



SEO ADVERTISING STRATEGY

STATISTICS TO CONSIDER

93%

of the online experiences begin with a search engine

#1

driver of traffic to content sites is **search**

75%

of users never click past the first page of search results

70%

of the links users click on Search are Organic

OUR SEO METHODOLOGY

Through our five-phase methodology, we help maximize the potential of your website as a business tool, build your brand reputation and establish your name as the leader in your industry.

PHASE 1



Site
Assessment

PHASE 2



Campaign
Roadmap

PHASE 3



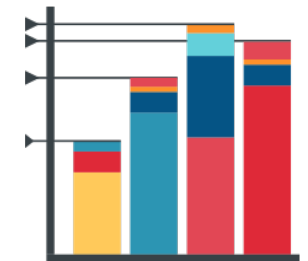
On-Page SEO

PHASE 4



Off-Page SEO

PHASE 5



Reporting &
Analytics

WHY IT WORKS

Google



Google Penalty Proof:
We only use white hat tactics.

Quality Content

High quality content written through topic modelling.

Quality Links

Genuine website endorsements & quality citations.

Industry Standards & Best Practices

We stay up to date with Google's Webmaster Guidelines.

YOUR OPPORTUNITY



Cost Effective:

Our SEO methodology targets users who are already looking for your products or services online. None of your budget is wasted on people who are not interested in your services.



Long Term Results:

The effects of SEO are long-term. Over time, as your rankings in the search engines increase, the traffic to your website becomes solidified.



Industry Authority:

As your website rankings increase, you become the authority in your industry online. SEO levels the playing field between competitors online.

ROLES & RESPONSIBILITY

Agency

- ✓ Connect client with a solution to fit the business needs
- ✓ Formulate a strategy to support business goals
- ✓ Timely execution of tasks
- ✓ Timely reporting and feedback on progress

Client

- ✓ Timely implementation of on-page recommendations
- ✓ Access to relevant tracking accounts

SILVER FEATURES



Campaign Length: 6 Months

Keywords Targeted: Up to 10 Keywords

Keyword Group: Maximum of 2

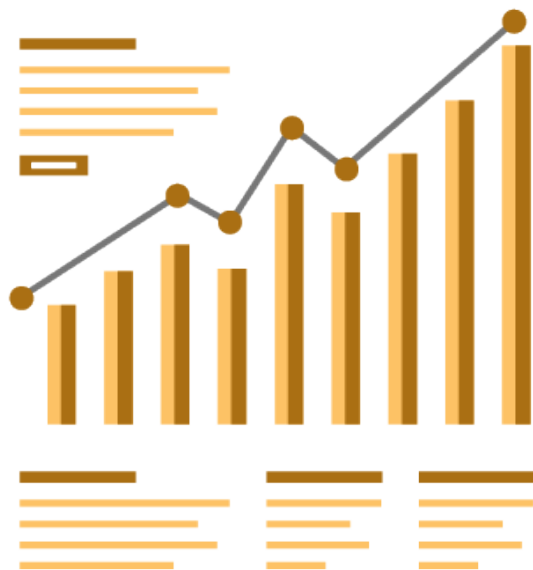
Monthly Search Volume (2,000 per group):
up to 4,000

Budget: \$799/mo

Features:

- ✓ Access & view keyword rankings, website traffic reporting, Google SERPs report, and more.
- ✓ Extensive pre-campaign analysis
- ✓ Extensive on-page optimization
- ✓ Monthly rank building
- ✓ Monthly content creation and publication
- ✓ On-Page Structural Report, Meta-Data and Content Optimization Report, Monthly Executive Summary Report

GOLD FEATURES



Campaign Length: 6 Months

Keywords Targeted: Up to 20 Keywords

Keyword Group: Maximum of 4

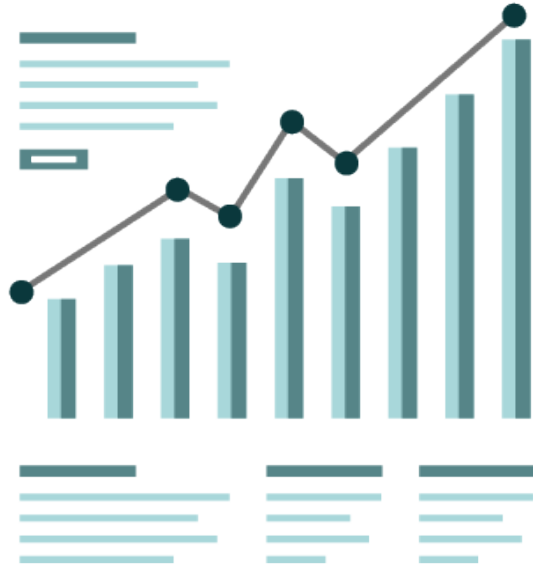
Monthly Search Volume (2,000 per group):
up to 8,000

Budget: \$1,199 /mo

Features:

- ✓ Access & view keyword rankings, website traffic reporting, Google SERPs report, and more.
- ✓ Extensive pre-campaign analysis
- ✓ Extensive on-page optimization
- ✓ Monthly rank building
- ✓ Monthly content creation and publication
- ✓ On-Page Structural Report, Meta-Data and Content Optimization Report, Monthly Executive Summary Report

DIAMOND FEATURES



Campaign Length: 6 Months

Keywords Targeted: Up to 30 Keywords

Keyword Group: Maximum of 6

Monthly Search Volume (2,000 per group):
up to 12,000

Budget: \$1,597 /mo

Features:

- ✓ Access & view keyword rankings, website traffic reporting, Google SERPs report, and more.
- ✓ Extensive pre-campaign analysis
- ✓ Extensive on-page optimization
- ✓ Monthly rank building
- ✓ Monthly content creation and publication
- ✓ On-Page Structural Report, Meta-Data and Content Optimization Report, Monthly Executive Summary Report

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