**Key Deliverable and explanation:**

1. 4 Articles - 1000 words each (Thought Leadership Long Descriptive Articles)

We will write 4 articles after keyword research and approval from your side.

Articles are an important piece of content that can draw inspiration from a story tied to a product or service. Article content can emphasize a problem within a specific industry, discuss current events, and explain how ideas or events relate to your company.

## 4 blogs - 1000 words each

We will write 4 blogs for after keyword research and approval from your side. Blogging is good for SEO because it helps with a number of things that are important ranking factors. When you have a blog that's updated regularly with blog posts that are high quality and on topics relevant to your audience, it can make a huge difference to how your overall website performs in the search engines

## 1 Paid Press Release

We will write a press release for your brand and send it to the media outlet. List of those media outlets and other explanation mentioned at the end of the document. The main purpose of all press releases is to promote something significant and specific, and to do so clearly. Beyond that, a press release is a document that adheres to a strict format and serves three marketing and promotional purposes: To notify the media about an event in hopes that they will spread the word

## 2 Guest Blogs - 1000 words each - DA 50+

We will write 2 Guest Blogs and place them on the websites which are famous and have a lot of traffic on daily basis and then we will redirect them to your website with the help of keywords and back-links. Domain Authority (DA) is a search engine ranking score that predicts how likely a website is to rank in search engine result pages (SERPs). Domain Authority scores range from one to 100, with higher scores corresponding to greater likelihood of ranking

## 50 keywords

We have tools to track down the most trending and best keywords which can help us to improve your brand’s google ranking. It’s a part of our research we do detailed research on your competitors and developed a perfect match for your brand in order to compete with them on Google ranking. We use this keywords to create back-links and also use it in blogs and articles to make sure it’s SEO optimized. We also use it on-page optimization. SEO keywords are the keywords and phrases in your web content that make it possible for people to find your site via search engines. A website that is well optimized for search engines "speaks the same language" as its potential visitor base with keywords for SEO that help connect searchers to your site.

## 40 Back-Links

A back-link is a hyperlink pointing to a page on your site. Put in layman's terms: A back-link is a scenario where one page on the internet references a page on your website and includes a clickable link to access that page. For example, this clickable text is a back-link to your website

## 10 Directory Submission

-Directory submissions, utilizing sites like; DMOZ.org, Yahoo! Directory and Best of the Web (think of them as the yellow-pages for the web!). Submission of your site to 10 relevant directories every month.

## 10 social book-markings

10 social book-markings will be done for all of your keywords. Social bookmarking; through sites like; stumble-upon, delicious, digg etc. (we submit and circulate your URL to other like-minded people/businesses).

## 10 business profile creation

We'll create your business profile on 10 different sites such as business.com, yelp.com, crunch-base.com, etc. Business Profiles; on sites such as business.com, Linked-in and Manta

## 2 video - Animated, Whiteboard, Voice-over (30 Seconds each)

We will create an animated videos for you to put it on social media and websites. As it’s get more attention of the visitors.

## 2 Web 2.0 How-To Guides & Quick Ranking Listicles

A list post and web 2.0 how to guide is an article in a list format. It lists a number of reasons, tips, methods, shortcuts, secrets, types, ways, trends. Next to the info-graphic, it is the most popular post format as per the number of social shares is concerned.This is a supporting way to increase the no. Of visits but it plays a vital role to get the brand recognized with in states and world wide.

## 2 Info-graphic

We'll develop 1 well-researched and attractive info-graphic and promote it through various channels.

## 16 Posts on FB, Instagram and Twitter posts

We will write create and develop post content, caption content for your brand and put it on your social media business accounts to support your brand’s online presence and reputation

## Web Content Optimization

Web Content Optimization is a process in which a web-page and its content are optimized to become more attractive, useful and actionable to users. The processes typically include fixes and improvements on technical performance (ex: page speed) and content copy for it to perform and rank better on search engines.

## Keyword Optimization

Keyword optimization helps you constantly update your database with new keywords that will lead to increases in traffic, leads and sales. Keyword optimization is a process that can help a business target qualified leads and drive them from search engine results to its website.

## Landing page Creation and Optimization

A landing page is a page on your website where you can offer a resource from your business in exchange for a visitor's contact information. Marketers can capture this contact information using a lead-capture form, where visitors can enter details like their name, email address, and job title.

Landing page optimization (LPO) is the process of improving elements on a website to increase conversions. Landing page optimization is a subset of conversion rate optimization (CRO), and involves using methods such as A/B testing to improve the conversion goals of a given landing page.

## Call To Actions

Classified ads; on sites like kijiji, gumtree, craigslist etc (we take an excerpt from your site and turn it into an online ad).

## Site Speed Optimization

The speed of your site dramatically impacts your site's SEO (search engine optimization) and bounce rate. Bounce rates are calculated as the number of single-page sessions of zero-second duration divided by the total number of page sessions on your website.

## Anchor Text Optimization

Anchor text is the clickable text in a hyperlink. SEO best practices dictate that anchor text be relevant to the page you're linking to, rather than generic text. The words contained in the anchor text help determine the ranking that the page will receive by search engines such as Google or Yahoo and Bing.

## Image Optimization

Image optimization is the process of creating and delivering high-quality images in the ideal format, size, and resolution to increase user engagement. It also involves accurately labeling images so search engine crawlers can read them and understand page context.

## Mobile Optimization

Mobile optimization is the process of adjusting your website content to ensure that visitors that access the site from mobile devices have an experience customized to their device. Optimized content understands the mobile user. It easily adjusts to fit on smaller screens.

## Competitor Analysis

The purpose of a competitor analysis is to understand your competitors' strengths and weaknesses in comparison to your own and to find a gap in the market. A competitor analysis is important because: It will help you recognize how you can enhance your own digital marketing strategy.

## Weekly - Monthly Progress Report

A weekly and monthly SEO report helps you keep track of our work and justify why you're spending money on our services. SEO reports typically convey 5 things – insights, progress, recommendations, progress before and after availing this service.

# On Page SEO:

## WordPress Structural Optimization

WordPress optimization is the process of enhancing, tweaking and customizing the WordPress set up in order to improve performance, make it faster and more easily discover-able. It consists of many things, including, having the right specifications, updating WordPress, optimizing databases, managing plugins etc

## Targeted Landing Page Creation in the GTA

Targeted landing pages are personalized pages to which you'll drive specific customer personas, whether from organic posting or paid advertising. These pages offer more specific information about your digital product or service designed to make a convincing argument for that potential customer to convert.

## Geo-Specific Targeting

Location based SEO, also known as geo-targeting, is the practice of optimising your content to appear for your target location. It's fair to say that Google is getting better and better at creating

location-based search results on more generic topics, where searchers are looking for something.

## Keyword Mapping

Keyword mapping is the process of assigning each page to a target keyword cluster. Google ranks on the basis of specific URLs

## URL Optimization

It is a technique/process under which we optimize the URL structure of a website/blog page in order to make web page more understandable by the search engine crawlers and by the users.

## Web Copy Creation

Website copy is the core text that narrates visitors through your website and tells them what they need to know about a brand or the site. Website copy is on your home page, the about page, all products and service pages, primarily all your site's other top-level pages

## Blog & Resources Section Optimization

When you optimize your web pages including your blog posts you're making your website more visible to people who are entering keywords associated with your product or service via search engines like Google

## Consumer Analysis

A customer analysis (or customer profile) is a critical section of a company's business plan or marketing plan. It identifies target customers, ascertains the needs of these customers, and then specifies how the product satisfies these needs. Identifying your consumer who are they, what they do, their likes, dislikes, social status, life cycle stage, demographics and etc

## Demography Analysis

Related to consumer analysis

## Meta Tags Creation

Meta tags are snippets of text that describe a page's content; the meta tags don't appear on the page itself, but only in the page's source code. Meta tags are essentially little content descriptors that help tell search engines what a web page is about

## Inclusion of Anchor Tags

Anchor tag means hyperlink. It is used to link one HTML page to another. The main attribute in this element is href. In this href attribute we specify the location of the file.

## Tracking & Analysis Reporting Metrics

SEO metrics track easily quantifiable information like page views, traffic data, and target keyword rankings. Text readability and relevance are important for users because they deliver a friction less experience.

## Google Analytics Installation

Google Analytics is a web Analytics service that provides statistics and basic analytical tools for search engine optimization (SEO) and marketing purposes. The service is part of the Google Marketing Platform and is available for free to anyone with a Google account.

## Google Webmaster Installation

Google Webmaster Tools is a fundamental aspect of monitoring your site's health and keeping up with technical elements that affect performance of SEO. It allows you to check for any notifications or penalties from Google, identify crawling issues, site errors, indexation status, malware detection, and more.

## Call To Action Plan – HTML Email Marketing Design Plans

A call to action is a statement designed to get an immediate response from the person reading or hearing it. Calls to action use action verbs. CTAs help improve user experience and move them through the sales funnel. They are essential in turning prospects into clients and customers

## Creation of Sitemaps – HTML/XML/RSS Feed

RSS is a Web content syndication format. Its name is an acronym for Really Simple Syndication. RSS is dialect of XML. All RSS files must conform to the XML 1.0 specification, as published on the World Wide Web Consortium (W3C) website

## Structured Data Integration To Mark Up Content – JSON-LD

JSON-LD is a lightweight Linked Data format. It is based on the already successful JSON format and provides a way to help JSON data interoperate at Web-scale. JSON-LD is an ideal data format for programming environments, REST Web services, and unstructured databases such as Apache CouchDB and MongoDB.

# Off Page SEO & Niche Specific Link Building:

## Continued Reputation Management

SEO reputation management uses search engine optimization techniques to influence your branded search results in order to shape your online reputation. Unlike traditional SEO, which broadly focuses on many keyword categories, SEO reputation management is only concerned with branded keywords.

## Geo-Fencing Campaign Management

Geofence marketing is a form of location-based marketing where a geographic boundary is placed around a point of interest. When a mobile device enters this area, the geofence can trigger several different events. These triggers are usually the delivery of some kind of advertising.

## 2 A/B Testing With Landing Pages

A/B testing is a key conversion optimization method in which you compare the performance of two landing pages typically landing page 'A' and landing page 'B' to see which page drives the higher amount of conversions. You might be testing for any type of conversion.

## 8 Quora-Style Forum Engagements & Postings

Quora is a public forum that showcases questions and answers posted by an active community. Like Reddit, questions and answers are voted as helpful or not by other users. The more users who upvote a question or an answer will have that post showcased more often. Another way to help the brand recognize easily and generate traffic as well

# Local Maps Optimization (100 Mile Radius Campaign)

## Multi-keyword Local Three Pack Placement & Optimization

A local SEO 3-pack is the listing of three businesses you see first in the search results when searching for terms using keywords like “near me” or “near [Location].” When you conduct a search for

a local business, Google generates a list of potential businesses that fit your search query it also needs optimization to keep the brand on top in search results

## Google My Business Setup & Optimization

GMB is a free tool that lets you manage how your business appears on Google Search and Maps. That includes adding your business name, location, and hours; monitoring and replying to customer reviews; adding photos; learning where and how people are searching for you, and more

## Advanced Local Posts Setup & Optimization

Local SEO is the practice of optimizing a website in order to increase traffic, leads and brand awareness from local search. Common tasks associated with local SEO include finding local keywords, optimizing a business's Google My Business profile, and building “NAP” citations.

## Local Reviews Management & Optimization

We will monitor your reviews through out the social platforms. We will keep an eye on it and we will keep you posted about it. We will also reply to the reviews in order to entertain them nicely whether it’s negative or positive.

## Multi Address Optimization

If you have multiple addresses under one brand we will make sure that all are listed correctly and will optimize it in a way so that your customers can easily see that which address is near by them.

## Advanced SCHEMA Setup & Integration

Schema) is a semantic vocabulary of tags (or micro-data) that you can add to your HTML to improve the way search engines read and represent your page in SERPs. Schema Markup Provides Extensive Rich Snippets. Basically, the reason why schema markup is important is that it will make your web page look better in search engine results pages (SERPs) because it enhances the rich snippets displayed under the page title of your content.

## Landing Page Optimization With Local Keywords

Landing page optimization (LPO) is the process of improving elements on a website to increase conversions. Landing page optimization is a subset of conversion rate optimization (CRO), and involves using methods such as A/B testing to improve the conversion goals of a given landing page. We will optimize the local keywords with your landing page in order to give your brand greater results

## Duplicate Local Content Cleanup

During content creation it happens that we get a duplicate content on multiple places so we have a tools to run the test for it and we will keep it under strong monitoring to make sure we don’t have content duplication on the site.

## News Sites (Yahoo News, Google News, etc.)

Distributed to major news sites such as Yahoo News, Google News etc

## Search Engines (Google, Bing, etc.)

Distributed to major search engines such as Yahoo News, Google News etc

## News RSS Subscriber Database

Distributed to thousands of news subscribers

## End User & Media Subscribers

Distributed to thousands of opt-in end journalists and end users

## PDF Version of Release

A PDF version of your press release will be distributed

## Document Sharing Sites

Distributed to high traffic generates sites such as Scribd etc

## Industry Distribution Channels

Industry wise Distribution to media, website and consumers

## Regional Distribution Channels

Distribution to media, website and consumers specific to geographical locations

## File Attachments

Attached files with the press release

## Social Media Distribution & Features

A powerful social media distribution encouraging interactive conversation and inspiring brokers citizen journalist your customers a new followers to spread the word about you also in a real easy sharing of your news strong social media social bookmarks and sharing buttons.

## Search Optimized Image

Display an image optimize for search engines correctly in your press release to give of chromatic representational canoes.

## Online Posting Report

View an online posting record that provides a list of episodes that I've picked up your lease public site such as major poker news sites and other related sites that reach millions of users.

## Editorial Feedback

One of our expert copywriters Smith journalistic experience will provide feedback to ensure your previous meets platforms and editorial standards. As part of this consultation you may contact or editorial department for help the brief questions related to your editorial content.

## Premium Websites

Distribution to premium high traffic website examples he ABC, NBC, CBS, FOX, ASK etc to expand the reach and engagement of your news with your target audience.

## Voice Distribution Network

Enhance distribution through the platforms wise distribution network. Reach journalists and end users using wireless devices such as Amazon Alexa, Google home, Microsoft Cortana and etc. Boost the effectiveness of your press release making it a powerful voice marketing tool.

## Enhanced Editorial Proofreading

Our expert editor with journalist experience will review your release to minimize spelling and grammatical errors for quality standards train train sure your release is newsworthy. As part of this constitution you make contact editorial department for help with questions related to your editor content.

## Associated Press (AP) Top Media Outlets

Transmit your news directly into the editorial content management system. Top 100+ US media outlets e.g: New York times USA directly to journalist' desktops.

## Mobile Distribution Network

Enhanced distribution through platforms of mobile distribution network to reach journalist and end users while they're on the go including via AP news (the award winning news and leading news platform) as well as other high traffic mobile app and other apps.

## Associated Press (AP) Newsroom

Inject your news directly to into AP's of content delivery platform used by journalists worldwide to find the precise news of their interest.

1. APNews

Your PR will reach to APNews the official news website of the Associated Press (AP). It is the winner or more than 50+ Pulitzer Prizes and most trusted sources of independent news and information

# List of media outlets:

|  |  |  |
| --- | --- | --- |
| 1010 WINS New York | Fox Business | Philadelphia Inquirer |
| ABC News | Fox Broadcast Network | Pittsburgh Post-Gazette |
| Arizona Republic | Fox News | Press Democrat (California) |
| Arkansas Democrat-Gazette | Fresno Bee | Providence Journal |
| Atlanta Journal-Constitution | Hartford Courant | Raleigh News & Observer |
| Austin American-Statesman | Honolulu Star-Advertiser | Redlands Daily Facts |
| Baltimore Sun | Houston Chronicle | Richmond Times-Dispatch |
| BBC (British Broadcasting Corporation) | Indianapolis Star | Rochester Democrat & Chronicle |
| Bloomberg Radio | Inside Edition | Sacramento Bee |
| Bloomberg TV | Investor's Business Daily | Salt Lake City Tribune |
| Boston Globe | Kansas City Star | San Antonio Express News |
| Boston Herald | Las Vegas Review-Journal | San Diego Union-Tribune |
| BuzzFeed | Los Angeles Daily News | San Francisco Chronicle |
| CBS Local Affiliates | Los Angeles Times | San Francisco Examiner |
| CBS News | Memphis Commercial Appeal | Seattle Times |
| CBS News Radio | Miami Herald | St. Louis Post-Dispatch |
| CBS Sports | Milwaukee Journal Sentinel | St. Paul Pioneer Press |
| Charlotte Observer | Minneapolis Star Tribune | Sun-Sentinel (Florida) |
| Chicago Sun-Times | National Public Radio (NPR) | Tallahassee Democrat |
| Chicago Tribune | NBC News | Tampa Bay Times |
| Cincinnati Enquirer | New Orleans Times-Picayune | The Daily Show |
| Cleveland Plain Dealer | New York Daily News | The Oregonian |
| CNBC | New York Post | The Press-Enterprise (California) |
| Columbus Dispatch | New York Times | The Record (New Jersey) |
| Courier Journal (Louisville, KY) | Newark Star-Ledger | The Street |
| Crain's Business | News 12 Networks | The Tennessean |
| Dallas Morning News | Newsday | Times Union (New York) |
| Denver Post | News Tribune (Washington) | TMZ |
| Des Moines Register | Oklahoma City Oklahoman | Tribune-Review (Pittsburgh, PA) |
| Detroit Free Press | Omaha World Herald | Univision |
| Detroit News | Orange County Register | USA Today |
| ESPN | Orlando Sentinel | Virginian Pilot |
| ESPN Deportes | PBS News Hour | Wall Street Journal |
| Fort Worth Star-Telegram | West Palm Beach Post | Washington ExaminerWashington Post |