OVERVIEW

Search Engine Optimization (SEO) can be broken into 3 disciplines: Technical, Contextual and Off-Page, which play into 3 principles that require ongoing nurturing: Relevancy, Visibility, and Searcher Behavior.

Building a strategy prior to addressing SEO focal points builds a foundation that simplifies execution and forces accountability between stakeholders.

COMPONENTS OF AN SEO STRATEGY

COMPETITIVE ANALYSIS	OBSTACLE ANALYSIS
A baseline report of common SEO metrics and focal points enabling the marketing team to create benchmarks and KPI goals. Includes items such as: ☐ PageSpeed & Core Vitals ☐ Mobile Friendliness ☐ Inbound Links & Referring Domains ☐ Security & Privacy ☐ Social Followers & Engagement % ☐ Most-Linked Page ☐ .gov and .edu Earned Links ☐ Age of Domain	A comprehensive technical audit addressing common SEO items published by Google or Bing in guidelines and communications. Includes items such as: ☐ PageSpeed & Core Vitals ☐ Mobile Friendliness ☐ Security & Privacy ☐ Crawl Errors & URL Indexing Issues ☐ Content Delivery ☐ Multi-Language & Country Handling ☐ Dynamic URLs & Duplicate Content ☐ Accessibility & Usability
LINK ANALYSIS	**CONTENT STRATEGY**
Research of suspicious incoming links, competitor-earned links, and creative link-earning ideas. Includes items such as: ☐ Toxic Link Audit ☐ Intersecting Link Opportunities ☐ Top-Linking Pages for Competitors ☐ Obvious Link Opportunities ☐ Creative Link-Earning Ideas ☐ Upper-Funnel Keyword Research ☐ Content Marketing Suggestions ☐ Influencer Marketing Suggestions	Keyword research and content strategy based on historical data and competitor insights, with a final deliverable of an improved site map. Includes items such as: ☐ Datamining Google Search Console ☐ Datamining Google Analytics ☐ Datamining Google/Bing Ads Terms ☐ Researching Competitor Keywords ☐ Aggregating Competitor Data ☐ Matching Keywords to Current Pages ☐ Mapping New Pages Based on Keywords ☐ Building/Rebuilding a Site Map