



LOCAL SEO BASIC PACKAGE: For businesses to establish local online visibility with 5 targeted keywords and 2 additional citations created per month.

NOTE:

- 46% of searches on Google are for local businesses
- 93% of searches for local businesses display on the Google 3 Pack
- 71% of online users confirm the location of a business before visiting

THE PROCESS OF WEBSITE ASSESSMENT AND INTAKE:

We audit your business online presence, gather information about your goals.

KEYWORD RESEARCH & ROADMAP CREATION

We research the best keywords for your business to bring the fastest and most effective results. You approve our keyword recommendations that target your audience and drive revenue

CONTENT OPTIMIZATION

From our assessment and keyword research, we implement high-quality content optimization to your website to engage visitors.

LOCAL OPTIMIZATION

Once the content optimization is in place, we focus on building your business appearance

MONTHLY LINK BUILDING

Rank for competitive keywords with an authoritative backlink portfolio.

REQUIREMENTS

Below are the key access requirements we need to effectively start the campaign.

1. Access to Website admin
2. Access to Search Console if already existing
3. Access to Analytics account if already existing
4. Access to Google Tag Manager if already existing
5. Access to Google My Business account if already existing
6. Access to directories where your business already published listings

ROADMAP MONTH ONE - CAMPAIGN SETUP AND OPTIMIZATION

ACCOUNT RESEARCH AND PREP

- Website Audit
- Keyword Mapping
- Keyword Grouping
- Keyword Research
- Web Page Optimization (5 pages)

LOCAL BUSINESS SETUP

- Keyword Grouping
- Bing Local Creation
- Yelp Listing Creation
- Yellow Pages Creation
- Google My Business Creation
- 5 Additional Business Listings

ON PAGE OPTIMIZATION

- SEO Roadmap
- Robots.txt Check
- Broken Link Report
- Blog Page Activation
- .xml Sitemap Optimization
- Domain Redirect Optimization
- URL Rewrites (5 URL rewrites)
- Title Tag Optimization (5 titles)
- Google Analytics Check & Installation
- Google Search Console Check & Installation
- Meta Keyword Optimization (5 meta keywords)
- Webpage Copywriting (1 page, 350 words/page)
- Meta Description Optimization (5 meta descriptions)

RICH SNIPPET RECOMMENDATIONS

1. Review or Product Mark Up
2. Organization Mark Up
3. Breadcrumbs

LOCAL SCHEMA IMPLEMENTATION

- Map Schema
- Images and Logo Schemas
- Product Information Schemas
- Local Business Information Schema (Phone, Address, Business Name, Opening Hours)

INITIAL OFF-PAGE SEO

- Guest Blog Outreach (1 article)

MONTH TWO - GOOGLE TOOLS INTEGRATION

ON-PAGE OPTIMIZATION (GOOGLE TOOLS INTEGRATION AND TESTING)

- Google Analytics (GA) Account Creation
- Google Search Console (GSC) Account Creation
- Google Analytics Firing Test (up to 10 pages)
- Page Tags Definition and Testing (1 page tag per 2 events)
- Sitewide Tags Definition and Testing (1-2 sitewide tags and testing)
- Google Tag Manager (GTM) Website Installation (after GA and GSC integration to GTM)

OTHER ON-PAGE OPTIMIZATION STRATEGIES

- Markups (up to 10 pages)
- Google Tools Integration Report
- 301 Page Redirection (up to 25 pages)
- 404 Error Correction (up to 25 pages)
- Internal Linking (5 links per 10 pages)
- Schema Element Installation, including website, phone, sameAs, and KML
- Google Analytics Filtering (including referral filters and IP filters)
- Data Highlighter Application (homepage, product page, and 1 other page type such as articles, book reviews, events, local businesses, movies, restaurants, software applications, and TV episodes)

OFF-PAGE SEO

Guest Blog Outreach (1 article)

MONTHLY (MONTH THREE ONWARDS)

OFF-PAGE SEO, CITATION BUILDING, AND RANK BUILDING

We provide guaranteed blog outreach and magazine placement through our partner magazine sites and blog networks. Each article placement and outreach is ensured to be contextually related to your website to provide the most ranking boost.

For Local Packages, we also build month-on-month additional local citations to increase business information consistency and local search relevancy.

Guest Blog Outreach (2 articles)

- 2 Additional Local Citations

REPORTING

- Ranking Report
- Google Analytics
- Work Report (upon request)
- Executive Summary

COMPARE PACKAGES

	Basic	Silver	Gold	Platinum
Number of Pages Optimized	5	10	20	30
Web Page Copywriting (350 words)	1 page	3 pages	7 pages	10 pages
Title Tag Optimized	5	10	20	30
Meta Descriptions Optimized	5	10	20	30
Meta Keyword Optimization	5	10	20	30
URL Rewrites	5	10	20	30
Guest Blog Outreach	1	2	3	4
Additional Business Listings	5	10	20	30
Keywords Targeted	5	10	20	30
Keyword Group(s)	1	2	4	6
Keyword Total Search Volume	1000	2000	4000	6000
Recommended Campaign Length	6 months	6 months	6 months	6 months

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