



SEO

EXECUTIVE SUMMARY

Efferent Media is focused on the success of your business and ensuring that it gains higher visibility on the major search engines, with the primary focus on Google, Bing, Yahoo and DuckDuckGo. To accomplish this, we employ an in-house staff of specialists, ranging from Data Analysts, SEO Copywriters, Technical Experts and Link Builders. In this document, we will give you an understanding of the SEO optimization process, the areas of focus and how it will be beneficial for your business. We will present the findings from your initial website analysis and outline a sample of potential keywords that could be chosen for your campaign. We also take into consideration factors such as your business goals and search competition. Based on all the above data we will then present a custom SEO package to you. Since 2010, Efferent Media has been working with companies of all sizes to achieve their online goals.

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WHAT IS SEO?

Search engine optimization (SEO) is the method of improving your website's presence on Search Engines like Google, Bing, Yahoo, and DuckDuckGo. It is a marketing practice that uses keyword research to help your business establish a prominent online reputation. Ultimately, SEO will help bring in more relevant traffic, improve site metrics, and increase the potential for sales conversions. In summary, it's what makes a website stand out and rank for a particular term or terms as opposed to another company/website.

Is your company an authority? Are you an expert in your field? Does your website instill trust in your company or brand? With those factors carefully addressed and molded, your online presence can have the same impact as a trusted authority would when making a recommendation.

WHY IS SEO IMPORTANT TO MY BUSINESS?

Online marketing has become the ideal sales and brand awareness channel for the 21st century. As cliché as it sounds, the internet is here to stay. What does that mean for your company?



89% of consumers research products or services online.



By the time consumers visit your site, **60%** of the purchasing process is already complete.



80% of the links search users click are within organic results.



SEO leads cost **61%** less than outbound leads and produce 8x the close rate.



ENHANCE SEARCH VISIBILITY



BUILD TRUST WITH YOUR SEARCH RESULTS



INCREASE TRAFFIC COST-EFFECTIVELY



AMPLIFY BRAND AWARENESS



ATTRACT MORE QUALIFIED LEADS



GENERATE MEASURABLE RESULTS



BUILD A LONG-TERM PRESENCE ONLINE



ANSWER A QUESTION/SOLVE A PROBLEM



CAMPAIGN GOALS

Your search engine rankings matter. The higher your website ranks for your targeted keywords, the more visible your online presence is to consumers, which leads to additional traffic to your website and Google My Business page. Our goal is to increase rankings and traffic for your online presence by focusing on the keywords you and your Account Manager select. Defining and selecting the proper keywords is crucial.

CAMPAIGN OBJECTIVES

1. SEO CAMPAIGN STRATEGY

Your strategy is custom tailored to your needs.

2. KEYWORD SELECTION & ONGOING MANAGEMENT

We establish industry-specific keywords that set you apart from the competition and expand your company's visibility.

3. ONSITE & CONVERSION OPTIMIZATION

Onsite and conversion-focused strategy works to improve the consumer behavior on the website to drive higher engagement.

4. CONTENT MARKETING STRATEGY

We establish and maintain the website as an authority for the keywords we target. Our main goal and long-term strategy is to establish your website has Expertise, Authoritativeness and Trustworthiness. (E-A-T). Google ranks pages on the basis of these metrics. High-quality pages possess an elevated level of these elements while low-quality pages do not.

5. INCREASE OVERALL DOMAIN AUTHORITY OF SITE

While backlinks remain a significant factor in website ranking, relevancy matters more. We work hard to ensure any backlinks created by Efferent Media will (a) stand the test-of-time (meaning they're not black-hat or deceptive) and (b) come from a page/website that is relative and acknowledges your website with a link and crafted link text.

6. MEASURED RESULTS AND REPORTING

Full visibility and access to a user-friendly dashboard that helps you track your website's activity and progress. Additionally, we will prepare detailed reports that dive deeper into your website's metrics.

7. ACCOUNT MANAGEMENT

You will be assigned a dedicated account manager. He or she will arrange to speak with you monthly or every other week, if required. It is their responsibility to ensure your account is moving in the right direction. Your account manager will work with you to create a seasonal calendar to help define keywords, strategy, and short- and long-term goals.



CONTENT

Updating content for a business owner or team can often be a very daunting and a frequent cause for delays and missed goals. Our team is staffed with writers who would be more than happy to call or visit you, if possible. During this visit or call we will ask questions and translate your answers into optimized content for your website. This content will use Latent Symantec Index (LSI) as well as emphasize and express that your company is Authoritative, displays Expertise, and can be Trusted. Remember, that's what Google is looking for!



BLOG WRITING

Blog writing services are available and can be added on at any time. Blogs are not just about updates, before-and-after pictures or congratulations. It's about answering questions people have. Think the pre-sales and post-sales questions. This is not an opportunity or suggestion to give away the recipe to your "secret sauce" but rather to answer questions when searchers have them, and to express and emphasize that you and your website are truly an Expert in your field, an Authoritative source of information, and are Trustworthy.

QUESTION — Can't I just write my own blog posts?

We understand and appreciate that we are not experts in your subject matter the way you and your team are. Many clients elect to write their own blogs, and we encourage that. You may utilize the services of our data team to help identify topics for you to write about. You can even send it back, and we'll optimize the article accordingly. The final revision will be sent back for your approval.

Depending on many factors, we generally suggest posting no less than two blog articles per month. We find more organic success if new articles go on the site weekly or even more often. Four posts per month is highly recommended.

QUESTION — What is Latent Semantic Indexing (LSI)?

In essence, it finds the hidden (latent) relationships between words (semantics) in order to improve information understanding (indexing). For example, the words "hot" and "dog" may seem easy to understand, but both have multiple definitions based on how they are used. Put both of them together and you have a whole new concept entirely.



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As voice search is becoming more prominent in our society, it is critical that the search engines understand exactly what we're putting out there for them. Answering questions or solving problems leads to new clientele and influencers.



PRESS RELEASES & PR DISTRIBUTION

Our team can also assist with press releases and distribution. Press releases get the word out about specific product releases, new services, special events, and more by potentially getting picked up by a credible news source. This high-quality backlink can be valuable to your SEO efforts.

Efferent Media can also assist with content updates, content strategy, and much more. Remember, a story is as long as it needs to be. We're not counting words. We're here to enforce the message in the most digestible, user-friendly, and authoritative way possible.



LOCAL SEARCH

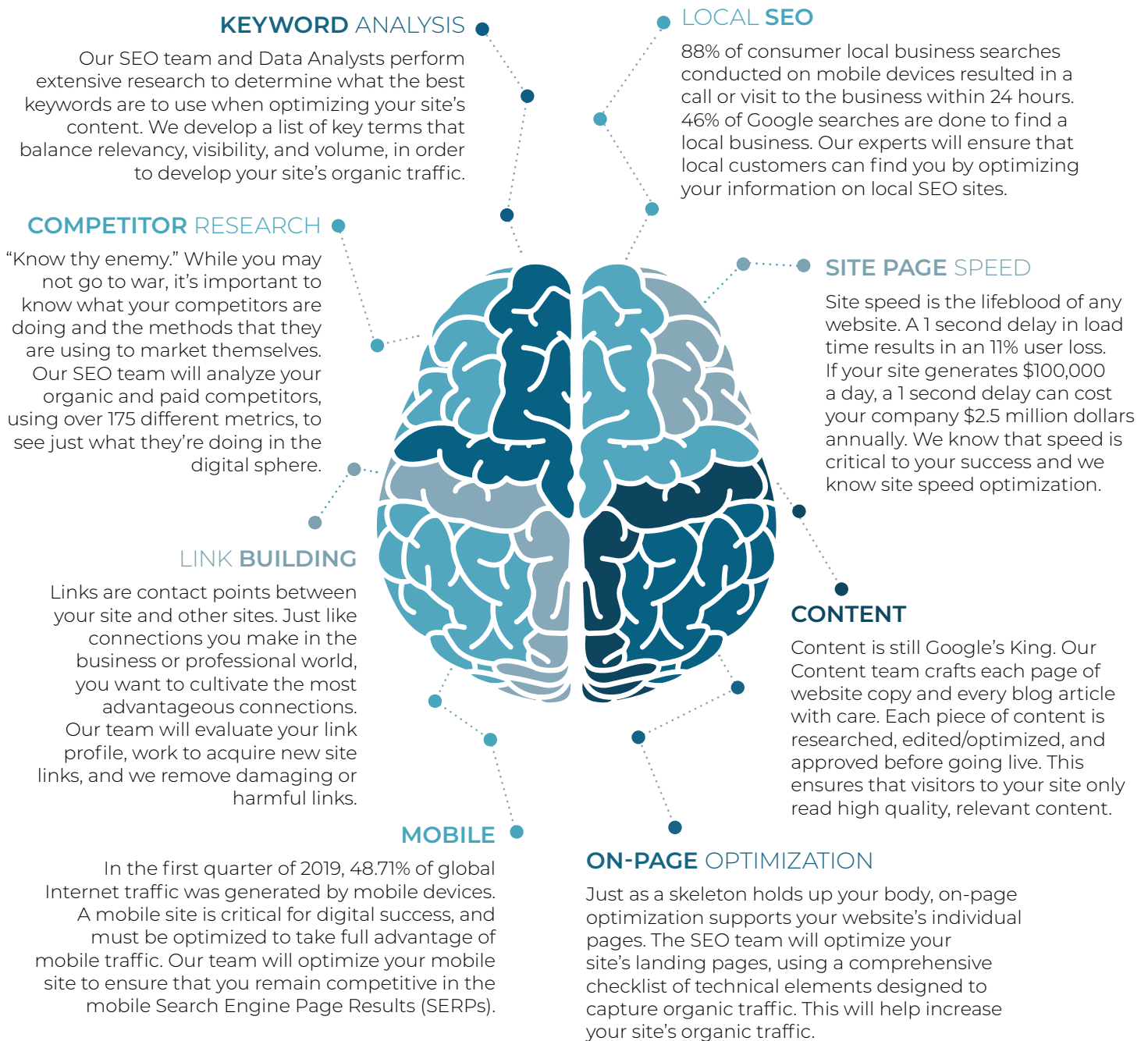
Local Search or Map Optimization requires a different approach than traditional SEO. Local Search is crucial for brick-and-mortar businesses or offices. If you want walk-in traffic, then Local SEO is what you need to address. Think about your cell phone or other smart devices. You'll realize the odds are good that you've spoken with Siri, Cortana, Google Assistant, or even Alexa quite recently. The platform and device combination will determine what website is feeding the information. For example, Siri will pull business info from Yelp and repeat it to you.

On a monthly basis, Efferent Media will work with you and your team to determine and implement changes, reviews, photos, etc. Our primary goal is to have you showing in the top three spots on Google Maps, in your area. A similar approach is taken with other voice assistants, but Google and Apple are the primary targets for voice optimization.



SEARCH ENGINE RANKINGS

Google has acknowledged that they utilize more than 200 ranking factors to display the most credible and relevant results. Because every website is different, your campaign will be customized and structured based on your current search engine ranking and marketing goals. Our processes and strategies for each client are customizable, and always reflect the latest updates from major search engines. This ensures that we focus on the areas that will benefit your company most. Below is a brief summary of the tasks that will be included in your campaign.





SMART GOALS

We believe in full transparency on anything and everything we do. At any time, you can audit your account or hours. Additionally, you'll be provided with a link to monitor your current search rankings as well as into our project management tool. This shows where each project and task are in their respective timelines.

From day one and onboarding, to monthly maintenance, Efferent Media adheres to the SMART goal methodology:

SPECIFIC

Specific objectives are crucial to success in any marketing campaign. We need to know what a goal or conversion is for your website and how this relates to the broader business objectives. It is easy to think, "We want to rank #1 for various search terms," but that's just a detail. Our goal for you is more exposure, more visits, and more qualified leads or sales.

MEASURABLE

The premise of digital marketing is that everything can be measured. We must be specific regarding SEO Key Performance Indicators (KPIs) and goals so we can ensure proper assessment. This will underscore improvements in SEO metrics that clearly correlate with improved business results. As an example, a 50 percent rise in organic traffic resulted in a 50 percent rise in conversions.

ACHIEVABLE

This is a major consideration with regard to planning and onboarding. We want to set aggressive goals so we aim high, but we don't want to set our goals too high such that they are unattainable.

Key areas to consider are:

- **SEO feasibility** — Can you target the keywords you are going after?
- **Situation** — Are you in the same league as the big players on the first page?

REALISTIC

Setting realistic SEO goals requires a solid understanding of the search results for the search terms you are targeting. If you are a local business and results for the keywords you are targeting show only national business results, then ranking in the top three may be an uphill battle. However, you may be able to generate first-page visibility with targeted, locally-focused landing pages.

TIMELINED

Time is important when setting SEO goals, as SEO takes far longer than other forms of online marketing. It's a marathon, not a sprint, whereas PPC delivers visibility and traffic instantly. We must be realistic about what can be achieved in a given time period. It is not always easy to determine how long SEO will take or cost, yet we do all we can to estimate timelines and use our KPIs to track progress toward the goal.



On a monthly basis you will have an allocated amount of time associated with your account. During any given month, multiple specialists will work on your account. Monthly services include but are not limited to:

- ✓ Creative and strategic content creation
- ✓ Optimize creative and strategic content (on and offsite)
- ✓ Strategic adjustments and pivots
- ✓ Managing content calendar if applicable
- ✓ Link earning to above creative and strategic content
- ✓ Outreach Marketing including guest posting and interviews
 - ↳ Monitoring of incoming backlinks for:
 - Quality Control
 - Spam Review
- ✓ Competitive landscape monitoring
- ✓ Strategic immediate and long-term growth strategies
- ✓ Strategic planning on future search engine changes and directions (nothing stays the same!)
- ✓ Handle disavows of “spammy” links
- ✓ Keyword monitoring
- ✓ Onsite updates
- ✓ Compliance with updates and “recommendations” from major search engines
- ✓ Mobile SEO optimization



During your first two weeks with Efferent Media, we will onboard your account. This simply means establishing and aligning your goals with SEO best practices. This is done not only with the team but also in our toolsets and monitoring applications.



ESTABLISH CAMPAIGN GOALS

Review business goals, priority products or services, and locations. Our SEO strategies revolve around your business goals, seasonality, and timelines.



COMPETITIVE LANDSCAPE

While we understand every business is different, it's our goal to make you stand out from your competitors so we need to understand what they're doing and what's working for them. This helps uncover additional areas of need, priority and opportunity.



REPORTING

This is done either face-to-face or over the phone. Your Account Manager and SEO team members will explain and share their findings and suggestions for strategy realignment.



WELCOME CALL

Your dedicated Account Manager and members of the SEO team will ask you a series of questions to help align both teams to your ultimate success.



KEYWORD RESEARCH

With your business goals in mind, our Data Analyst and SEO team will present you with the initial list of terms we feel best meet your needs. We will incorporate these terms in our strategy for your website.



WEBSITE AUDIT

Initial end-to-end audit of your website to determine your health and needs for your SEO campaign. This includes, but is not limited to, website speed, code, and compliance issues (including American Disabilities Act, GDPR, and HIPAA, where applicable).

