



Basic SEO

Here are our Basic SEO Packages designed to help your business succeed further.

Hover over the question marks to get a quick description. You may also download this as a PDF with or without the extensive descriptions at the bottom part of this document.

In addition, you may view or download our primer on the marketing benefits of SEO for your business.

Package Name		3 SEO Basic	6 SEO Basic	12 SEO Basic	18 SEO Basic	24 SEO Basic	30 SEO Basic
Recommended Minimum Duration	?	12 months	12 months	12 months	12 months	12 months	12 months
Total Number of Keywords		3	6	12	18	24	30
Number of Primary Keywords	?	1	2	4	6	8	10
Number of Secondary Keywords	?	2	4	8	12	16	20
MONTH 1 SERVICES							
Keywords and On-Page SEO Research & Analysis							
Manual and Software Driven Keyword Research	?	Yes	Yes	Yes	Yes	Yes	Yes
Keyword Competition Analysis	?	Yes	Yes	Yes	Yes	Yes	Yes

Keyword Grouping	?	Yes	Yes	Yes	Yes	Yes	Yes
URL Architecting	?	Yes	Yes	Yes	Yes	Yes	Yes
URL Mapping	?	Yes	Yes	Yes	Yes	Yes	Yes
Target URLs	?	3	6	12	18	24	30
Account Setups							
Business Directory and P.R. Setup							
10 Major Business Directories Setup	?	Yes	Yes	Yes	Yes	Yes	Yes
5 Major Press Release Accounts Setup	?	Yes	Yes	Yes	Yes	Yes	Yes
Social and Off-Site Blog Setup							
Google+ Account Creation	?	Yes	Yes	Yes	Yes	Yes	Yes
Google+ Business Page Setup	?	Yes	Yes	Yes	Yes	Yes	Yes
10 Major Social Media Accounts Setup	?	Yes	Yes	Yes	Yes	Yes	Yes
10 Major Social Sharing Accounts Setup	?	Yes	Yes	Yes	Yes	Yes	Yes
5 Major Off-Site Blog Accounts Setup	?	Yes	Yes	Yes	Yes	Yes	Yes
On-Site Blog and Authorship Configuration							
Google+ Publisher Setup	?	Yes	Yes	Yes	Yes	Yes	Yes
Blog Category Setup	?	Yes	Yes	Yes	Yes	Yes	Yes
Uploading of Provided Blog Articles (from you)	?	Yes	Yes	Yes	Yes	Yes	Yes
On-Page Website Optimization							

General On-Page Optimization							
Domain Redirect Optimization	?	Yes	Yes	Yes	Yes	Yes	Yes
Homepage Redirect Optimization	?	Yes	Yes	Yes	Yes	Yes	Yes
Website Logo Alt Text Optimization	?	Yes	Yes	Yes	Yes	Yes	Yes
Robots.TXT Checking & Fixing	?	Yes	Yes	Yes	Yes	Yes	Yes
Page Titles and Meta Tags							
Page Title Optimization	?	3	6	12	18	24	30
Meta Description Optimization	?	3	6	12	18	24	30
Uploading of Optimized Meta Tags	?	3	6	12	18	24	30
Website Content							
Content Analysis and Optimization Guidelines	?	3 Pages	6 Pages	12 Pages	18 Pages	24 Pages	30 Pages
Keyword Optimization of Existing Website Content	?	3 Pages	6 Pages	12 Pages	18 Pages	24 Pages	30 Pages
Content Uploading	?	3 Pages	6 Pages	12 Pages	18 Pages	24 Pages	30 Pages
Promo Call to Action Installation	?	Yes	Yes	Yes	Yes	Yes	Yes
XML Sitemaps							
XML Sitemap Analysis, Generation & Installation - Google & Bing	?	Yes	Yes	Yes	Yes	Yes	Yes
Analytics and Webmasters							
Google Analytics Script Analysis, Generation & Installation (Target Pages & Homepage)	?	Yes	Yes	Yes	Yes	Yes	Yes

Google Webmaster Script Generation & Installation	?	Yes	Yes	Yes	Yes	Yes	Yes
Google Webmaster Geographic Target Setting, Preferred Domain	?	Yes	Yes	Yes	Yes	Yes	Yes
Website Backup and Security							
Website Malware and Virus Check	?	Yes	Yes	Yes	Yes	Yes	Yes
Pre & Post Optimization Website Backup	?	Yes	Yes	Yes	Yes	Yes	Yes
1 Year Secure Backup Storage*	?	Yes	Yes	Yes	Yes	Yes	Yes
Misc. Service Items							
Dedicated IP Services	?	Yes	Yes	Yes	Yes	Yes	Yes
Reporting and Auditing							
Internal Report Auditing and Analysis	?	Yes	Yes	Yes	Yes	Yes	Yes
Work Reports	?	Yes	Yes	Yes	Yes	Yes	Yes
OFF-PAGE OPTIMIZATION - MONTH 2 & ONGOING MONTHLY							
Monthly Error Auditing							
Google Webmaster Error Checking & Reporting	?	Quarterly	Quarterly	Quarterly	Quarterly	Quarterly	Quarterly
On-Site Content Generation & Optimization							
Content Generation							
Unique Content Writing (350-400)	?	1	2	4	6	8	10
On-Site Uploading and Interlinking Blog Content							
Uploading Content to Blog	?	1	2	4	6	8	10

Categorizing Content in Blog	?	Yes	Yes	Yes	Yes	Yes	Yes
Interlinking Blog Page to Target and Related Pages	?	Yes	Yes	Yes	Yes	Yes	Yes
Blog Article Page Title and Meta Tag Writing & Uploading	?	1	2	4	6	8	10
Promotion or News Image Placement (*if applicable)	?	Yes	Yes	Yes	Yes	Yes	Yes
Content Distribution							
Social Media Distribution	?	10	20	40	60	80	100
Social Sharing Distribution	?	10	20	40	60	80	100
Off-Site Blog Distribution	?	5	10	20	30	40	50
Press Release Publications (*if applicable)	?	5	10	20	30	40	50
External Blog Social Interaction	?						
Social Sharing to External Blogs		Yes	Yes	Yes	Yes	Yes	Yes
Blogs Opportunity & Engagement Research		Yes	Yes	Yes	Yes	Yes	Yes
Blog Discussion Participation		Yes	Yes	Yes	Yes	Yes	Yes
Misc. Service Items							
Dedicated IP Services	?	Yes	Yes	Yes	Yes	Yes	Yes
Reporting and Auditing							
Internal Report Auditing and Analysis	?	Yes	Yes	Yes	Yes	Yes	Yes
Work Reports	?	Yes	Yes	Yes	Yes	Yes	Yes

Recommended Minimum Duration

The minimum recommended duration for any SEO marketing campaign is 12 months. Ideally, SEO campaigns run forever. SEO marketing is a long term marketing strategy that should be factored into a company's monthly overhead. The minimum duration is stated to give a milestone as to when you should be able to see satisfactory to ideal ranking and traffic results. Keep in mind that there are many other factors that determine ranking and traffic outcome as a result of an SEO marketing campaign. What is contained within this proposal does not cover 100% of ranking and traffic factors. We recommend you to run this marketing campaign for a minimum of one year, with a thorough check-in analysis every 6 months.

Number of Primary Keywords

Primary keywords are the keywords we consider to be the highest priority. Typical marketing campaigns have "keyword groups". Each primary keyword should have 2 related secondary keywords. Within one keyword group, the primary keyword would be the most competitive, and the two related "secondary keywords" would be less competitive. We recommend keyword grouping in this manner to help structure our content siloing.

Number of Secondary Keywords

Secondary keywords are related to a specific primary keyword. Each primary keyword will have two related secondary keywords, which are less competitive. Target keywords are grouped together and each keyword in a keyword group has a different competition level. Typically, one keyword will stand out with the most competition. The main benefit in grouping keywords together in the manner of 1 primary to 2 secondary is the ability to put more effort and energy into the primary keywords. One primary keyword could have MUCH more value and traffic than a secondary keyword, and therefore, it is of extreme importance for us to classify and group the target keywords accordingly.

MONTH 1 SERVICES

Keywords and On-Page SEO Research and Analysis

Manual and SoftwareDriven Keyword Research

Manual Keyword Mining

Before launching a marketing campaign we need to know what keywords to target. A "keyword" refers to the word or phrase typed into a search engine to return search results. Utilizing software and several man hours of filtering through Google data, we return a full keyword report. The report not only shows keyword traffic, but also competition analysis and where the website is currently ranking on Google, Yahoo, and Bing for that particular keyword. The keywords chosen determine the direction of the entire marketing campaign, thus the extreme importance we place on keyword research.

Keyword Ranking Report

Keyword Rankings, or where your site is ranked on search engines for keywords, have a major impact on your Web traffic, lead generation, and conversions. Research shows more than 75% of all search engine users click on a result on the first page; so the higher you rank on the search engine results pages, the better your chances are of gaining more traffic.

Using specialized software, the rankings of the target keywords for the website will be generated and tabulated. The results will be used as a reference point for the initial rankings of the keywords before the marketing campaign is commenced.

Keyword Competition Analysis

We analyze the competitors for every keyword you want to target. It is important for us to look at the competition to have a better understanding of the keyword competition level.

Keyword Grouping

This is where we group the target keywords that have been agreed upon into sets of 1-3 keywords, which will then be designated to target pages during the URL mapping stage. Keywords of a given campaign are grouped based on, but not limited to, similar keywords, related terms, and geo-target.

URL Architecting

By organizing the URLs, it will also help organize the entire website. Having a proper URL structure will help users to easily determine what page they are on by just looking at the URL alone. Most websites do not have a proper URL structure, and all the pages were simply a direct extension of the homepage. Through URL Architecting, we will help and recommend the proper URL Architecture for your site.

Let's look at an example of a pesticide company that has 5 different services.

Wrong URL structure:

homepage.com
homepage.com/service1
homepage.com/service2
homepage.com/service3
homepage.com/service4
homepage.com/service5

Correct URL structure:

homepage.com
homepage.com/service/
homepage.com/service/1
homepage.com/service/2
homepage.com/service/3
homepage.com/service/4
homepage.com/service/5

The search engines can only properly interpret a website as good as it is built. Having properly structured URLs is essential to ensure maximum rankability of your website.

URL Mapping

If an SEO campaign has 30 keywords, they will not all go on the same page. We usually target 1 keyword on each page, with unique exceptions to the homepage. The process of determining which page should contain certain keywords is called URL mapping.

Factors such as theme relevance and page rankings will also come into play when URL mapping is performed. Among the target pages that are prioritized are those that are convertible and/or will catch a user's attention, engaging them and encouraging them to interact and browse through the site. The homepage, which is the most highly evaluated page among all the others, is always targeted. If a page with a matching theme does not exist for certain keywords, then a new page with fresh content will have to be created.

Target URLs

The Target URLs are determined during keyword URL mapping. These URLs are simply the pages we are primarily targeting with our On-Page and Off-Page optimization. When we track the keyword rankings, these are the pages you should see rankings respective to the keywords targeted on each page.

Account Setups

Business Directory and P.R. Setup

10 Major Business Directories Setup

We will setup and optimize your 10 major business directory listings. Online business directories have taken over the stereotypical "Yellow Pages," and it is a must for all business owners to at least have a presence in the major 10 business directories online. We will create your business directory accounts and make sure they are filled out and well-optimized.

The business directories we will setup include, but are not limited to:

Yahoo Local	Manta
Bing Local	Super Pages
Yelp	Local
MapQuest Local	HotFrog
Angie's List	Kudzu
Yellow Pages	Metrobot

Note: These directories will vary based on your country and also the current priority status for the respective directory.

5 Major Press Release Accounts Setup

When we write press releases we need a way to publish those press releases to the world. Although we do this through your social channels, we also want to be able to get these press releases published on official press release websites. The benefit of publishing the press release on an official press release website is the exposure. Searchers can go on the press release websites, find your press release, share it with their friends, like it with Facebook, +1 it with Google+, and even link to it in other conversations.

We will be creating your accounts in the 5 major free press release publication sites during the first month of the marketing campaign.

The list of press release sites we will setup include, but are not limited to:

PRLog.org
PR.com
PR-Inside.com
I-Newswire.com
OnlinePRNews.com

Social and Off-Site Blog Setup

Google+ Account Creation

If you do not have a Google+ account setup, we will create an account for you. The Google+ access is the same access as Gmail, so make sure that if you hand us over a Google+ account to manage that you are okay with us having the Gmail access because it is the same thing. If you are not okay with us having Gmail access then please make sure to provide a different account or allow us to create one for you. We will use the same Google+ access to also setup the Blogger, YouTube, and other related Google accounts.

Google+ Business Page Setup

The Google+ business page will be setup as a page off of your Google+ account. The business page is like having your own mini business website on your Google+. Business pages are important for social networking, SEO, claiming publisher ownership over your website content, and it allows your clients/customers to "Check In" using their Google latitude phone app. We will complete the business page for you and make sure it is optimized and updated with the content we create on a monthly basis.

10 Major Social Media Accounts Setup

We will setup your 10 major social media accounts for you. For SEO, reputation management, and raw traffic generation value, it is important for you to setup and maintain your 10 major social media accounts. Social media accounts help to establish your brand, and it will help us to associate your brand to your website. Your social media accounts will also be used for content publication, generating backlinks, and attracting more visitors to your website.

The social media accounts generated could include, but are not limited to:

Facebook	NewsVine
Twitter	AOL Lifestream
LinkedIn	Plurk
Google Plus	Friend Feed
App.net	Feedspot

10 Major Social Sharing Accounts Setup

We will setup your 10 major social sharing accounts for you. Social sharing websites are specifically created for sharing content and making your sharing decisions publicly available. Your social sharing accounts will help us to build backlinks to your website, and they will help us to tell the world about the new content we will be generating for you on a monthly basis.

The Social Sharing Accounts established could include, but are not limited to:

Bitly	InstaPaper
Delicious	Slashdot
StumbleUpon	Bibsonomy
Diigo	Pocket
Folkd	Storify

5 Major Off-Site Blog Accounts Setup

Off-Site blogs are extremely important in today's online marketing world. Of course, having great written content on your website is of the highest priority, but having multiple blogs with a significant amount of authority can really boost your rankings. One of the best things about having your own off-site blogs is the ability to have full control. When we setup the blogs, we will have the ability to control comments and what is published.

The off-site blog will be used to publish content, establish brand visibility, and build backlinks.

The list of off-site blogs we setup include, but are not limited to:

Blogger
WordPress
Tumblr
LiveJournal
Scoop.it

On-Site Blog and Authorship Configuration

Google+ Publisher Setup

Have you ever wondered how Google knows if you own the content on your website? Google has incredibly complex algorithms to determine the uniqueness factor of the content on your website. Since content originality is so important to Google, it is important to claim ownership of the content on your website through Google's eyes. Now you can! We can create a business page on your Google+ account and generate a unique tag from your business page to install on your website. This tag will tell Google that your Google+ business is the publisher of the content on your website. In other words, you are telling Google you are the publisher of the content on your website.

Blog Category Setup

Regardless whether you have an existing WordPress Blog on your website, or if we have to set up one for you, we still need to configure your blog. Establishing the categories on a blog is very important. When you go into a blog and all you see are archive dates to old blog posts, you have no way to easily navigate to the type of content you are looking for. That would be the equivalent of going to a website with no main navigation. Hence, it is very important for us to establish categories in your blog.

For blogs that do not have very many relevant articles, we highly recommend adding a category for "Previous Publications" and adding all that old content you have onto the blog.

The standard universal blog categories are:

Company Updates
Press Releases
Promotions
Industry News

Info Articles

Previous Publications (for old content in your closet)

Uploading of Provided Blog Articles (from you)

During the first month of the campaign we will ask you to gather all the old content you can find that is related to your business. Most companies have a tremendous amount of written content stored in old file cabinets; from research to old promotions. Having relevant content on your website is extremely important, and most websites struggle to get a significant amount of relevant content published.

We will create a category in your blog called "Previous Publications". This blog category is intended solely for old content that might be outdated. Content published in this category must be related to the business's services or products. Being outdated is of no concern because the blog category lets searchers know that the content in this category is a previous publication and might be outdated.

Your previous publications should NOT be currently posted or published online to avoid duplicate content issues.

Just like a Facebook timeline, old events or publications are still relevant to users, and having this additional content will help the website rank better for your target keywords.

To motivate you to dig through your closet, old file cabinets, and your computers in an effort to find great content to publish, we are offering to upload 5 to 10 pieces of content to your blog free of charge. We want to make the most of your marketing campaign, and as the company owner you have the highest authority in your business, and your previously written content could be of extreme value to our marketing campaign.

On-Page Website Optimization

General On-Page Optimization

Domain Redirect Optimization

Domain Redirect Analysis

Some websites use both the WWW and the non-WWW version of its URLs. If this is the case, and the site does not redirect to WWW if non-WWW is used and vice versa, then the site needs to be redirected to its appropriate URL. Here, we will be determining which version should be used for your site in the search results so that the rankings and traffic will not be distributed and search engines will not interpret them as duplicates or different pages (<http://www.google.com/support/webmasters/bin/answer.py?answer=44231>).

Domain Redirecting

If necessary, and given the appropriate access, we will be implementing the 301 domain redirect to our recommended version - either WWW or non-WWW.

Homepage Redirect Optimization

Homepage Redirect Analysis

Similar to the Domain Redirect Analysis, we will be checking if the homepage has different URL versions and determining which version should be used for your site in the search results.

Examples:

Example.com, Example.com/home, Example.com/welcome, Example.com/index

Homepage Redirecting

If we find a duplicate URL of the homepage and have determined which version to go for, provided that we have the necessary access, we will be implementing the 301 homepage redirect to our recommended version.

Website Logo Alt Text Optimization

Website Logo Alt Text Composition Analysis

Used with the imgsrc http tag, Alt Text provides search engines an important way of understanding what the image is about.

We will be checking whether or not the site's existing website logo's alt text is utilized and properly optimized. We only do this on the banner/logo since this is generally an image that can be seen on ALL pages within the site -- this makes the area very visible to search engines.

We can add optimized alt texts to the rest of the images within the pages of your choosing for an additional charge per alt text.

Website Logo Alt Text Optimization

If the site's existing website logo's alt text is not utilized and properly optimized, we will be creating/recommending an alternate text (alt text) for the website's logo.

Given that the image/logo is located at the topmost part of the source code, there is a very high chance that this will be picked up by search engines. Placing optimized text within the alt text attribute will help the pages rank. To compose the necessary alt text, the keywords that represent the site as a whole and the primary targeted keywords are taken into consideration along with the company/website's name and the geographic targets.

Robots.TXT Checking & Fixing

Part of our On Page optimization procedure is to check the website for issues concerning its robots.txt file and/or our target pages' robot meta tags.

The robots.txt file provides instructions about the site to web robots, such as search engine crawlers (<http://www.robotstxt.org/robotstxt.html>). The special HTML <META NAME="ROBOTS" CONTENT=""> tag can also be used to tell robots not to index the content of a page, and/or not scan it for links to follow (<http://www.robotstxt.org/meta.html>).

Page Titles and Meta Tags

Page Title Optimization

The page title appears on the browser's title bar and serves as the link that users click on when they are viewing the search engine results page (SERP). Search engines read the title tag and relate it to the page's content.

The title tag will be written in a way that it is optimized for the target keywords and is eye-catching at the same time.

Meta Description Optimization

The meta description is typically composed of one or two sentences that describe the page content. A good meta description should be relevant and unique to the page and should reinforce the page title.

Optimizing this meta tag is important because it may appear on the search engine results page (SERP) below the page title. It will be written in a way that it is appealing to users and keyword relevant for search engines.

Uploading of Optimized Meta Tags

Once the Page Title & Meta Descriptions have been created, if we have the necessary access, we will upload the optimized Meta Tags to their corresponding target pages.

Website Content

Content Analysis and Optimization Guidelines

When we analyze your website during the URL mapping process, we will determine the target page for each keyword. Once we establish the target page for each keyword, we will analyze the content on that page to see if the content has enough words (400 words minimum), and also to see if the content is relevant to the keyword. Many times you do not have a page established for a particular keyword, and in this instance we would recommend a new page to be created. Most websites require a significant amount of additional content and this content can be written for you or provided by you. We will supply you with a report to show you what pages need content, and what the content needs to be written about (keyword-wise anyways).

Keyword Optimization of Existing Website Content

If a target page has at least 400 words of unique content, it will be keyword-optimized. We make sure that we integrate the target keywords seamlessly and naturally into the existing content.

Unless specified and paid for, this process does not involve fixing any writing issues found in the original content.

Content Uploading

Uploading/Updating the target page with optimized content:

When website content is supplied (either by us or by you) and is determined to have passed our keyword requirements, the content will then be uploaded to the live target page.

Promo Call to Action Installation

If applicable, we will be writing promotional content on a monthly basis. As part of most marketing campaigns, we will ask you to come up with promotions you are willing to offer to your customers/clients. These promotions will be published in many different channels, but specifically published on your blog in the "Promotions" category. In order for users on your website to find your latest promotions, we need to install a "Promotion Call to Action" on your website.

Typically, this is in the form of a banner we create and upload to the sidebar or footer area of your website. This way, when site users are on your primary website pages, they can still reference an image link to find your latest promotions.

Promotions are extremely important to online marketing campaigns, and have always been a staple in every large brick and mortar business in the world.

XML Sitemaps

XML Sitemap Analysis, Generation & Installation - Google & Bing

XML Sitemap Generation

An XML Sitemap is a special file that provides search engines with specific directives about what pages to crawl and how often.

If the site does not have an existing, auto-updated XML Sitemap, we will be creating one using various XML sitemap generator tools. If the site's CMS permits, we will be installing a sitemap generator plug-in/module to make sure that it's auto-updated.

XML Sitemap Installation

Once the XML Sitemap has been created successfully, it will be uploaded to the website's root directory. Sitemap Generation and Installation is done each time our optimization involve a change to the URL structure of the website.

XML Sitemap Uploading to Google Webmaster

Google Webmaster is a program that webmasters can use to help Google index their content using XML Sitemaps. After the XML Sitemap is installed on the site, we will then submit it to Google Webmaster for verification.

XML Sitemap Uploading to Bing Webmaster

Bing Webmaster Tools is Bing's Google Webmaster counterpart. After the XML Sitemap is installed on the site, we will also be submitting it to Bing Webmaster for verification.

Analytics and Webmasters

Google Analytics Script Analysis, Generation & Installation (Target Pages & Homepage)

Google Analytics Script Analysis

Google Analytics is a web analytics tool offering detailed visitor statistics. The tool can be used to track all the usual site activities: visits, page views, pages per visit, bounce rates, average time on the site, and much more. It is an in-depth traffic analytics program.

We will be checking the site for an existing and working Google Analytics (GA) script. What we find will determine whether or not we need to generate a GA code for the site.

Google Analytics Script Generation*

Generating a Google Analytics (GA) script for the site:

If the site does not have a GA script or if the client prefers we replace the existing one, then we will generate the GA script for the website. The code generated will later be installed on the site.

Google Analytics Script Installation*

Installing the Google Analytics (GA) script to the site:

The generated GA script will be added to the site's source code. This will be used to track user interactions with the website via the Google Analytics dashboard.

Google Webmaster Script Generation & Installation

Google Webmaster Script Analysis

After 2 to 3 weeks, or once Google Webmaster has enough data, we will then go in and analyze Google Webmaster to make sure your website is indexing properly, and is malware-free, and crawl error-free.

Google Webmaster Script Generation*

Google Webmaster allows you to obtain data about crawling, indexing, and search traffic. It also allows you to receive notifications about problems on your site. Consequently, we will be generating a new Google Webmaster verification file for the site to gather valuable information that enables us to:

- 1) Find out how Google crawls, indexes, and ranks your site
- 2) See how many people have found your site in the search results, and how many people have clicked on it
- 3) Tell you if we detect that your site has malware or generates errors
- 4) See other sites that are linking to yours
- 5) Tell Google about your site - submit Sitemaps and see how many pages we have added to the index

Google Webmaster Script Installation*

Installation of the Google Webmaster Script is done either through uploading an HTML file to the site's root directory or adding a meta code on the site's homepage. This will depend on what's applicable to the website access granted.

[Google Webmaster Geographic Target Setting, Preferred Domain](#)

Setting the geographic target of a website on Google Webmaster:

This is done via Google Webmaster Tools upon completing the verification process. The country targeted by the website will be assessed through the website's content and the campaign documents. This will help increase the relevance of the website in a particular location.

Website Backup and Security

[Website Malware and Virus Check](#)

Diagnosing the site for malware, viruses, or other malicious entities:

The site's behavior will be manually analyzed and its files will be thoroughly diagnosed using malware and virus scanners. This is to ensure that the site is functional and is being indexed normally by search engines.

Should they prefer that we fix the issue for them, additional fees apply and we will also be needing the website's back-end access.

[Pre & Post Optimization Website Backup](#)

Pre-Optimization Website Backup

Creating a local backup of the website before any On-Page optimization:

All downloadable website files will be saved and secured locally before we implement any On-Page optimization.

Post-Optimization Website Backup

Creating a local backup of the website after any On-Page optimization:

All downloadable website files will be secured locally after a session of On-Page optimization is completed. This will serve as a saving point and will aid in tracking and troubleshooting if any issues are encountered in the future.

[1 Year Secure Backup Storage*](#)

This will ensure that the backup copy of the website will be secured and will not be removed from our server for an entire year.

Misc. Service Items

[Dedicated IP Services](#)

We will provide a dedicated IP for link building purposes. We do this to ensure the link building quality and increase the likelihood of approval for the links we are building. This is because having a dedicated IP allows for a higher approval percentage of the links we build and increases the indexing power behind those links in the major search engines.

IP services will also be utilized when creating your accounts.

Report and Auditing

Internal Report Auditing and Analysis

All Reporting is subjected to a monthly routine auditing and assessment process. We perform this auditing on a monthly basis to ensure that all reports are up to date, error-free, and properly formatted.

The auditing process includes, but is not limited to, the checking of the following:

1. Format
2. Link status analysis
3. 100% of the month's work is completed in full
4. Report is updated accordingly
5. Fixing of errors or dead links

Work Reports

All tasks will be tracked throughout the whole month and are reflected on the monthly report, which includes all progress and final outcomes.

OFF-PAGE OPTIMIZATION – MONTH 2 & ONGOING MONTHLY

Monthly Error Auditing

Google Webmaster Error Checking & Reporting

Google Webmaster Error Checking

This serves as a quarterly health check-up on the site that includes web design, site and meta tags errors, which were not covered in the target pages of the site, and are gathered from Google Webmaster and other tools.

Google Webmaster Error Report

If we find a crawl error on the site, we will be forwarding it to you along with any solutions we have for fixing it.

The reported URLs typically need to be redirected to either the homepage or their new counterpart URLs. Alternatively, they can be blocked using the robots.txt file and reported to Google for removal. The first redirect option is preferred and has more benefits in terms of SEO.

On-Site Content Generation and Optimization

Content Generation

Unique Content Writing (350-400 words - see content type options below)

Google has always said, "Content is King". We write content on an ongoing monthly basis to expand your website, keep the content updates to the website fresh, and create an ongoing "social buzz" about your website. When we create new content, we strategically link it up to other pages in our internally documented content siloing outline.

The content is posted to the blog, monthly. We have a content scheduler that allows you to go in and choose the type of content you want us to write, as well as the keywords you want us to include in your preferred content types. You may also input specific notes you want us to focus on or highlight in the content.

The four primary types of content we write are:

- Company Updates
- Press Releases
- Promotions
- General Information

— Company Updates

Company updates feature the latest internal updates to your company. These updates may include the announcement of a redecorated office or an upcoming small office event. Company updates allow your audience to relate to your business on a more personal level by keeping them in the loop on the latest happenings in your company.

With your input in the content scheduler, we can write company updates that your social and website audience will find interesting and engaging.

— Press Release

Press releases feature newsworthy developments or events in your company that have a major impact on your target market, your clientele or the industry to which you belong. These updates or events may be about the launch of new services, the opening of new locations, or the company's attendance in upcoming conferences. Press Releases rank incredibly well in search engines and provide you with a great media outlet tool to gain brand exposure within your industry and target market.

The syndication of these Press Releases provides essential, strong backlinks to our target pages via keyword anchor text. Our Press Releases are individually strategized and linked back to the corresponding pages of the website.

With your input in the content scheduler, we can create press releases that will effectively strengthen your online presence and brand.

— Promotions

Promotions feature time-bound incentives that offer additional value to a customer's purchase and experience, usually for a lower price than the original cost of the product or service. They prompt people to take action by making a purchase, redeeming a reward, or transacting with your business so they can benefit from the promotion. Promotions are a great tool for converting people who are merely curious about your products and services into consumers.

With your input in the content scheduler, we can write promotional copy that will entice your target market.

— General Information

General information articles feature news and information that are relevant to your product, service, or industry and that your target audience will find useful or interesting. It is not primarily intended to sell a product or service or to talk about your company. With general information articles, you can position yourself as an authority in your field and cultivate trust with your current and potential clientele.

This type of content we write is categorized as either "Industry News" or "Info Articles" on your blog.

On-Site Uploading and Interlinking Blog Content

Uploading Content to Blog

The "unique content" written will be in the form of a press release, company update, promotion, or general information. This content will then be uploaded to the appropriate blog category in the blog on your website. We will make sure the blog content is properly displaying and formatted at the basic level.

Categorizing Content in Blog

When we upload the written content to your blog we will make sure to properly categorize it. This will enable your blog readers to filter your blog posts based on categories they are interested in.

Interlinking Blog Page to Target and Related Pages

When we upload the blog article, we will make sure to interlink the blog article to the respective target page. Blog articles are written with the intent of supporting the primary target pages we have created. Therefore the keywords used in the blog articles will reflect the same keyword subject matter of the keywords on the primary target page it will be interlinked to. By interlinking keyword-related blog articles on a monthly basis we are expanding each content silo on the website monthly, and over time, the website could become an authority in the search engines based on content alone.

Blog Article Page Title and Meta Tag Writing & Uploading

When writing blog articles, it is important to keep in mind that you also need to create a descriptive and keyword relevant page title and meta description. Each blog article we write for you will also have a page title and meta description written.

Promotion or News Image Placement (*if applicable)

If you selected to have us write about a promotion or a general information article in a particular month, we will be placing an image in the content we write. If you selected to have us write about a promotion for your company then we would generate a graphically designed "coupon" with a bar code and place it within the blog post about the promotion.

If you selected to have us write about general information then we would "clip" a general information article and show an image of the general information we are writing about on the blog article.

Content Distribution

Social Media Distribution

We write fresh content for you on a monthly basis and we need a way to tell the world about this content. The content is uploaded to your blog and we would claim authorship over the written content with your related Google+ account. We let the world know about your newly created content through the 10 social media accounts we have set up for you. We will go into each account and make a "post" or "update" letting everyone know about the newly created content. Of course, we will not say "Hey look at my new content"... we would be letting people know that either a new company update, press release, promotion, or a general information article has been posted and to check it out.

Social media content distribution generates additional social buzz and sends traffic to your blog. We can also generate backlinks doing this. Ideally, this would also generate social signals to your blog articles in the form of Facebook likes, Google+1's, etc, however, this is dependent on the users' actions.

Social Sharing Distribution

Once we have written fresh content for your blog, we want to share it with the outside world. What better way to share newly created content than through social sharing. Social sharing websites are established for the purpose of telling everyone about the content you prefer online and that others can also see it. The nice thing about social sharing is the ability to have others go to what you've shared and add it to their "sharing list" and then everyone who sees their sharing list would also see your page and it could go viral. Social sharing is a no-brainer for telling the world about new content online and also builds backlinks. We will use the social sharing accounts we setup during month 1 for this process.

Off-Site Blog Distribution

When you have multiple blogs you'll want to keep your audience updated on all your fresh content. We will be setting up 6 blogs for you. One of those blogs is on your website, and 5 of the blogs are on outside third-party websites as stated in the month 1 line items. When we post new content on your blog we make sure to go into your other 5 external blogs and make a post to let people know about the new content on your blog. They will be able to read part of the content but would need to continue to your website to finish reading the piece of content. By posting notices about new content to your external blogs we are able to keep your external blogs fresh, up to date, and build backlinks to your website.

Press Release Publications (*if applicable)

Press Releases are submitted to press release publication websites across the global Internet. The publication of the press releases is all done manually. When submitting press releases (depending on the publication site) the keywords targeted in the press release have anchor text pointing back to the target page on your website. The press release is properly categorized, tagged, and submitted to meet the publication date deadline.

The purpose of submitting press releases is to build high quality backlinks to the target URL of your website, establish a greater branding presence online, and inform the public of a point of significance within your company.

External Blog Social interaction

We will perform social sharing of your external blogs, research opportunities for engagement, and then execute participation in social discussions while placing links leading to your site.

[Social Sharing to External Blogs](#)

[Blogs Opportunity & Engagement Research](#)

[Blog Discussion Participation](#)

Misc. Service Items

[Dedicated IP Services](#)

We will provide a dedicated IP for link building purposes. We do this to ensure the link building quality and increase the likelihood of approval for the links we are building. This is because having a dedicated IP allows for a higher approval percentage of the links we build and increases the indexing power behind those links in the major search engines.

IP services will also be utilized when creating your accounts.

Reporting and Auditing

[Internal Report Auditing and Analysis](#)

All Reporting is subjected to a monthly routine auditing and assessment process. We perform this auditing on a monthly basis to ensure that all reports are up to date, error-free, and properly formatted.

The auditing process includes, but is not limited to, the checking of the following:

1. Format
2. Link status analysis
3. 100% of the month's work is completed in full
4. Report is updated accordingly
5. Fixing of errors or dead links

[Work Reports](#)

All tasks will be tracked throughout the whole month and are reflected on the monthly report which includes all progress and final outcomes.