

## SEO STRATEGY PROPOSAL PREPARED BY



Hopegate Software LLC  
25113 Chipshot Ct  
Sorrento, Florida 32776  
352-729-2564

Contact:  
James Vernon  
Project Manager

July 2, 2015

# SEO Strategy Proposal

## Search Engine Optimization

---

SEO is the work that goes in to showing the search engines that you are the absolute best answer to queries related to your product or service.

Search Engine Optimization (SEO) from **Hopegate Software** is a comprehensive service aimed at bringing potential clients to *your* website. Each *target* page of your site will be optimized for relevant keywords to accomplish the goal of making your site visible to consumers searching the web for the products and services you provide.

## Benefits of Search Engine Optimization

---

- 70% of consumers search online before buying.
- Consumers are using the Internet 65% of the time to find business services.
- Mobile browsing is projected to increase by 150% by the year 2016.
- One third of US consumers spend more than 3 hours online every day.
- 46% of daily searches are for info on products services.

## Search Engine Optimization Strategy

---

Domain and page authority is an over-arching element that factors into how Google and other search engines view the importance of a website. Google uses their PageRank system to provide public feedback and communicate this metric to website owners.

As domain authority increases, search engines will view **www.yourwebsite.com** as the expert for targeted terms. This process is known as building *trust* with the search engines; who over time, have developed human-like behaviors which they use as they refer the online community to websites they deem relevant and credible; websites they *trust*.

# Campaign Overview



## **Objectives:**

---

- To be “served” organically when someone searches online for your provided services in your desired location(s).
- To send customers to a web page relevant to their search.
- To show the telephone number in the Meta description.
- To build the SEO and make it integrated across all search engines, social media and third party sites.
- To make the website the hub of all online marketing and to build better, more relevant content.
- To make sure the Website is properly structured and tagged for optimal SEO



## **Focused Relevance Targeting:**

---

- Target homepage, top category and sub-category pages.
- The main goal is to increase the website search visibility by having several pages rank for their individual targeted Keywords and locations. This will result in rankings for a very large range of keywords.
- We will focus on Enterprise SEO link-building efforts with all links being posted on US based websites. We will replace our blog network with high domain authority article sites.



## **Increase Overall Domain Authority of Site:**

---

- Take advantage of “halo effect” where the site is relevant for all things specific for the targeted locations. Increased trust and authority will help secondary keywords to rank without applying additional budget.



## **Onsite Optimization & Conversion Optimization:**

---

- More rankings lead to more visits, which lead to more sales. Conversion-focused strategy works to improve the conversion rate to improve sales.
- Configure Google Analytics and other visual intelligence tracking tools to identify page performance and conversion.
- Monitor sales funnel process, setting up Goals and A/B testing



## **Content Marketing Strategy:**

---

- Increased content on your website will give the search engines a more accurate view of the products and services you offer. When insufficient search volume exist to justify applying SEO budget to desired keyword content marketing can help increase visibility in the search engines.
- Use blog and/or FAQ page to enhance user experience and a platform to increase website content. An active blog will give you the opportunity to present new content that is current and relevant.

## Website Analysis

---



### Indexed

Having your site indexed means that your content has been crawled and you are appearing in the search engines. If your site is not being indexed, there could be an issue with your robots file or you may have been penalized by Google. If your website was recently launched, keep in mind that it can take up to 30 days for your site to be crawled.



### On-site Blog

An active on-site blog is extremely beneficial to both your customers and the search engines. This gives you the opportunity to post fresh and engaging content that will lower bounce rates, increase your ranking keywords, and incentivize the search engines to crawl your site more frequently.



### Mobile Optimized

More than 50% of today's online searches are done through a mobile device (cellphone, tablet, etc.). With this continued growth, Google has stressed the importance of having a website that is compatible with these platforms and optimized for mobile use. Issues can derive from small text, compact links, content width, and more.



### Meta Titles & Descriptions

**14**

Meta titles and descriptions are attributes within your website header that summarize the content of each page. This information displays directly in the search engine results and can have an effect on your overall click-through rate. We have listed the number of errors that we found where your meta titles and descriptions are not properly optimized or do not meet current HTML standards.



### H1 Tags

HTML Headings are used by search engines to index the structure and content of your web pages. Headings range in hierarchy from H1 to H6 – H1 being the most important. This tag should be included on every page and summarize its content. Having more than one H1 tag on a page, using duplicated H1 tags, or breaking the heading structure could cause the search engines to classify the page incorrectly and effect the keywords you rank for. This is the number of issues we found when crawling your site.



## Broken Links

15

Broken links are a dead end for both your visitors and search engines who are crawling your site. When content is not easily found, it can have a huge effect on your bounce rate. They are likely to go somewhere else to find the information they're looking for. Any and all broken links need to be fixed.



## Sitemap

A sitemap is a file that lists each page contained in your website. Primarily, it's used by search engines to log your organization structure, index your pages, and find new and relevant content when changes are made.



## Robots

It is important that your site contains a properly configured robots file. This file communicates directly with web crawlers and search engines in determining the location of your sitemap and can also restrict their access to certain areas of your website. If configured incorrectly, it will affect the content and pages that are found in the search engine results. Unless you are familiar with robots exclusion protocol, the robots.txt file should be placed within your website's root directory and its contents should be fairly limited.



## Canonical Domain

It's not widely known, but websites can have many addresses. As a rule, someone can reach your site by typing the domain name in the address bar, and they can do this with or without the "www." prefix. Although both pages look identical, search engines will see them as separate pages with duplicate content, or two versions of your website. It is important to make sure that no matter what they type in the address bar, that it takes them to the same page, with the same URL every time. This is called a canonical domain.



## Page Speed

If your website takes longer than 5-8 seconds to load, you could be losing up to 1/3 of your visitors. This can also affect your search engine rankings. Obviously page speed can vary based on a number of factors including the visitor's location and Internet Service Provider, however your website design, structure, and the server it's hosted on will effect speed for everyone.



## Off-site Duplicate Content

Search engines reward websites that provide unique and original content. If your site contains wording that is identical to another website, it can affect your online authority and lower your overall rankings. If you own any alternative sites that display the same content, this can cause the search engines to split the authority or discredit the content altogether.



## Social Media

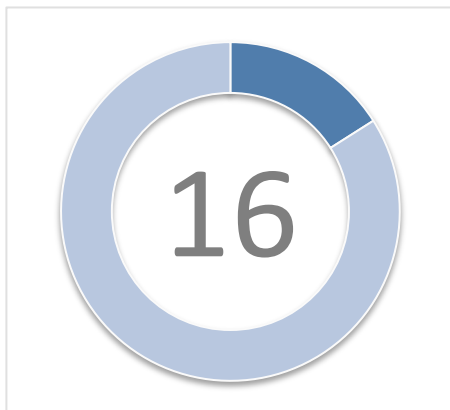
Social Media is increasingly becoming more important in today's marketing efforts. Not only does it give you the ability to easily interact with your customers, but it can also play a role in search engine optimization. Because social networks like Facebook, Twitter, and Google+ are being updated and indexed on a daily basis, posting links to your website through these networks will allow your site to be crawled more frequently. Google is also starting to integrate hash tags and other social network-specific data directly in their search results. It is important that you have a presence on at least Facebook, Twitter, and Google+. Please take some time to create a profile for each of these networks.



## ANALYTICS

This is a free service provided by Google that allows you to track your overall visits. It also monitors a variety of helpful statistics and information regarding your site including bounce rates, unique and return visitors, etc. This data can be extremely helpful in determining issues with your site, tracking affiliates, and your campaign's overall progress.

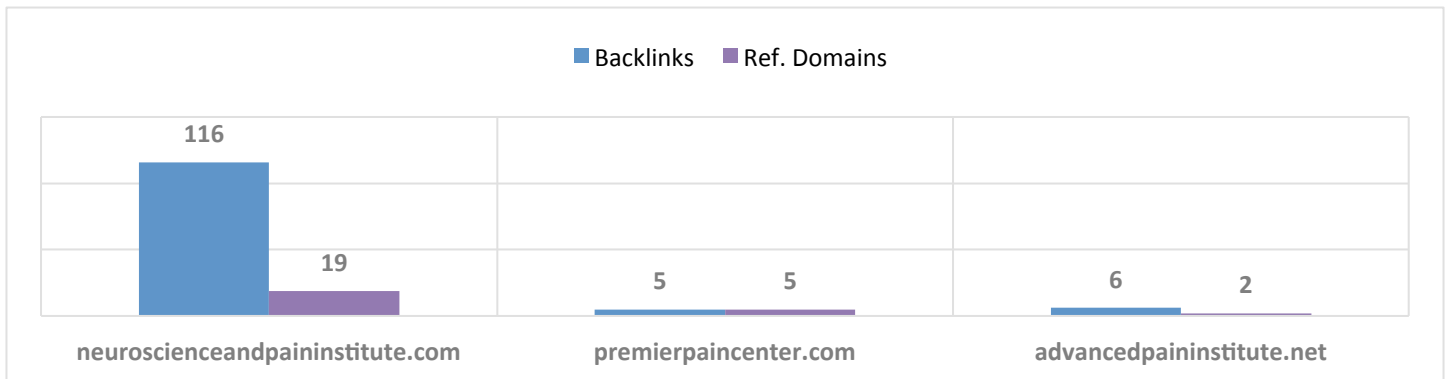
## Domain Authority



Domain authority is the best prediction of your overall standing within the search engines. This percentage is generated on a scale from 1 to 100, analyzing a variety of metrics that coincide with Google's current algorithms. Essentially, this number is determined based on your website's age, popularity, and size.

## Link Portfolio

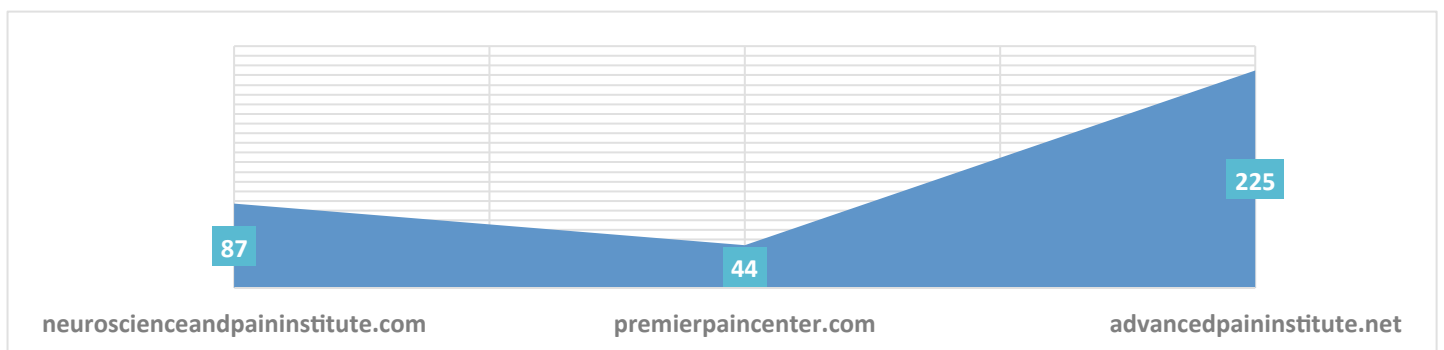
Having a diversified linking structure is important. It shows the search engines that your website is valued by people and other businesses. Having too many links coming from the same referring domains is often considered unnatural and can be detrimental to your website rankings.



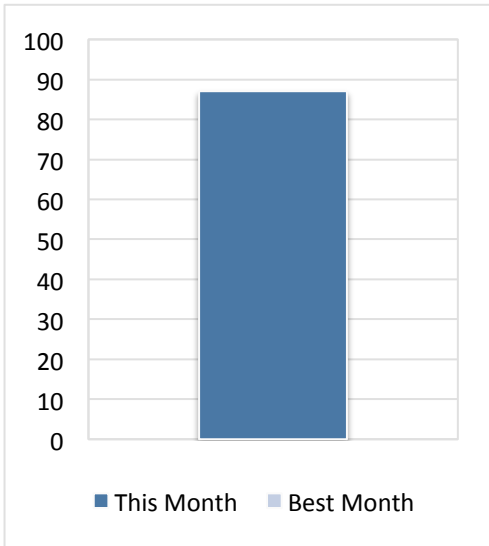
## Competitive Analysis

One way we can determine your budget is based on your competition. We have put together an analysis of a few of your competitors, showing how they rank in the search engines in comparison to you. Keep in mind, this is only a brief overview and does not analyze each site in its entirety. This is simply to determine any noticeable trends and better estimate the workload involved in reaching their level of traffic.

## Traffic Analysis



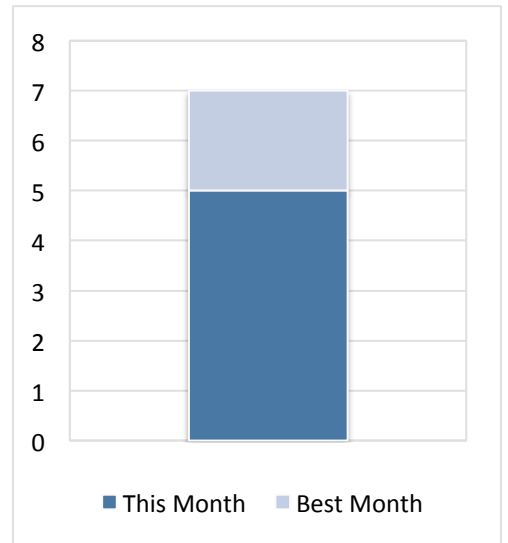
## Monthly SE Traffic



First, let's take a look at your traffic history. This graph shows how many visitors are being sent to your website each month through organic searches made on the web. This does not include direct traffic and is simply an estimation based on the keywords you rank for nationally. Based on the information we found, your best month was **June 2015** with **87** visitors.

## Keywords Ranking

Organic traffic comes directly from keyword (or key phrase) searches made within the search engines. Obviously some keywords are more valuable than others, but theoretically the more keywords you rank for, the more traffic you should see. So far, your best month to date was **December 20114** when you were ranking for **7** keywords.



CURRENT KEYWORD RANKING	POSITIONS	SEARCH
JONATHAN THOMPSON	18	480
DR SEGURA	1	170
PAIN MANAGEMENT HAMMOND LA	4	90
PAIN MANAGEMENT SLIDELL LA	10	50
WWW.NEUROSCIENCE.COM	10	20



## Keyword Recommendations

Keywords are the backbone to any successful SEO Campaign. We did an in-depth analysis to determine the search phrases that would be the most cost effective and that would produce the best return. Search volume, completion, and current Google rankings are the core metrics used for this analysis.

---

KEYWORD	SEO HOURS	SEARCH
PAIN MANAGEMENT	9	590
PAIN MANAGEMENT CLINICS	9	210
PAIN MANAGEMENT DOCTORS	6	110
PAIN MANAGEMENT SLIDELL LA	6	50
CHRONIC PAIN MANAGEMENT	6	30
PAIN MANAGEMENT CENTER	7	10
ARTHRITIS PAIN MANAGEMENT	6	10

Above are some examples of keywords we could focus on for this type of business. This list is not comprehensive. Keyword examples are mainly taken from ranking terms that can be improved upon. Keywords that are important to your business but not represented can be researched and budgeted with the help of your account manager. If less competitive terms are required, more long tailed keywords can be selected. A full list of keywords will be decided upon based on conversations between you and your dedicated SEO Consultant. **Hours:** The amount of hours that it would take to promote the keyword.

---

### Pricing:

Below please find three packages proposed based off a conservative, intermediate and aggressive budgets. The hours are based on business objective, website analysis and keyword competition.

CONSERVATIVE	RECOMMENDED	AGRESSIVE
-Monthly Investment-	- Monthly Investment-	- Monthly Investment-
\$	\$	\$

**The recommended program length is 12 months**

---

## Onsite Optimization

- **Title, Meta, and H1:** Tags Analysis and creation
- **Site Map and Robot.txt file:** Analysis and creation
- **Website Copy Analysis:** Edits to support keywords
- **Implement Website Changes:** Optimize the website for strategic keywords

## Offsite Optimization

- **Directory Link Building:** Submissions to the top business directories with your keyword supported and categories defined.
- **Keyword Link Building:** Build links directly related to relevant vertical keywords. This provides credibility and trust of your name with your market.
- **Social Bookmarking:** Keyword focused links to your site in the form of bookmarks within social bookmarking communities.
- **Blog Submissions:** Original content created and distributed with keyword support and linked to your website URL.
- **Article Submissions:** Creation of unique and informative articles that provide education in your market and distributed to informational websites. Articles give your website more authority in your market.

## Campaign Details

### Getting Started:

---

*The following is what your first 2 weeks are going to look like:*

- Review business goals, priority products or services and locations  
Our SEO Strategies revolve around your business goals and priority products
- Initial determination of keywords and overall campaign strategy  
With your business goals in mind our SEO Analysis Team will determine targeted keyword phrases
- In-depth website analysis and custom roadmap  
Our SEO Consultants will analyze basic and advanced SEO factors and create a custom SEO campaign roadmap

### Getting Started Months 1-3:

---

*The following is a list of actions that will be performed for your website:*

- Installation and analysis of Google Analytics and Google Webmaster Tools  
Analytics and Webmaster Tools are important pieces to a successful SEO Campaign
- Website SEO optimization including Title Tags, Meta data, H1 Tags and Image Tags  
Our qualified SEO Team will access your website and optimize targeted pages for SEO
- Link building to targeted landing pages

- Directories, Bookmarks, Articles, Blog Comments, Link Exchanges, Press Releases, Q&A, Social Pages, etc
- Create or optimize for keyword rich content for website landing pages  
Our SEO Analyst Team will access your website and under your direction optimize content on landing pages
  - Implement best practice internal linking strategy  
A great internal linking strategy is an important part of a successful SEO campaign. Our SEO Team will analyze your linking structure and fix any potential issues
  - Optimize Sitemap and Robots.txt files  
The SEO Team will optimize these important documents using best SEO practices
  - Optimize business locations for Google Places and Maps  
Our SEO Team will optimize Google Places listings with the most up to date information given from you
  - Optimize website URL structure  
A clean and optimized URL structure is important for a successful SEO campaign
  - Analysis of top online competitors  
Our SEO Analysts will study your online competitors to track trends and strategies to stay one step ahead of them
  - Custom monthly performance reporting  
Each month your Campaign Manager and SEO Consultant will review with you the previous months efforts and performance. Discussion includes traffic trends; keyword rankings click rates and other important aspects

## Ongoing Plan:

---

*The following is a list of actions that will be performed ongoing after month 3:*

- Repeat actions of Months 1-3 as the situation requires  
We will repeat appropriate actions as needed beyond month 3. We will continue valued link building tactics to targeted pages
- Continued analysis of keywords, rankings, website content and plan moving forward  
Our SEO Analysts will continually monitor SEO aspects of your website and make appropriate changes as needed
- Reevaluate Current SEO Strategy  
Because SEO is constantly changing our SEO Consultant may see fit to reevaluate and change your SEO strategy
- Reassess current links and content needs