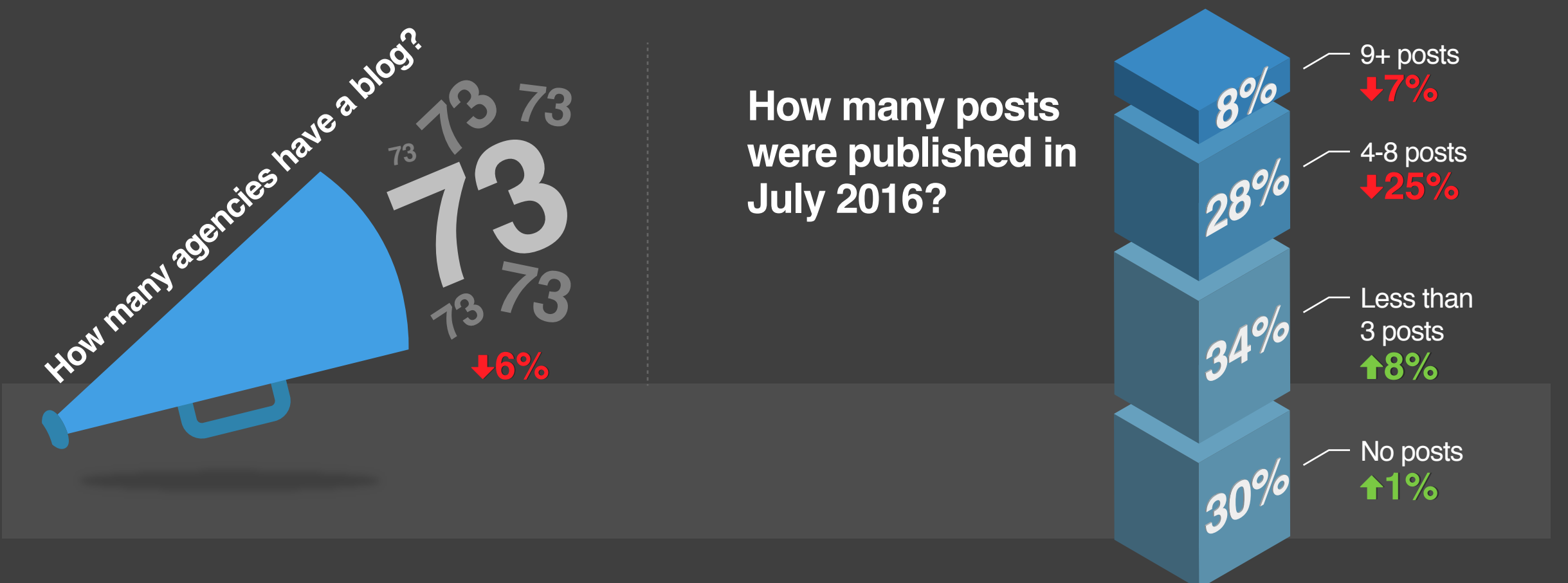
## Do they have a Facebook page?



## Do people like their Facebook page?



## Content



## How do they describe themselves?

