

# 10 steps to elevate your seo

Search Engine Optimization

## why SEO is Important to you?

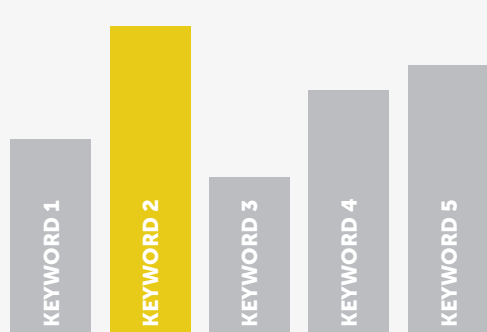
Your website looks better than you imagined. It functions perfectly. Now you just need people to find it. SEO is the method of increasing your website's exposure when users search online for phrases that are relevant to you and your product. With over half of web traffic driven by search engines, 300FeetOut's proven strategy will make sure your website stands out.



1

### competitor research

Investigate the keywords that your competitors rank for on search engines.



2

### keyword suggestion

Identify relevant and popular keywords for your website to target. Keywords selection will be a refining process to hone in on those phrases which are both highly relevant to your site and highly searched on Google, Yahoo! and Bing.



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### content suggestions

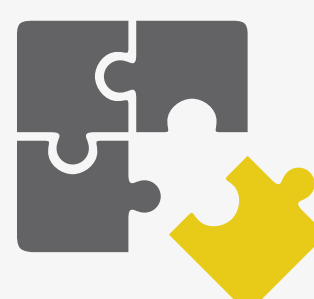
Describe specific kinds of content which should be added to the existing website. These might include wholly new pages and sections of the website which will not only serve our search engine optimization strategy but also make the website a valuable resource for website visitors.



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### keyword to page matching

Coordinate keywords with specific pages of the website. Each targeted page will be assigned a unique set of keywords to be associated with and used within that page and that page alone. This way each page of the site acts as its own tailored gateway for visitors referred via search engine.



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### page by page meta and title suggestions

Devise meta and title tags for each of your website pages based on "Keyword to Page Matching" and review existing structure:

- > Page title review: Missing, duplicates
- > H1 Tags: Missing, duplicates, multiple tags
- > Meta Descriptions: Missing, duplicates

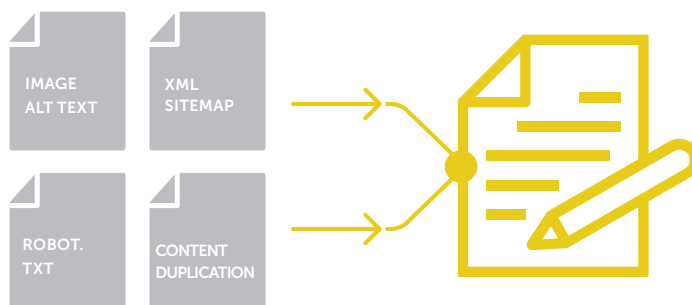


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### research and copywriting

Author new keyword-rich engaging content with the help of a copywriter, if needed. All copywriting will be carefully coordinated with the "Keyword to Page Matching."

- > Image alt text
- > XML sitemap
- > Robots.txt
- > Content duplication



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### HTML/CSS template improvements and implementation

Review the backend code to make sure the website layouts use the most streamlined, SEO-friendly code, which allows for optimal indexing of every targeted page on your site.

- > Canonical tags
- > Broken internal/external links
- > Pages indexed by Google
- > Crawl errors
- > Bloating or incorrectly placed code
- > Set up and install analytics

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### third-party link building

Educate our clients on techniques to engage third-party sites to work with your content for brand mentions, as well as placement of inbound links to your site. This also includes strategic guidelines on authoring optimized text used when linking back to your site.

These guidelines to author optimized text to be used when linking back to specific pages of the website. These guidelines will be vital when placing inbound links on press releases, new articles, and social media posts.



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### social media and digital marketing guideline document

Continuing education with access to 300FeetOut's social media and digital marketing guidelines - updated quarterly with the latest changes in search engine algorithmic requirements so that you stay ahead of the crowd.



10

### reporting

Analyze and compile detailed reports and recommendations for a full 6 months on a monthly basis for your website, comparing each successive month's traffic with the previous month or to the corresponding month from the previous year.

