Search Engine Optimization Proposal

Focus on Search Engine Ranking Improvement & Website Optimization (+ suggestions on Social Media + Mobile Devices + Local Market + Website Integration & Development + more)

DOCUMENT INDEX

WHY SEARCH ENGINE OPTIMIZATION & POSITIONING

In long run between 50% and 80% of all new visitors to the website will come from search engines and directories. However, just because your site is listed in the search engines doesn't mean that your customers can find it. Search Engines look at various signals to rank a website (like content, links, page semantics, information architecture etc). Business Pro Designs is highly experienced and committed in helping you achieve the best search engine ranking for different key phrases that your potential customers will search.

IMPROVING LEADS & SALES

On one side when we will be working towards bring more quality traffic to your website but on the other hand we help you with suggestions to improve the Usability and conversion (Leads and Sales). Many of the visitors will not convert to sales at the first go, for such visitors we will also help you direct them to social media community like (Facebook & Twitter) or a newsletter (Monthly emails to improve sales and participation)

THE PROCESS WE FOLLOW

WE GO THROUGH DIFFERENT PHASES

- Understand your business
- To define goals
- To define responsibilities
- To define strategies
- To put all the tracking systems in place
- Working on links
- Working on content optimization
- Analysis and reporting
- Re-strategizing with the learning.

MAJOR COMPETITOR ANALYSIS

Our competitive intelligence research will analyze your current website and marketing strategies compared to industry leaders and sites that currently rank well. We focus on a number of areas, including:

- ✓ Current Search Engine Ranking Status
- ✓ Keyword Research
- ✓ Site Content Evaluation
- ✓ Link Building Evaluation
- ✓ Site Visits

THE KEYWORDS

Keyword and key phrases are greatly important because, they are search terms entered by the users of search engines when searching their needed information. You should consider that your website's **Search Engine Optimization** and SEO analysis is also dependant on keyword and key phrases.

These keywords and phrases can help with both On-Site & Off-Site components of your Search Engine Optimization and SEO analysis efforts.

The online customers can be easily yours if you optimize your website properly in search Engine. If an appropriate Organic SEO work is continued on the website, then within a time period of 10 to 12 months your website will rank higher and attract visitors. Organic SEO can prove beneficial to the website for long run.

SCOPE OF THE PROJECT

1. Website improvement for search engines
2. Website improvement for better sales
3. Better ranking in search engines
4. More Traffic & sales from search engine
5. Better presence on web (social media, directories, Local listing etc)
6. Traffic analysis
7. Reporting
8. Suggestions and Strategies to stay ahead of competition.

EXPERT RECOMMENDATIONS

➢ Document structure:

It is important that search engines can understand the document structure. Currently there are no <h1> or <h2> tags on the page. It is advisable to put keywords in heading tags like <h1> and <h2>Best document structure is where the keywords are highlighted in <h1>, <h2> etc like

➢ Content:

The website needs more content. As of now the website only has 130 pages (according to Google index) whereas the competitors have over 200 pages. More content (if properly interlinked) can add high value to search engine ranking.

➢ How well is your website optimized for key phrases?

The website needs to target the right keywords and key phrases in the right pages, which are known as "landing pages". For this reason we need to carry out extensive keyword research and then ascertain specific key phrases that are to be targeted across relevant pages. We will focus on improving the following on-page factors with a mix of well-targeted keywords.

1. **Title Tags:** This is possibly the most important parameter that search engines consider while determining the subject matter of the webpage, before ranking it within specific position in the search results. In addition, the titles also help the searcher to determine the relevancy of the search result, and thus influence their decision.

2. **Meta Tags:** The website should have effective Meta descriptions and keywords. Well-targeted keywords need to be included in the Meta descriptions to help the search engines and the searchers. Well-written Meta tags will undoubtedly help the website in moving up the search engine rankings.

3. **Keyword Highlighting:** The web pages must highlight keywords with suitable html tags. Search engines depend heavily on particular html tags to quickly determine the relevancy of the page. For this reason it is essential to use the correct html tags for the right keywords across the website.

4. **Anchor Texts:** Well-targeted and relevant keywords must also be used in the anchor texts across the website.

➢ How good the website is's linking POPULARITY?

External links pointing to your website, known as "back links", are valued highly by Google, as well as other search engines. We will focus on building both one-way and two-way links, and keywords that propel the website higher in the search engine rankings. In addition, links from respected websites can direct valuable visitors to your website. The following methods will be adopted to increase the number of one way links pointing to the website:

1. Link building, which ensures more relevant and high-quality websites linking to your site.

2. Manual submission to major search engines and directories, along with categorical and regional ones.

DELIVERABLES

#1: SEARCH ENGINE FRIENDLINESS

We provide an overall analysis of SEO factors, determine whether the website is readable and accessible by search engines and if it complies with SEO best practices. We also carry out a thorough check on whether the website has targeted Meta tags, titles tags, keyword targeting, and relevant content.

#2: KEYWORD RESEARCH

This process involves short-listing a set of keywords and key phrases that are relevant to your business and would lead to conversions. The keywords will be drafted after taking into consideration the website's business objectives and your suggestions.

#3: USABILITY ANALYSIS

We test your website from the user's perspective and send you recommendations on how to improve your website's layout and drive better conversions, in turn increasing your sales.

#4: ON-PAGE AND OFF-PAGE OPTIMISATION

Our experts will ensure that the website is perfectly optimised for both on-page and off-page factors. This is an ongoing process, and our continual fine-tuning will boost your website's ranking.

#5: WEBSITE ARCHITECTURE

We carry out a thorough examination of the website architecture. This includes a check for the robots.txt file, W3C compliance, URL structure, redirections and other technical issues.

#6: WEBSITE ANALYTICS

This involves the installation of the web analytics code. We also provide continuous analysis of the site traffic in order to improve upon conversions.

You will be provided with a monthly report that will give you a detailed graphical analysis of work done during the month.

NEXT STEPS & REQUIREMENTS

Should you wish to proceed after reading this proposal, the next step is to place your order and complete the necessary paperwork. After this time we will discuss keywords with you and begin the process of optimizing your website immediately. In order to do this, we will also require the following information:

1) FTP details

2) If the website has Google Analytics installed, we will need to have access to the reports.

3) We would need access to the CMS in case the website is managed through a content management system.

4) Business email address

5) Mobile Phone Number

6) Mobile Service Provider

7) Business Service Areas and Locations

8) Hours of Operations

9) Google Place Access Details

10) GST/HST/ABN number of your business

FAQS

HOW SUCCESFUL WILL THIS BE?

We have a proven track record of very successful SEO campaigns. The purpose of a SEO campaign is not just to rank highly, but also to get the right pages at the top of the listings for the right set of keywords. We will provide a targeted mix of keywords, ranging from highly specific to broader key phrases. These keywords will then be placed on relevant pages.

The website will experience a marked growth in traffic in the first couple of months. However, the most significant results can be seen after three to six months.

IS YOUR MONEY BETTER SPENT ELSEWHERE?

Certainly not! Search advertising is by far the most targeted form of advertising. When a searcher types in a keyword, he or she specifies intent towards products or services related to that word. If your website is then presented to the searcher, the chances of conversions are extremely high.

HOW WILL IT HELP YOUR BUSINESS?

The best thing about online marketing is that it is highly measurable.   By examining the analytics from an SEO campaign, we can determine user behaviours, keywords and content performance.   This information is invaluable, as it allows us to continually optimise your website for even better returns.

WHAT IS THE TIME LINE & REPORTING PERIOD?

It is usually three to twelve months, but it depends entirely on the competitiveness of the keyword. We will keep you updated about the progress with our monthly reports.

Thanks & Regards,

Website marketing Team

WebArt Studio

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