

# SEO PROPOSAL



## CAMPAIGN STRATEGY

### YOUR SEO CAMPAIGN

Mr. Pipeline sets out to find you the right leads that will convert at a higher rate. We do not obsess about increasing page rankings, but over time will achieve consistently higher positions for your top keywords on Google and other major search engines. Your dedicated SEO Associate will work every month on your site, in conjunction with other team members, to leverage all our expertise and insights about what works best in your specific business vertical and geographical area.

### YOUR SEO PROPOSAL

#### LOCAL SEO

Mr. Pipeline specializes in SEO for local businesses. Our team will work with you to select the most relevant keywords to target based on the services you provide. We will also be focusing on the areas where your best customers are located, and we build pages around a core set of keywords in each of those towns.



#### SERVICE INDUSTRY PROVEN

Mr. Pipeline has worked with hundreds of service industry clients, including Pest Control, HVAC, Plumbing and every other type of service-related business. This focus on service industry allows us to leverage the knowledge we have gained from working in these verticals by providing results to new clients at a quicker pace, spending less time learning the business and researching how to generate results and more time on tasks that will contribute to lead generation.



#### GET ON THE MAP

Having your business listed on Google+ Places, Yelp and other business directories is vitally important in allowing potential customers to find you online. Mr. Pipeline will help you claim, brand and optimize these pages to make sure your business and website can easily be found online. In addition, our team will assist you in setting up Facebook and Twitter profiles, making sure that your company builds up a positive image online.



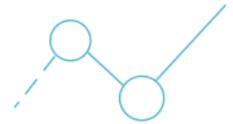
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## CAMPAIGN STRATEGY

### MEASURE ROI

Mr. Pipeline uses Google Analytics along with unique call tracking numbers to more accurately monitor the performance of your website. We provide our Organic Search Optimization customers with monthly reports that provide data including number of visits, calls and form submissions the site has generated. We are then able to provide our customers with an estimated return on investment, allowing them to measure the success of their SEO campaign in dollar terms.



### MR. PIPELINE IS YOUR ONLINE MARKETING CONSULTANT

Your Sales representative will send you a link to an online form that we ask you to complete. There are about a dozen questions requesting information about your current business site, if you have one, that will help our web design and SEO teams get to work on your campaign. For example we will need the current hosting and email records, as well as an idea about your preferred geographic service areas and product offering.



## SEO CAMPAIGN CALENDAR

An SEO campaign is a long-term proposition\*. While your new website instantly reflects your brand and describes your business, attracting visitors to the site through organic search takes time. It will probably be 4-6 months before we can start to see increased visitor counts, and a full 8-12 months before you begin to rank close to established businesses in your area, and we can then make sense of seasonal variations in numbers.

*\*If you are looking for a rapid injection of website leads, then you would need to invest in a Pay Per Click campaign. Ask your Sales Rep or Mr. Pipeline team contact for more information.*



# THE SEO PROCESS:

A Complete Timeline from Start to Finish

MONTHS  
1-3  
SETUP PHASE

## Intro Call

Your SEO Specialist will sit down for a quick call to discuss the services you provide and your local market.

## Keyword Research & Competitor Analysis

We will use the information provided as well as competitor keyword data and market data to select keywords to target for your campaign.

## On-Page Optimization

We will use SEO best practices to implement proper title tags, meta descriptions and headings for each page on the site. If content was purchased, it will be added to the site at this step.

## Site Structure Optimization

We will make sure all pages on your old site now redirect to a related page on the new site so that no 404 errors are created. We will also optimize your robots.txt file to make sure your site can be crawled by Google.

## Reporting Setup

Analytic code is added to the site and Google Webmaster Tools is verified so we can collect data on site visitors and monitor site performance. We also add a tracking number to your site so we can measure the number of leads generated by the site

## Site Goes Live

Site Live

## Secure Google+ Places

We will secure and optimize your Google+ Places page.

MONTHS  
4-8  
ONGOING  
ACTIVITIES

## Link Building

We will secure links to your site on relevant local business and service industry directories and websites to help build your sites domain authority.

## Content Creation

We will roll out additional pages of content on your site every few months. We will use these pages to go more in-depth on particular services and/or service areas.

## Analysis

We will review keyword ranking, analytics and call tracking reports with you. We will use these calls to create action plans for what we need to do for the next few months.

*\*Site timelines can vary depending on size of website and client responsiveness*

# PACKAGE FEATURES



## SEO PROPOSAL

Each of the activities below form part of the toolkit which your SEO Specialist will employ to make your campaign a success. The Specialist and colleagues will monitor your site and dedicate time accordingly each month. Please note that not every one of these activities will be necessary, since your website may already be optimized for certain keywords or areas, or perhaps listed on a directory. Tasks are not limited solely to the items listed below.

ACTIVITY	DESCRIPTION
Account Setup and Signoff	An SEO Specialist and Web Design Specialist will be assigned to your account and work with you to build a site that matches your requirements. We encourage clients to go live quickly and then fine-tune content based on initial results.
Content Plan	Define a content plan to steadily build out site to cover expanded service areas and products.
Reporting	The first week of every month we will publish a detailed report for you on keywords, SERPs ranking, links and ROI dashboard. We will send you an email reminder and link to the reporting portal.
Report analysis and feedback	Your SEO Specialist is available to hold a monthly review of your numbers and to plan online actions that match your business goals. Our most successful clients frequently engage with us to discuss the reporting.
Optimization and Site Authority	We refine the page content on your site to ensure all keywords we agree to target will lift your rankings
Search Engine Submissions	When major changes are made to your site we submit a revised sitemap to Google, Yahoo and Bing so that they revisit and index your site.
Google Analytics	Google Analytics tracking code will be installed on your site. This allows us to report on traffic to your site, and interpret both the behavior and demographics of your target audience.



# PACKAGE FEATURES



## SEO PROPOSAL

Google+ My Business page	We claim your Google+ page, once you receive the authorization we then assist you to create a profile and suggest tips for keeping the page updated, or requesting client reviews.
Business Citation Building	We submit your site to business profile listings like Local.com, Merchant Circle and White Pages.
Submission to Directories	Your site and company information will be submitted to leading directories, publishers and social sites such as Yahoo and Yelp.
Backlink Maintenance	We build links for you and also monitor others that might link to your site so we can request delisting by low ranked sites that might affect your ranking.
Custom Page Content	Over time we will edit existing page content to keep it fresh, and publish additional pages that target new service areas, products or company information.
Blog Content	A regularly updated blog provides SEO and branding benefits. Blog posts are included in Pro and Elite packages. Your SEO specialist will review topics for upcoming posts with you once per quarter.
Content and Image Library	In conjunction with your web design project we can create and update a library of images and related content. The library can be displayed on your home page and then allow users to drill down.
Call Tracking	We assign a dynamic number that will be displayed on your site header when a visitor lands there from an organic search. Every month you will be able to isolate those leads, analyze each call and listen to a call archive dating back 6 months.