



# SEO ADVERTISING STRATEGY

# STATISTICS TO CONSIDER

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93%

of the online experiences begin with a search engine

#1

driver of traffic to content sites is **search**

75%

of users never click past the first page of search results

70%

of the links users click on Search are Organic

# OUR SEO METHODOLOGY

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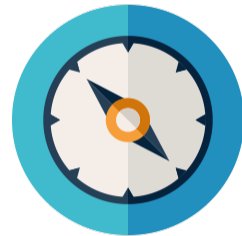
Through our five-phase methodology, we help maximize the potential of your website as a business tool, build your brand reputation and establish your name as the leader in your industry.

## PHASE 1



Site  
Assessment

## PHASE 2



Campaign  
Roadmap

## PHASE 3



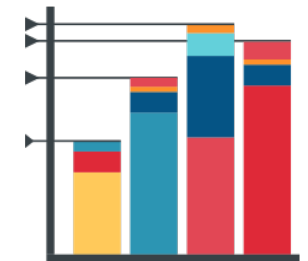
On-Page SEO

## PHASE 4



Off-Page SEO

## PHASE 5



Reporting &  
Analytics

# WHY IT WORKS

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Google



**Google Penalty Proof:**  
We only use white hat tactics.

## **Quality Content**

High quality content written through topic modelling.

## **Quality Links**

Genuine website endorsements & quality citations.

## **Industry Standards & Best Practices**

We stay up to date with Google's Webmaster Guidelines.

# YOUR OPPORTUNITY

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## **Cost Effective:**

Our SEO methodology targets users who are already looking for your products or services online. None of your budget is wasted on people who are not interested in your services.



## **Long Term Results:**

The effects of SEO are long-term. Over time, as your rankings in the search engines increase, the traffic to your website becomes solidified.



## **Industry Authority:**

As your website rankings increase, you become the authority in your industry online. SEO levels the playing field between competitors online.

# ROLES & RESPONSIBILITY

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## Agency

- ✓ Connect client with a solution to fit the business needs
- ✓ Formulate a strategy to support business goals
- ✓ Timely execution of tasks
- ✓ Timely reporting and feedback on progress

## Client

- ✓ Timely implementation of on-page recommendations
- ✓ Access to relevant tracking accounts

# SILVER FEATURES

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**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

**Budget:** \$799/mo

**Features:**

- ✓ Access & view keyword rankings, website traffic reporting, Google SERPs report, and more.
- ✓ Extensive pre-campaign analysis
- ✓ Extensive on-page optimization
- ✓ Monthly rank building
- ✓ Monthly content creation and publication
- ✓ On-Page Structural Report, Meta-Data and Content Optimization Report, Monthly Executive Summary Report

# GOLD FEATURES

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**Campaign Length:** 6 Months

**Keywords Targeted:** Up to 20 Keywords

**Keyword Group:** Maximum of 4

**Monthly Search Volume (2,000 per group):**  
up to 8,000

**Budget:** \$1,199 /mo

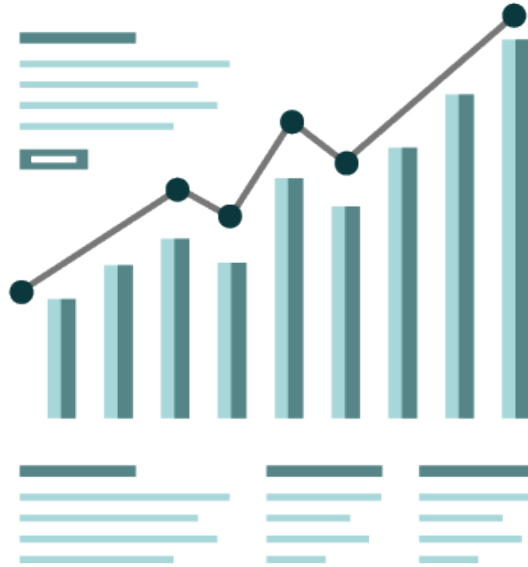
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# DIAMOND FEATURES

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**Campaign Length:** 6 Months

**Keywords Targeted:** Up to 30 Keywords

**Keyword Group:** Maximum of 6

**Monthly Search Volume (2,000 per group):**  
up to 12,000

**Budget:** \$1,597 /mo

**Features:**

- ✓ Access & view keyword rankings, website traffic reporting, Google SERPs report, and more.
- ✓ Extensive pre-campaign analysis
- ✓ Extensive on-page optimization
- ✓ Monthly rank building
- ✓ Monthly content creation and publication
- ✓ On-Page Structural Report, Meta-Data and Content Optimization Report, Monthly Executive Summary Report

# Contact:

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