



The SEO Process At WebFX

A Client's Guide

HOW WE OPTIMIZE YOUR WEBSITE

Thanks for choosing us to get your site to the top of search engines! We're excited to partner with you to help increase your ROI! We'll get your site better rankings and increased traffic in no time.

Because SEO is a complicated process, we want to walk you through the processes we'll use to get you to the top of the search engine results pages and avoid any confusion down the road.

Step 1



PROJECT KICKOFF

Let's get started! We'll set up a call with you to review our process and answer any and all questions you may have.

Step 2



ADDITION OF GOOGLE ANALYTICS TRACKING

Google Analytics is the best product out there for tracking and analyzing traffic and your visitors' behavior on your site. Every report we send you moving forward will incorporate Google Analytics reports and will serve as the basis for all analysis we'll do on your site and any online marketing recommendations we make.

If you don't already have a Google Analytics account, we will create one for you and optimally configure the account and tracking. If you do, we'll make sure all of the pages on your site have Google Analytics tracking installed and all appropriate goals and goal funnels are configured properly for optimal analysis. In addition, we will work with you to place a value on each goal in order to identify your most lucrative keyword themes. Goal tracking allows us to track salient online traffic sources and number of leads that come to your business via the website, which helps us improve our SEO efforts to target those visitors most likely to convert into customers.

MARKETINGCLOUDFX SET UP & REPORTING

WebFX's propriety software, MarketingCloudFX, helps you manage your leads and better determine what sources are driving your high quality leads. The MarketingCloudFX software offers numerous features for companies, including:

- **CompanyTrackerFX:** Provides the name of companies that have viewed your website and how many times, available in a daily, weekly, or monthly email report, as well as a password protected login. You will also receive data that includes where the company is located, pages they viewed, and how long they spent on certain pages.
- **Call tracking:** Tracks incoming phone calls and shows exactly how they found you online (i.e. organic, paid, print, etc). You will be provided with data detailing the calls you receive from visitors to your site.
- **Lead tracking:** Provides detailed information about your visitors by location, industry, traffic source, and site engagement after they submit a form on your website. This nails down the most profitable leads and the sources that generated that revenue.
- **Organic search keyword prediction:** Uses advanced algorithms and data mining techniques to predict which keywords a visitor used to find your website. While it's still impossible to get exact numbers on "(not provided)" data, our algorithms provide tremendous insight into understanding your most successful keywords. It'll even tell you how many leads you've acquired from the pages that rank for certain keywords.
- **Website content personalization:** Generates content automatically that is specifically tailored to your target audience. Our software allows customization of content based on traits of a website visitor, such as their industry, company size, location, online behavior, and more.
- **Lifecycle email automation*:** Sends automatic HTML emails with pre-determined information to the right leads to encourage them to convert at the right time. This can also alleviate the follow-up necessary in the sales cycle to convert a lead, giving your sales team more time to focus on other tasks.
- **ClickBoostFX:** Tracks how updates to your site's title tags and meta descriptions impact clicks, impressions and CTR on Google's SERPs. This insight allows us to see how these optimization efforts impact performance in Google's organic search results.

Continued →

- **ReviewBoostFX***: Increases the amount of positive reviews across the web regarding your business. Many individuals reference online reviews before making a purchase - this allows you to ensure more positive reviews are found.
- **CompetitorSpyFX***: Tracks and logs your competitors' website content for freshness updates by word count, page count and frequency of updates and additions. Our proprietary competitor intelligence software also creates ranking projections based on word count, page count and referring domains.
- **ContentGeniusFX***: Uses IBM Watson AI technology to drive content recommendations based on pages already ranking for our target keywords. Enjoy faster content approvals and more insight.
- **ContentAnalyticsFX***: IBM Watson AI tracks the performance of different content types across your site to show which pages are performing best. This insight helps build a roadmap for future content strategy.
- **PredictionGeniusFX***: Tracks the performance of SEO changes across our entire client base and gives actionable suggestions for future work based on algorithm updates and individual page performance using Google's Tensorflow AI.

**Looking to get even more out of MarketingCloudFX?*

Features marked with an asterisk have fully-managed versions available!

Talk to your Internet Marketer about how our team can help you amplify your strategy.

Step 4



WEBSITE ANALYSIS REPORT

The first report you'll receive from us is the Website Analysis Report. We will begin the process of optimizing your site by reviewing your website at both the on-page and server levels in order to determine the best strategy moving forward. This analysis helps us identify any problems your site may be encountering that are hindering your site's ability to rank, and we'll let you know exactly what needs to be done to remedy the situation. We will implement all of our recommendations for you, so there is no action needed on your part in this phase – unless you opt to make the changes on your site yourself.

Step 5



SUGGESTIONS OF KEYWORDS FROM YOU

Because nobody knows your business as well as you, we'll ask you for a preliminary list of keywords people would use to find your business. This gives us a good starting point for our keyword research and allows us to know what areas on which you wish to focus.

Step 6



KEYWORD RESEARCH

We'll begin our keyword research with your initial keyword list and your Google Analytics data. We will plug your primary keywords in our tools in order to be provided with all of the variants of these keywords in order to determine what your customers are actually querying when searching for your products and/or services. We'll discover every combination of keywords that describes your business, and analyze the search volume and competition for each. The best keyword list is comprised of a combination of competitive terms and what we refer to as 'long-tail' keywords.

15% of searches each day have never been searched before. It's for this reason it's important to not disregard any variations of your most important keywords. It's best practice to incorporate 'long-tail' keywords into your overall keyword list. These keywords consist of 4-5 words and tend to convert at a much higher level due to their specificity.

We'll find the keywords that will bring you the most qualified traffic that you have the best chance to rank for and make our recommendations accordingly.

Step 7



KEYWORD SELECTION

Once we have a solid list of keywords (a combination of your keyword suggestions and our researched keywords), we'll send it over to you for approval. You should identify any false positives (such as services on which you don't wish to focus).

Be aware that awkward keywords are highly likely because we are targeting search queries, not sensible phrases. If we included something such as "manufacturing widgets in PA" as a keyword, we did so because it will be a very worthy keyword to target. People search for some pretty awkward things, and we want to get you on the front page for those highly-searched terms!

Step 8



PRE-OPTIMIZATION REPORT

Once all of our keywords are selected, we'll immediately run a ranking report to show where your site ranks for those terms in addition to current organic traffic volume, prior to implementation of our optimization tactics. This report will serve as a baseline that we will compare against the one we run after the initial optimization is complete.

Step 9



KEYWORD ATTRIBUTION TO PAGES

We will create what we like to call a "Keyword Mapping Report". This spreadsheet will outline our plan for keyword placement and serves as the foundation of our strategy moving forward. We will attribute keywords to the most appropriate pages based on relevant content and level of importance. For example, we'll place the most competitive and most searched-for terms on the homepage, as the search engines recognize your homepage as the most important page on your site and will give it extra weight.

Since search engines rank on a page level, at times, additional pages are needed in order to support the keywords we have selected. If this is the case, we will outline any new page recommendations within the Keyword Mapping Report.



KEYWORDS ADDED IN TITLES & META DESCRIPTIONS

Once our keyword list and page assignments are complete, we'll add the keywords into key elements of the pages on your site: the title tags and meta descriptions. The title tag is the text you see at the top of your browser window when you look at a web page, as well as the big blue text that serves as the title of your search engine result listing. The title tag is a key factor in search engines' results because search engines recognize that the title of the page is indicative of what the entire page is about. Meta descriptions are the short paragraphs (Google refers to these as 'snippets') under your title in your search engine result listing. It is important that your titles and meta descriptions not only be optimized to rank highly in search engines, but also written in a captivating way that catches the eye of any searcher looking through the search results pages to encourage click through.

Once implemented, we can then track the impact of these optimizations using ClickBoostFX!



KEYWORD ADDITIONS TO WEBSITE COPY

In addition to titles and meta descriptions, it is extremely important to add keywords into the body content of the page. Search engines will deem your page irrelevant if the keyword we're targeting isn't included in the text on the page! It is important to ensure any and all copy on your site is unique, and does not mirror content is unlikely to rank well. It is for this reason we may opt to add several paragraphs as opposed to simple keyword insertion.

We will determine which pages are in need of additional copy and/or keyword insertion and our copywriting team will create unique, quality content to be added to each of these pages. In order to streamline this process, we will copy the text from your website into a Word document, tracking all of our recommended changes. We will send this document to you for revisions; feel free to make any changes you feel are necessary, bearing keywords in mind, directly in the Word document (please track your changes as well!). Once you send this copy back, we will implement onto the site verbatim (barring any keyword deletions).

Step 12



NEW PAGES COPYWRITING + CREATION (if applicable)

If you already have sufficient pages on your website, we may not require any new ones! However, since search engines rank on a page-level and it is important not to stuff too many keywords on one page, many times additional pages of copy are a necessary addition to the overall optimization strategy. Our creative and talented copywriting team will write these new pages for you and we will create and implement the new web pages accordingly. If more new pages are necessary than are included in your plan, we can add these a la carte for you (or you can opt to write them yourself – we'll provide guidance, don't worry!).

Step 13



SITEMAP XML ADDITION

Search engines have a far easier time indexing your site if we provide them with a list of all your pages in XML format. We'll create and optimize an XML sitemap specifically for your site and submit it to Google and Bing for ease of URL discovery.

Step 14



CUSTOM 404 ERROR PAGE

If you don't already have a custom 404 error page on your website, we will create one for you. If you do, we will optimize it to its fullest potential. A 404 page is put in place so that when a page is requested on your domain that does not exist, both users and search engines are directed to a page that allows for a continual flow on your site so they may continue browsing with ease. The custom 404 page we create for you will embrace the same look and feel as your site and will direct them back to the actual pages on your website (mirroring that of a sitemap). Prior to the creation of a custom 404 page, when a non-existent page is requested, a blank page appears providing users with a "404 Server Error/Page Not Found" reflecting no affiliation with your website. Since search engines do not have the ability to click the 'back' button, they are forced to leave your site and no longer crawl the pages within, likewise, users are likely to become frustrated and leave your site entirely. A custom 404 error page encourages users and search engines to stay on your site and continue viewing actual pages.

Step 15



CRAWL ERRORS & HTTP STATUS CODES RECTIFICATION

Search engines want to know your site is well-maintained before sending users there. It is for this reason that crawl errors and erroneous HTTP status codes can affect your site's ability to rank. We will discover any rectifiable crawl errors and HTTP status codes to ensure optimal usability. Additionally, we will normalize any URLs causing duplicate content on your site.

Step 16



GOOGLE MY BUSINESS CREATION

Google My Business is your free Business Profile offered by Google. Google will often refer to your GMB profile to confirm information about the business, and keeping your GMB profile accurate and up to date can influence Google's search results. Information such as Name, Address, Phone Number, Website, Reviews and more are maintained within Google My Business's platform. We will set up and optimize your GMB profile according to best practices.

Step 17



SEO LAUNCH & INITIAL SEO LAUNCH REPORT

Immediately after we launch your initial SEO campaign, we'll provide you with a report detailing all of the steps we have taken to optimize your site. All of the initial contract deliverables will have been completed at this point, and monthly progressive optimization will begin. We will also send you an update on any traffic and ranking improvements we have seen.

You will receive your second invoice at launch as well.



LINKBUILDING & LONG FORM CONTENT CREATION

Links from other sites are the most important factor Google considers when ranking websites, and links from trusted sites that deal specifically with your topic are the most valuable of all. You can view links to your site as a 'vote' for your site. The more trustworthy a site is, the more trustworthy that link is in Google's eyes. Each quarter, we will compose and distribute articles to webmasters and bloggers around the web for inclusion on their sites. Each article will be written specifically about your industry and include a link back to your site. Our linkbuilding strategy is to provide for you a variety of link types and link sources for a natural backlink profile. Continued linkbuilding is pivotal to maintaining and improving the rankings we achieved with our initial blitz.

Long form content is an informational page with roughly 2,000 words and custom graphics. Long form content pages are highly informational and do not necessarily have a promotional agenda. Therefore, search engines recognize these pages as trusted and qualified pages for links and rankings. These pages are great for initial link building efforts because drawing traffic to these pages creates the opportunity for truly organic backlinks. Users naturally link to long form content often because these pages are full of quality, unique information that is extremely shareable. Additionally, long form content provides us with quality content when we are creating content that bloggers and webmasters are willing to share on their websites - thus giving us much better chances and more opportunities to acquire high authority backlinks on your behalf. Long form content is the best platform for drawing natural links and thus provides higher search rankings, brand exposure, and traffic to your site.



60-DAY PROGRESS REPORT

Two months after launch, we'll send a report that compares your newly acquired rankings and organic traffic with that of the pre-optimization report.

If you're not too busy answering all your new inquiries from the website, you'll see just how effective our campaign has been thus far!



PROGRESSIVE MONTHLY OPTIMIZATION

In order to stay ahead of your competitors, keep those rankings high and keep those leads coming in, you NEED to continually and consistently be optimizing your site. Within your progressive monthly optimization, we will work continuously to improve upon the rankings, traffic and leads from your website through linkbuilding, content creation and on-page modifications.

**WE LOOK FORWARD TO AN ONGOING
PARTNERSHIP WITH YOU!**