

## Search Engine Optimization - SEO

As part of the initial client interaction, the creation of a strategy is a key element to the project's success. These next steps will highlight and build the process we follow for SEO.

### Stage One - Project kick off meeting

The key objective for this meeting is to get a fuller understanding of your business as well as the products and services that are important to you. At this stage, we will also analyze your business development processes to determine the following:

How you present your business, your products and services to potential customers.

What questions do these potential customers ask and at what stage of the buying journey are these questions being asked?

Given that over 70% of consumer's research products online before speaking to a sales person or company, it's important that we understand the types of questions your clients will be asking on Google in order to research keywords and the type of content that will have an impact on your business.

### Stage Two - Keyword and Key-Phrase Research

Once stage one is complete, our team will create an extensive list of keywords and key-phrases that are actually being searched in Google. Today's research shows that an increasing number of users now type longer search terms into search engines than was previously the case. Along with increased use of voice search from mobile devices, there is a perception from users that long, more detailed search

queries will produce more accurate search results. This can be seen on any Google search using their predictive search query engine that is actually generated using actual search volumes by Google users:

### Considering Locality

Most business related searches include some level of localization when users are searching for businesses, products or services. It's therefore important that locality is considered when identifying the appropriate search keywords and key-phrases for your business. For example - "How can I migrate to Dominican Republic"

### Stage Three - Onsite website and content fixes

Once stage two is complete and we have a set of research driven keywords, we will use this information to make sure that your website reflects this from both a technical and content perspective. This process also includes us developing a list of SEO oriented changes that include but are not limited to header optimisation and tagging, ALT Tag management, URL optimisation, Page Titling and Meta descriptions.

### Stage Four - Content Recommendations

The key to a successful, sustainable SEO strategy is to create content that has an almost immediate impact on the major search engines. Based on the research conducted your websites as well as the search engines will be receptive to publishing new content.

Where will this content be published?

Most commonly, your company's blog or resources section of your website will be used to publish new content.

These include: Creating new HTML pages on your website that can be linked to your existing website. Advising you to Create and host new corporate blogs. Creation of strategic landing pages that can be used to house new content

### Stage Five - Link Building

Despite the negativity surrounding Link Building, Google and industry experts agree that relevant backlinks to website has a positive impact on its ranking. And this makes complete sense. Today, Google still recognizes the value of relevant backlinks, and there is much to gain from having highly relevant links from high profile websites that will directly impact how your website will rank. Our focus will be to earn these types of links for your website.

### Stage Six - Ongoing Tracking, Measurement and Reporting

As standard, we will provide a comprehensive report each month that will measure the rankings of your keywords, new keyword and key-phrase opportunities and content suggestions for the next month or quarter. We will supplement this activity with monthly meetings with your company so that we can support your business' strategy as it evolves over time. Increasing the effectiveness of your SEO. There is currently a high level of convergence taking place within the digital marketing industry. What this means is that where just a few years ago, practices such as Social Media, Content Marketing, Paid Search and SEO were conducted independently of each other, this strategy no longer produces the results that were once the case. Today, Google has access to social media activity (including direct access to Twitter's content) and order to ascertain the latest content trends and popularity across the web in order to improve the quality of its search engine results.

# SEO ROADMAP



We've perfected a roadmap to success for our clients and we want you to always be in the loop on what's happening with your SEO campaign. Here we've outlined approximately when your services will be completed and the types of results you should expect to see month to month. It's important to remember that this is only an approximation. Your service delivery timeline can change and the results listed—while typical for our clients—might vary depending upon your website, industry, region, and other factors.

**MONTH 1**

This is a heavy lifting month. We'll do extensive work on your keywords and website optimization.

Rankings likely won't improve quite yet, but it's critical to lay a solid foundation for your campaign to have success going forward.

- ✓ Initial Campaign Setup
- ✓ Keyword Research
- ✓ Keyword Optimization
- ✓ Website Audit
- ✓ Website Optimization
- ✓ Custom Content Creation
- ✓ Business Profile Development
- ✓ Analytics Setup

**MONTH 2 - 5**

These months are the core of your SEO campaign. We'll complete your critical optimizations start spreading the word about your business all over the web. You should see noticeable improvement in your rankings as your online presence grows. We'll also begin tracking secondary keywords to better understand how your overall reach is being impacted. The number of hours in your campaign each month will determine which tasks we can perform, but we will always provide a detailed report on the work we've done, keyword progress, and campaign strategy.

- ✓ Link Portfolio Development
  - Website Bookmarking
  - Classified Business Listings
  - Local Business Citations
- ✓ Custom Content Creation (Client to provide)
  - Custom Article Publication
  - Offsite Content Marketing
  - Aged Article Inclusion
  - Custom Blog Publication
  - Onsite Content Changes
  - Article Engagement
  - Video/Image Implementation
- ✓ Ongoing Website Optimizations
  - Google Search Console Creation & Installation
  - Robots.txt Creation & Implementation
  - XML Sitemap Creation & Implementation
  - Schema Tag Implementation
  - Canonical Tag Implementation
  - Google Maps Integration
  - 301 Redirect Mapping & Implementation
  - Menu Edits
  - Insert Nofollow Tags into Onsite Links
  - Site Speed Optimization
  - Link Detox Audit
  - Onsite Broken Link Repair
  - Standard Link Removal
- ✓ Campaign Reporting
  - Monthly updates on campaign activities and keyword progress
  - Recommendations for onsite tasks
  - Monthly update on campaign strategy

**MONTH 6 & BEYOND**

Our goal is to have 30% of your keywords ranking of page 1 of Google by month 3 of your SEO campaign. At this point we will take a deeper look at your tracking keywords to determine where we should focus our efforts to help you rank for even more search terms. It's important to maintain you SEO activities so that you stay on page 1 and continue to expand your presence online. We will continue developing links, advising content from you, optimizing your site, and reporting on progress each and every month.

