

MARKETING STRATEGY

18-Month Strategy for _____

✓ TOP GOALS

✓ COMPETITION TO BEAT

✓ MONTHLY METRICS

✓ INCLUDED SEO SERVICES

Technical SEO

- Ongoing image optimization, including naming, alt text, title tags
- Ongoing maintenance, including code tweaks, theme updates, plugin updates, script optimizations, and more
- Ongoing improvement of page load speed and Schema markup to help search engines easily find your site

Local SEO

- Ongoing location data management
- Ongoing updates for directories across the digital world
- Ongoing management of NAP on main listings
- Ongoing link building campaigns to boost rankings (organically and in the map pack)

On-Page SEO

- Ongoing tweaks for page titles, SERP descriptions, URL redirects, and heading tags
- Ongoing monitoring of keyword strategy, site hierarchy, and page rank
- Ongoing creation and optimization of new pages and blog posts

MARKETING STRATEGY

18-Month Strategy for _____

Q3 _____

Q4 _____

Q1 _____

Q2 _____

Q3 _____

Q4 _____

ADDITIONAL RECOMMENDATIONS