

Full SEO Service Procedure

Purpose: The goal of the Full SEO Service is to create an optimized website, content, and meta data for the client and teach the client how to maintain and further improve their ranking. The amount of work required and the client's portion of work will vary with each site, but a basic outline can be formed.

Procedure: The following is a simplification of the procedure to cover the basic steps that most accounts will require:

1. Contact client and send questionnaire and eBook.
2. Site Optimization
 - a. Can be done concurrent with client answering survey
 - b. Review current site for the following factors:
 - i. Ease of use
 - ii. Logical organization of pages
 - iii. Appropriate amount of text
 - iv. All target markets represented
 - c. Provide client list of recommended additions and changes along with rationale (if necessary, many clients accept changes as matter of course)
3. Google Suite
 - a. Check for Analytics code
 - i. If present request that client add agent's email address with at least Read access
 - ii. If not present agent can create new account under their email address and add client as Admin. Should be published before or after site changes are addressed, ideally before.
 - b. Activate Webmaster Tools if this has not been set up
 - c. Note current traffic levels, main acquisition source, and obvious areas for improvement
4. Meta Creation
 - a. Copy/paste current meta data into Word template
 - b. Create additional entries for pages added during step 2
 - c. Create new meta data optimized for client's target markets
 - i. Client may need to select only a portion of their target markets - limited characters allowed in title and description
 - d. Have client review meta data
5. Relaunch

- a. Publish new pages and meta data
 - b. Note date of change in Analytics for reference
- 6. Off Site Optimization
 - a. Encourage client to blog if they do not already
 - b. Discuss link building
 - c. Review social media use and best practices
- 7. Review results
 - a. Search Google for client's business name specifically, note when new meta title is displayed
 - b. Allow 1-4 weeks for results of meta optimization
 - c. If desired results have been achieved move to step 8
 - d. If not review target markets and competition
 - i. Is meta properly optimized
 - ii. What are the current leaders doing?
 - iii. Is the client doing their part?
- 8. Client education
 - a. How to maintain position or gain the top spot
 - i. #1 ranking is not always as reasonable expectation if competition is actively optimizing as well
 - b. Understanding how the rankings work
 - c. Using Analytics and Webmaster Tools to plan for the future
 - d. Review blogging and social media practices