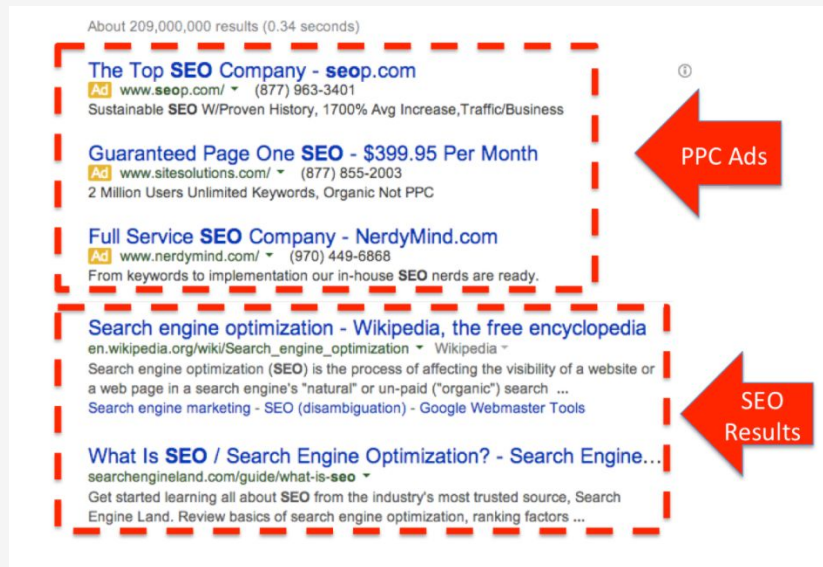


SEO Campaign

What You Should Expect

SEO Goals

1. To rank your website for high quality keyword terms in order to get organic search engine traffic.
 - To rank for short term keywords.
 - To rank for long tail keywords for higher conversions.
 - To rank for relevant keyword terms. We don't want to rank you for apples if you only sell oranges.
2. To improve the quality of your website for people and search engines (benefits PPC Ads).
3. To increase brand awareness.
4. To assist in bringing you leads.

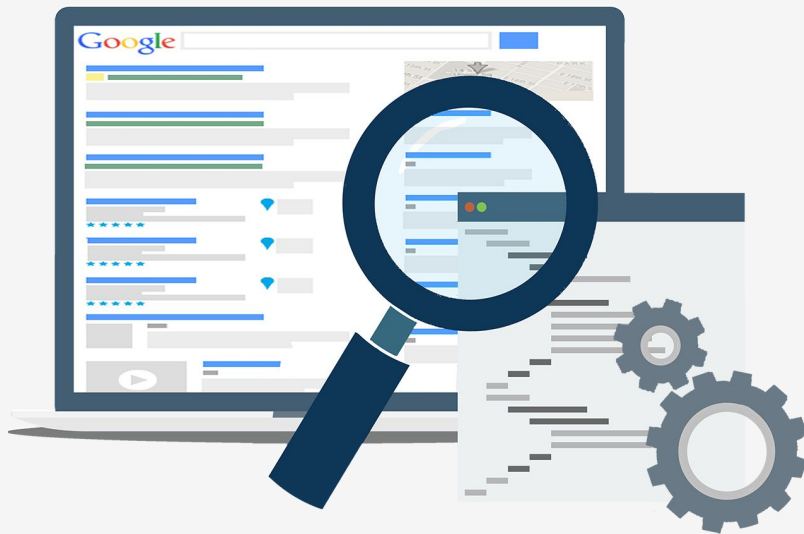


How We Rank Your Website

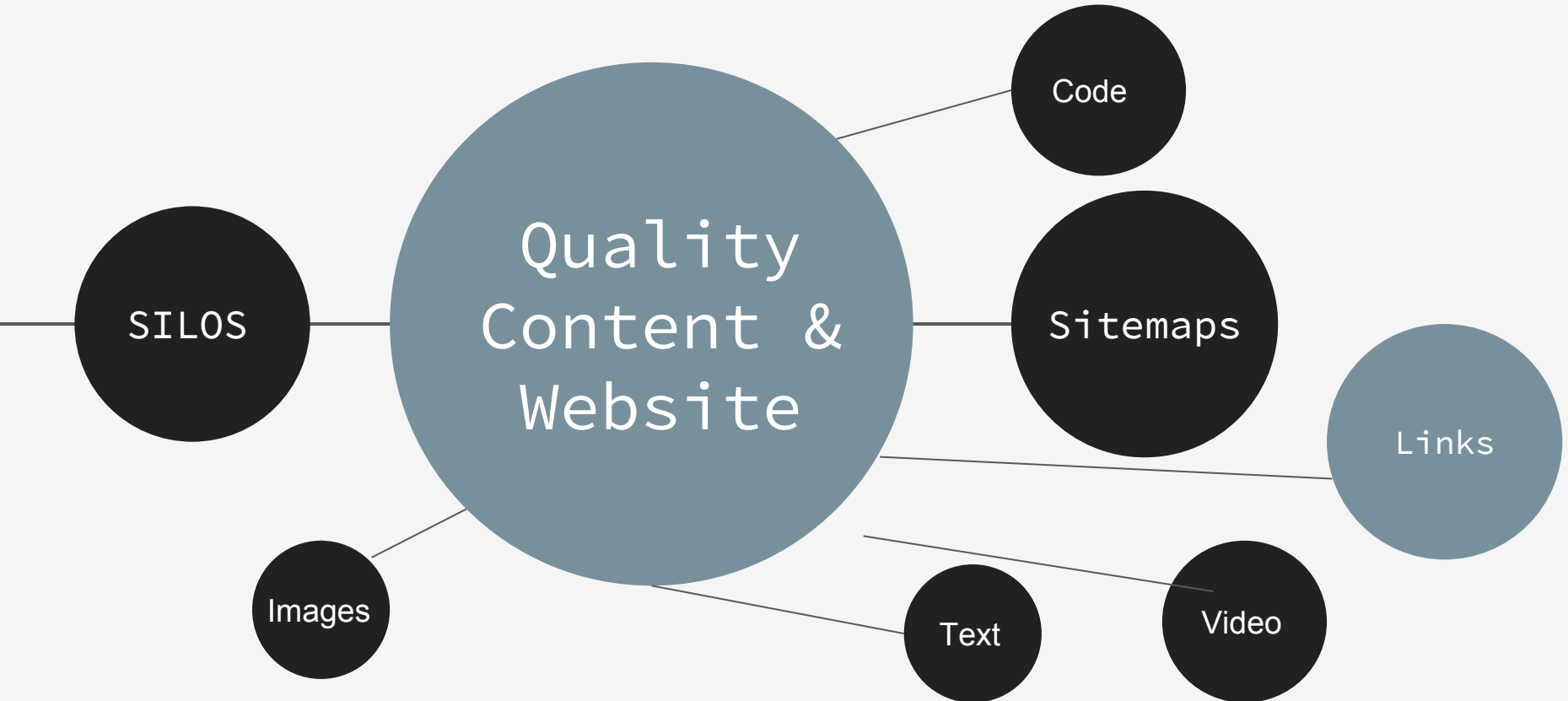
Google and other search engines have an **algorithm** to **determine what should rank and what shouldn't rank organically**. This algorithm is based on digital signals on the internet (factors like content, links or sitemaps).

When we optimize your site and use third-party website promotion, we are building commonly known elements and promotions that signal to Google that (1) **your website has quality** and (2) **communication** (what the site is about).

But...we don't just add signals. We use **strategies and tactics** that we have seen by experience boost rankings above the competition.



Common Algorithmic Search Engine Signals



How Long Does it take to rank?

It generally takes between 2 weeks to 2 months to rank your site for brand search queries, and it can take up to one year or more to rank for competitive keyword terms.

Common reasons why your site is not ranking quickly:

- **Verification:** If Google can't determine that you're a real business through Google My Business, it will rank with the businesses that are verified.
- **Age of site:** If you have a new online presence, it generally takes more time for Google to determine website trust.
- **Content:** If your site is low on content or does not have quality of content, your rankings will most likely be stagnant.
- **Website:** If your website is broken, outdated, or low quality, it will not rank in search for competitive key terms.
- **History:** If your website has been through a lot of updates, URL rewrites, brand name changes, or even host changes, there may be technical issues that can hurt it's performance.



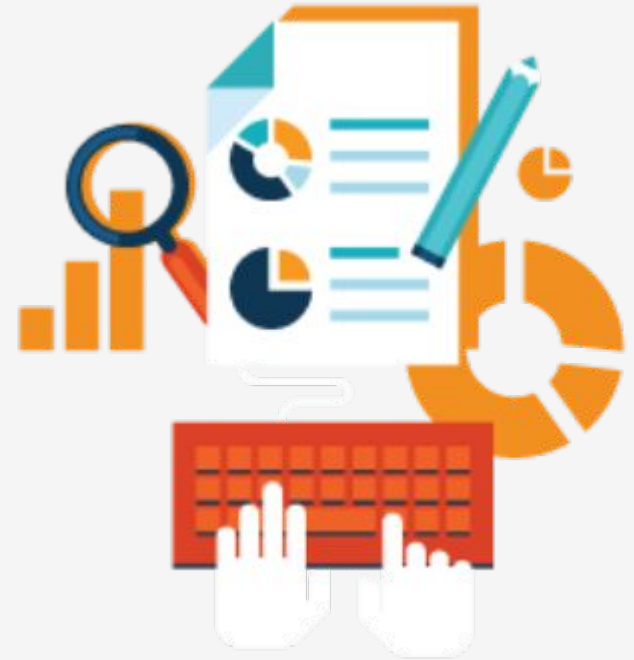
What Will Your SEO Campaign Look like?

1. We will build a **foundation for your site** that generally takes 2-6 months, depending on the scope of your site.
2. We will then further your campaign on a monthly basis to find **further traffic opportunities to rank**, increase keyword terms that are gaining traction, and maintain current rankings (this is ongoing).
3. We will have a reporting **log of the work** will be doing on and off your site.
4. If you are confused about anything, please send us an email.
5. You will have **24/7 access to your ranking dashboard** and Google Drive. And you will have M-F access to our support team for any questions about your campaign.



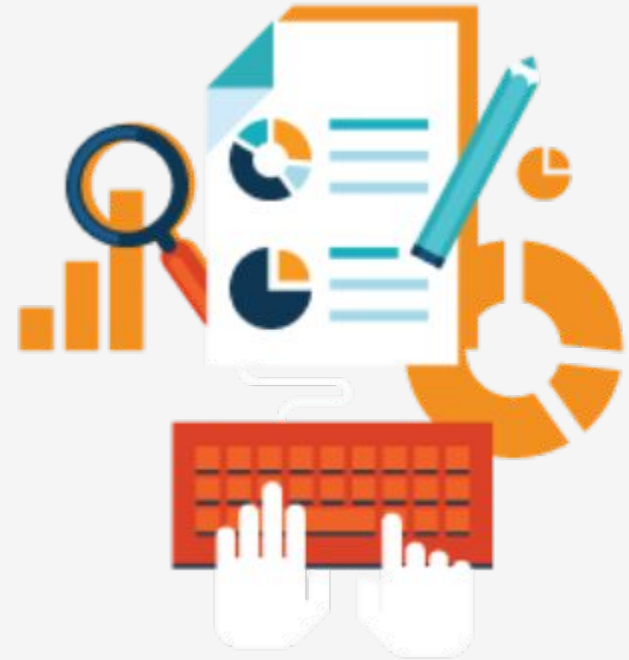
The Foundation

- **Research & Discovery Initiated.** This includes:
 - Company research from the website and client.
 - External research from search engines, based on organic traffic opportunities.
 - Establishing main keywords.
 - Establishing long tail keywords.
 - Adding keywords to dashboard.
 - Trends
- **Google Drive & Permissions Setup**
- **PDF Sharing**
- **Dashboard sharing**
- **Google Drive sharing**
- **Google Analytics - admin level**
- **Google Search Console - admin level access to Google analytics**
 - Check for any manual actions in GSC
 - Select 'Preferred Domain' in GSC



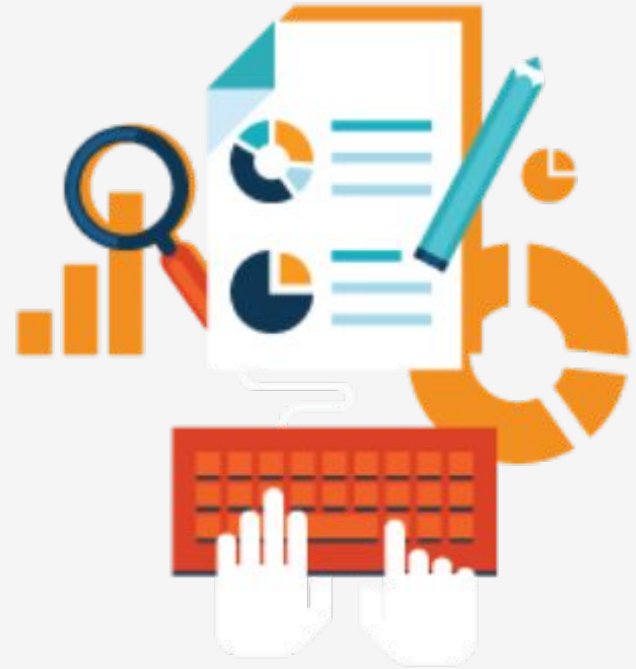
The Foundation

- **Google My Business - top-level permissions.**
 - Update information as needed
 - Create as needed
 - Match NAP information
- **Google Analytics & Google Search Console integrated into website**
 - Both are created (if necessary)
 - Code is added to header
- **Google Analytics added to reporting**
- **Google Search console added to reporting**
- **Facebook Business Page - need editor-level permissions.**
- **Website Logins - admin access.**
- **Research, Email History, noted in SEO Work Doc**
- **Client Root Folder Created**
- **Client Work Doc Created**
- **Log work onto doc**
- **Client Dashboard Setup.**
- **Site Scan - run audit, export PDF, upload to client root folder**



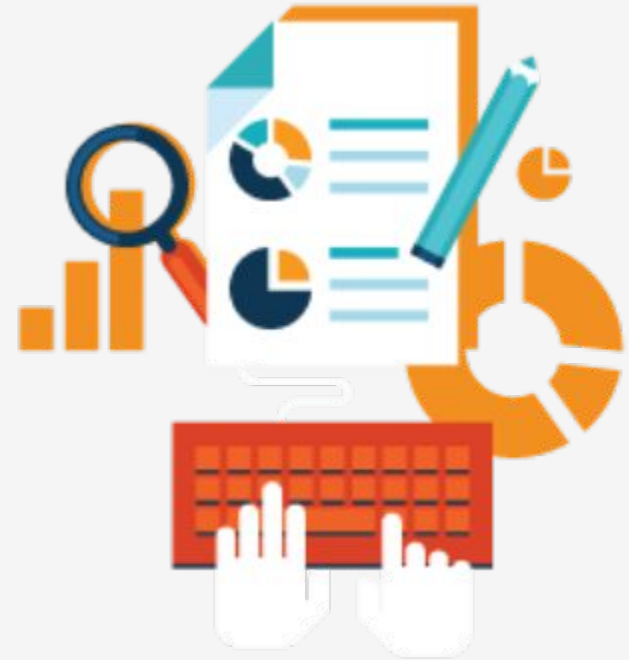
The Foundation

- **Client Setup in Dashboard (specific access)**
- **Client Welcome Email Sent Out**
- **Automated PDF Report Setup For Client**
- **Facebook page built and/or requested for editor**
- **Facebook metrics added to reporting**
- **Website publish date**
- **Create Schema code added to <head> that is specific to the businesses industry:**
 - Business name
 - Hours of operation
 - Business location
 - Address (match root NAP)
 - Phone number
 - Longitude/latitude of business
 - Business Description
 - Business type



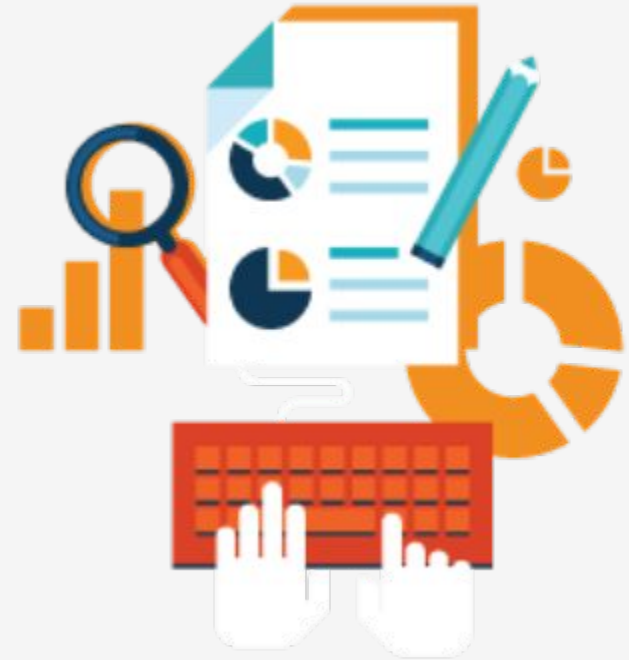
The Foundation

- **SSL Activated** (fix CSS/HTML issues that may cause a break)
- **Technical SEO launched.**
- **PDF, Dashboard, & Google Drive Reporting**
- **NAP's (Name, Address, Phone # business listings created)**
 - Match NAP on Footer
 - Match NAP on Contact Page (create location page if multiple locations)
- **XML Sitemap submitted to GSC**
- **HTML Sitemap built**
 - Includes links to all relevant pages
 - URL is added to footer
 - Title/description added
 - Headers added
- **Check For Organizational Schema on Site; add, if necessary.**
- **Add link = rel "publisher" code.**



The Foundation

- **Fix site errors. Examples: 500, 404, etc.**
 - Create 301 redirects in SS editor to fix.
 - Fix links that are broken externally or internally
- **Test Site Speed and optimize accordingly:**
 - Reduce images
 - Fix broken code
- **Check Mobile Friendliness and fix any problems.**
- **Enable and test AMP**
- **Enable Exif Data**

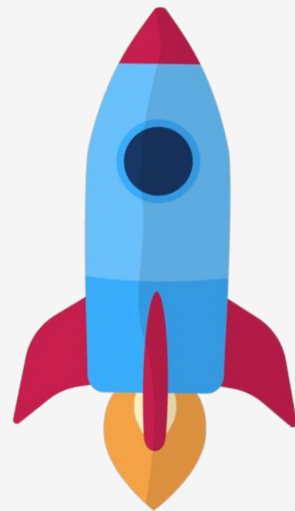


Ongoing SEO

After we build the foundation for your site, we need to both increase new rankings and maintain the rankings you already have. SEO is very difficult, because the competition is heavy and the algorithms change frequently. There's no set-and-forget with ranking your site.

Here's what we apply:

- **Technical SEO Application**
 - Addition of online promotion or website optimization based on updated search engine algorithms.
 - Continuance of the addition of common elements that rank your website based on common knowledge of algorithms.
 - Website issues fixed. If there are changes made to the site (new content added), there's a possibility of errors; we fix them.
- **Site audits**



Ongoing SEO

- **Research**
 - Competitive - Further research based on what the competition is ranking for.
 - Negative Pinpoint - Research on what terms your site is not ranking for and why.
- **Reporting**
 - Technical SEO Reporting
 - Assets & Traffic Reporting
 - Google Drive Reporting
 - Weekly PDF Reporting
- **Assets & Traffic applied**
- **Continual Online Promotion by Third Party sources**
- **Client Email Tech Support**

