

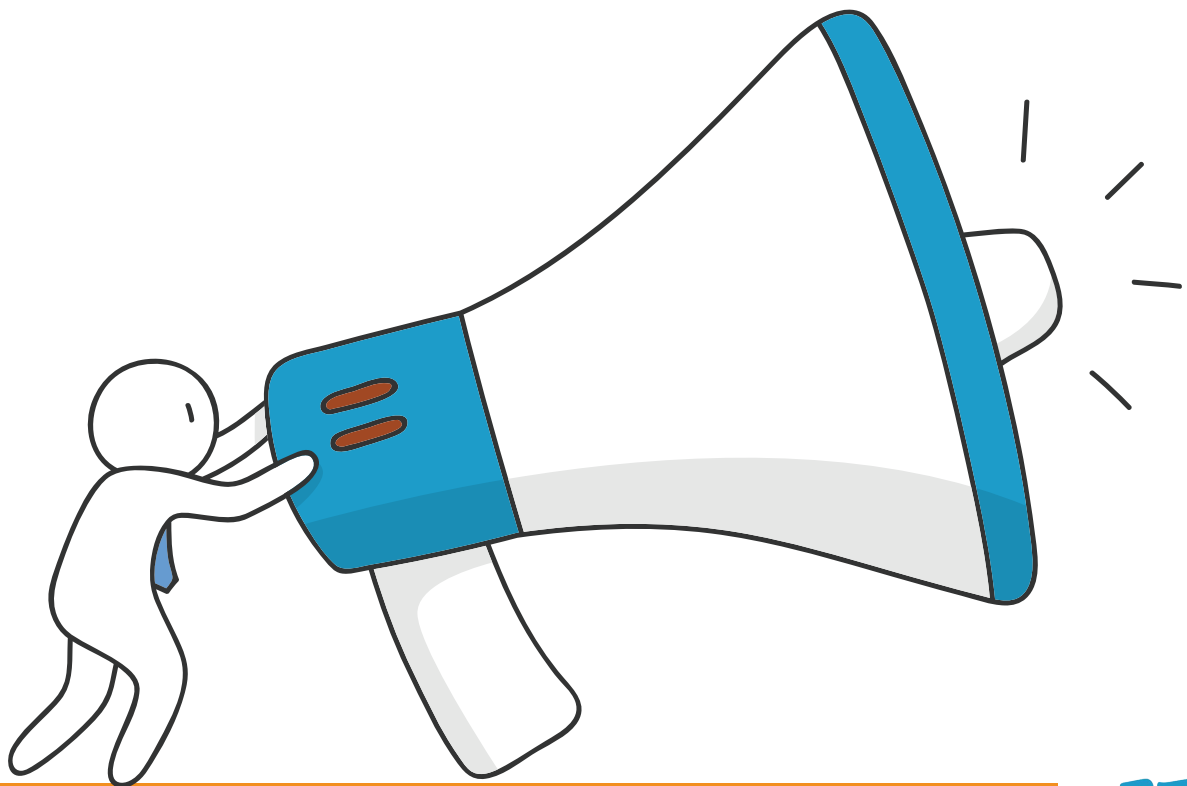


—HOW THE— SEO CAMPAIGN WORKS

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THE CAMPAIGN GOALS



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Your SEO Campaign Has The Following Goals:

- **Find Valuable Keywords** – We want to drive targeted traffic to your website that converts. In order to do that we need to find the right queries to rank pages for people looking for your services in your locations.
- **Increase Website Traffic** – We want to help potential customers find your website when searching for your services. Our goal is to drive as much qualified traffic to your website as possible.
- **Build Domain Equity** – Over time great SEO will improve the overall authority of your website with search engines. Increased authority = higher rankings.

HOW WE WILL ACHIEVE THIS



The 4 Phases of How We Will Achieve This

- **Website Audit Review** – We want to know and understand every detail of your website so we can leverage all of your strengths and improve the weaknesses. Our team will also review your online presence and competitors; as well as identify all strategies and challenges for this SEO campaign.
- **Website Strategy** – During this phase of the project we will develop an in-depth content, optimisation, and conversion strategy to achieve all goals.
- **Website Optimisation** – The purpose of Website Optimisation is to make sure all landing pages are properly optimised for the search engines by carefully executing the approved strategy brief. More importantly, we will make sure there is a relevant and properly optimised landing pages on your website for each targeted key phrase.
- **Monthly Website Optimisation** – Now that your website is properly optimised we must continuously work to grow and improve the authority of your site in the eyes of major search engines. A properly optimised website with high authority will start to rank higher in search engines. Once we get you to the #1 position we then work to defend your rankings against your competitors.

WEBSITE REVIEW



WEBSITE REVIEW

We want to know and understand every detail of your website so we can leverage all of your strengths and improve the weaknesses. Our team will also review your online presence and competitors; as well as identify all strategies and challenges for this on-page SEO optimisation campaign.

Tasks involved in website review:

Kickoff Meeting – Thorough review of company, competitors, customers.

- Complete website audit and individual web page audits.
- Competitor website audit and web page audits. (high ranking sites only)
- Keyword research, analysis, and selection.
- Google analytics review.

Timeline for site review: 7 days



WEBSITE STRATEGY



WEBSITE STRATEGY

During this phase of the project we will develop an in-depth content, optimisation, and conversion strategy to achieve all identified goals. Once complete, we will deliver a strategy brief that will be the “playbook” of this SEO campaign.

Some of the tasks included in site strategy:

- Multiple internal brainstorming sessions
- Develop creative and strategic content strategy
- Develop baseline report
- Set goals (traffic, primary conversions, secondary conversions)
- Develop optimisation strategy
- Identify all key phrases and targeted landing pages
- Develop website authority strategy

Timeline for Site Strategy: 14 days.

Deliverable: Keywords To Target

WEBSITE OPTIMISATION



WEBSITE OPTIMISATION

The purpose of website optimisation for consistency is to make sure your website and all landing pages are properly optimised for search engines by carefully executing the strategy we have designed for your business. More importantly, we will make sure there is a relevant and properly optimised landing pages on your website for each targeted key phrase outlined in the strategy brief.

Some of the tasks included in site optimisation:

- Optimise URLs, Title Tags & Headings: These are the most important SEO factors on your site.
- Optimise Meta Description: Many people forget to include meta descriptions for their pages.
- Optimise Image Alt Tags: Adds more relevancy to the page and increased probability of image rankings.
- Including search engine friendly URLs for each of your pages is highly recommended, as these bring better crawling
- Implement Schema: Using JSON-LD, we identify the proper category of Schema to add to your site.

Timeline for Site Optimisation: During the first 6 weeks

Deliverable: Checklist of all completed items



MONTHLY SITE OPTIMISATION

MONTHLY SITE OPTIMISATION

Once your website is properly optimised we must continuously work to grow and improve the authority of your site in the eyes of major search engines. A properly optimised website with high authority will start to rank higher in search engines. Once we get you to the #1 position we then work to defend your rankings against your competitors.

Some of the tasks included in monthly site optimisation:

- Continued execution of strategy brief
- Link bait creation and execution
- Strategic adjustments and pivots
- Link earning to above creative and strategic content
- Qualitative and quantitative analysis
- Creative and strategic content creation (video, blogging, guest blogging, downloads, infographics, tools, etc)
- Optimise creative and strategic content (whether on or offsite)

Deliverable: Dashboard of rankings and traffic showing results

TIMELINE FOR RESULTS

