

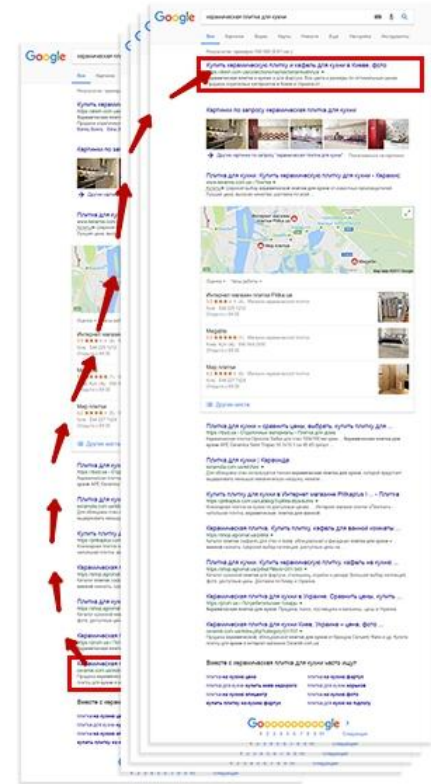


# SEO Strategy

Contacts: [seo.gift](https://seo.gift)

# This is for you if...

- Are you looking for genuine, long-term SEO outcomes?
- Without any black hat SEO tactics
- If you've felt lost about the right course of action
- I'm here to make things straightforward!
- You want to see what's working today
- No fluff, no theory.



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# Benefits of working with me



Enhance search visibility



Attract more customers



Build trust with your search results



Generate measurable results



Increase traffic in a cost-effective way



Build a long term presence online



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# The SEO strategy & process that I use

Before starting SEO project, it is essential to understand the process involved in an effective SEO campaign.

To that end, i break the process down into the steps shown below and describe the activities involved in each of these steps.



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# This process works for all types of businesses

- E-Commerce Store
- Local Business
- SaaS
- B2B
- B2C
- Publishers
- Affiliate Sites



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# What Is An SEO Audit?

An **SEO** audit is a detailed and objective analysis of your website focused on improving its organic search performance. It consists of a set of documents that provide the following:



Breakdown of problems preventing optimum performance.



A process to implement solutions to those problems.

In a nutshell: An audit tells you what's broken and **how to fix it**.

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# When performing an SEO Audit, i analyze the following elements:

Content

Crawl



Sitemap

Robots.txt

Canonicalization

Architecture

Internal Links

Inbound Links

Semantic Markup

Images

Video

Titles

Meta Descriptions

Site Speed

International

Local

Social Media

News

HTTPS Migration

Analytics

Mobile

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# What Comes With An SEO Audit?

## The Audit Findings Document

The actual audit findings are presented to you in a **PDF document** that provides the following information for each data point i audit:

1

- Explanation of the area analyzed (What are i auditing and why is it important?)
- Issues found
- Examples of issues from your website or campaign
- Recommended fix(es)



2

## The Implementation Plan Spreadsheet



3

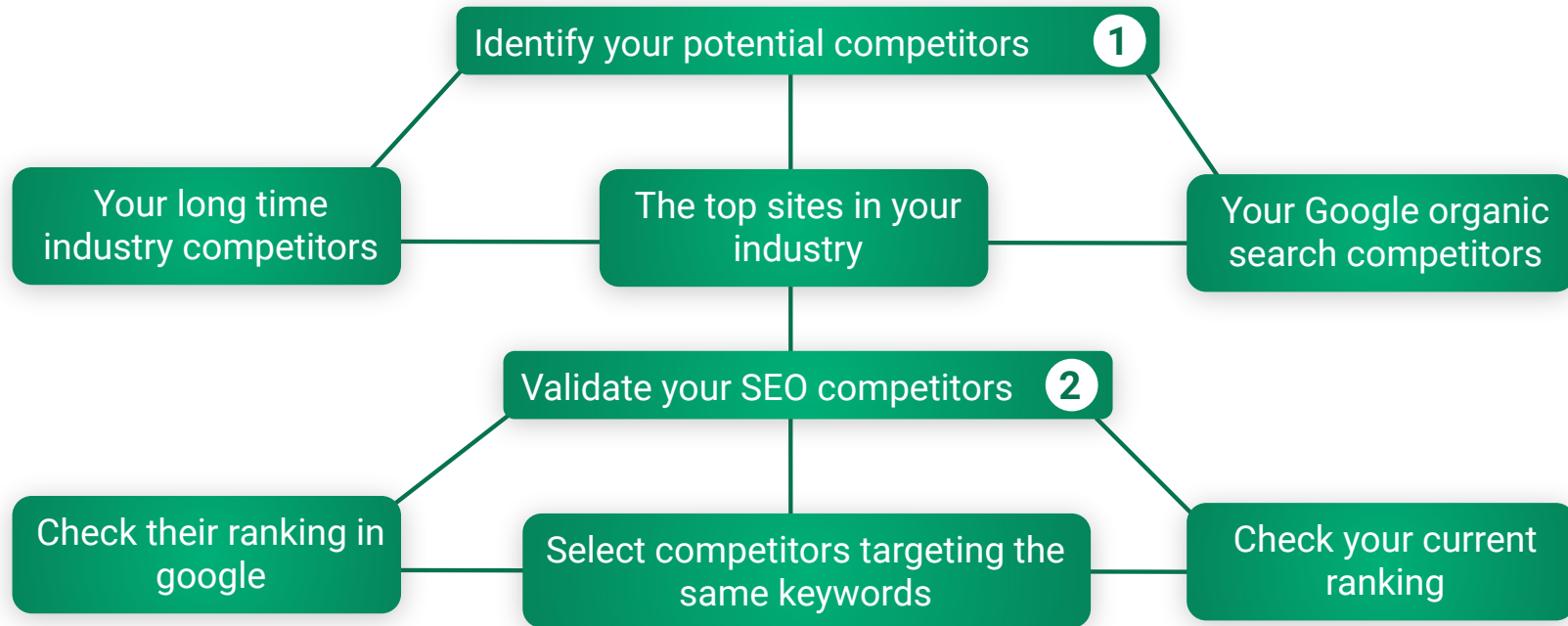
## Implementation Consulting or Implementation



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# SEO competitor Analysis process



# SEO competitor Analysis process

Expand your keywords identifying related ones that you might have

3

Compare with your SEO competitors

Keyword

Ranked page popularity

Ranked content

Select target keywords based on

4

Keyword relevance

Number of competitors in SERP

Your ranking vs competitors

Check your current ranking

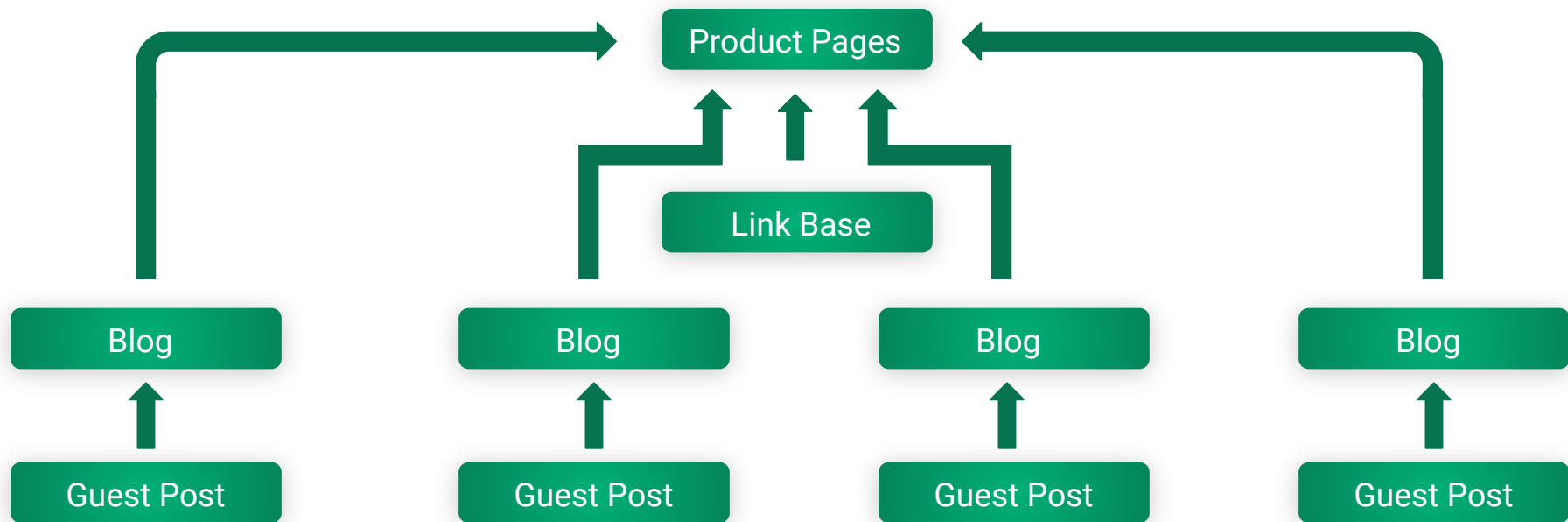
Your ranking vs competitors

Your Content optimization vs competitors

Your SEO competitive analysis with target keywords

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# Customized link building strategy



# Page Optimization & Content Development

Page optimization and content development are critical to search engine success. Content is king in search engine optimization. The search engines love text; high volume, high-quality content related to your business will serve you in a couple of important ways.

- First, a site loaded with high-quality content of interest to site users will give them a reason to stay and a reason to come back. After all, the reason they came to your site was to find information.
- Second, you will receive the added benefit of serving up exactly what the search engines want - content.
- Search engines will have more information to store about your business and products; that information will translate directly into the ranking they give your site for related keyword phrases.

Looking to grow your  
organic search traffic?

**JUST HIRE ME :)**

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