



ORGANIC SEO SILVER PACKAGE: This package provides on-page optimization and monthly off-page rank building that is perfect for businesses with little to no existing online presence.

NOTE:

- 75% of online users never click past the first page of the search results
- 93% of online experiences start with a search engine
- 33% of clicks happen on the first result

Recommended Campaign Length: 6 Months

Keywords Targeted: Up to 10 Keywords

Keyword Group: Maximum of 2

- Monthly Search Volume (2,000 per group): Up to 4,000 (total for all keywords)

THE PROCESS

WEBSITE ASSESSMENT AND INTAKE:

We audit your 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.

ON-PAGE SEO

Extensive on-page optimization including Google tools, copywriting, tags, headers, meta data, and URLs.

OFF-PAGE SEO

Blog posts, press releases, and offline articles for link building written in your style and for your approval.

REPORTING & LINK BUILDING

Monthly Executive Summary Reports and continued link building through off-page article submission.

REQUIREMENTS

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

1. Access to Website Admin
2. Access to Website CPanel (if available)
3. Access to Search Console (if already existing)
4. Access to Analytics Account if already existing
5. Access to Google Tag Manager (if already existing)
6. Access to directories where you already published listings

ROADMAP MONTH ONE - CAMPAIGN SETUP AND OPTIMIZATION

ACCOUNT RESEARCH AND PREP

- Website Audit
- Keyword Mapping
- Keyword Research
- Keyword Grouping
- Pages Optimized (10 pages)

ON-PAGE OPTIMIZATION

- SEO Road Map
- Robots.txt Check
- Broken Link Report
- Blog Page Activation
- .xml Sitemap Optimization
- URL Rewrites (10 URL rewrites)
- Title Tag Optimization (10 titles)
- Webpage Copywriting (3 pages, 350 words/page)
- Meta Keyword Optimization (10 meta keywords)

- Domain Redirect Optimization (10 domain redirects)
- Meta Description Optimization (10 meta descriptions)

RICH SNIPPET RECOMMENDATIONS

- Breadcrumbs

INITIAL OFF-PAGE SEO

- Guest Post Outreach (2 articles)

MONTH TWO:

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 (2 page tag per 2 events)
- Sitewide Tags Definition and Testing (2 sitewide tags and testing)
- Google Tag Manager (GTM) Website Installation (after GA and GSC integration to GTM)

OTHER ON-PAGE OPTIMIZATION STRATEGIES

- Google Tools Integration Report
- 301 Page Redirection (up to 25 pages)
- 404 Error Correction (up to 25 errors)
- Internal Linking (10 links per 10 pages)

- Site Speed Optimization (for WordPress sites only)
- Google Analytics Filtering (including referral filters and IP filters)
- Schema Element Installation, including website, phone, and sameAs elements (up to 10 pages)
- 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 Post Outreach (2 articles)

MONTHLY (MONTH THREE ONWARDS):

OFF-PAGE SEO, CITATION BUILDING, AND RANK BUILDING

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

- Guest Post Outreach (5 articles)

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