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BECCA REID
VIRTUAL SERVICES

Managed SEO Overview

MANAGED SEO SOLUTION

PROJECT PROCESS

01

KICK-OFF

Discuss the details about your website, your service and competition. If you don't know, that's totally fine too - we'll walk you through it and figure it out for you.

02

CAMPAIGN DESIGN

We'll investigate your site, your competition, and determine the best strategy for you. We'll take a look at easy-win keywords and find the gaps in your content.

03

PROGRAM ONBOARDING

After research, we will schedule an onboarding call to review the campaign and answer questions. Once you approve the order, we begin the work!

04

CAMPAIGN PRODUCTION

Once approved, the fulfillment process typically takes 30 days to be completed.

05

RESULTS TRACKING

We get it, tracking SEO results takes time and patience. That's why we also provide weekly rank tracking to check the current keyword rankings and progression.

06

REPORTING & FOLLOW-UP

Each month you'll receive reports of everything we've done, 100% transparent. You'll book a call to review progress of your campaign(s) every month!

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Introduction

Thanks for your interest in our Managed SEO Services Solution!

In this document you will learn the specifics of the advanced SEO research, strategy, and SEO processes to get more targeted traffic to the <company name> website.

We'll also walk you through what you can expect with your campaign.

SEO Strategy

The goal of this product is to provide a customized and managed SEO solution to get more targeted traffic to your website.

We accomplish this by using a specific process to maximize your **easy wins, build quality authoritative links, and develop SEO-optimized content.** We will work with you one-on-one to develop a customized and long-term strategy for your website.

1) Maximizing current rankings with our "Easy Wins Method":

Since the vast majority of the traffic is on the first page of Google, we want to identify **any keywords that you're ranking for** - just not those at the top. These are keywords that Google already likes you for, you just haven't reached the top 3 positions.

With our Easy Wins Method, we identify terms that you're already ranking for in positions 4-30 and push those terms up with a diversified, safe, white hat link building strategy to get you quick results.

Our tests have shown that this results in quicker increases in traffic than just starting from scratch. This will help accelerate the ROI of our program.

By using the Easy Wins Method, we can boost keywords you're already targeting on your website. . . but what about the keywords you're missing out on?

2) Advanced Competitive Research:

Because Google wants to see you as an authority, we need to find all the keywords in your niche that you should be targeting, from either direct or indirect competitors.

We perform advanced competitive research (Competitive Gap Analysis) to find what you're missing.

This analysis results in a large list of valuable keywords that you are not currently targeting, but your competition is. We use these keywords to build out high quality content to attract your perfect customer.

By combining both of these strategies we are able to achieve awesome boosts in targeted traffic.

Products and Deliverables

After the research is completed, we use a combination of our products (based on your budget) to produce results.

Link Building

Link Building improves your website brand signals and adds contextual relevance. These links pack a punch and mimic the path of viral content - channeling authority through multiple tiers of links back into your site.

We place diverse anchors (including, brand & partial match anchors) inside of contextually relevant articles.

Guest Posts

Guest Posts are our method of securing high-quality, contextual links that lead back to your site. We do this by manually reaching out to relevant sites in your industry, securing a guest posting slot, and publishing an article on the site(s).

We use your top keywords for the highest authority posts and work our way down the list, maximizing your SEO results.

Content/Blog Writing

Content/Blog Writing is our package that includes high-quality, SEO-optimized articles crafted for your website based on your competitive gap analysis. Adding content to your website shows Google that you are an authority.

The purpose of blog content is to increase the amount of keywords your website ranks for, as well as target mid-cycle buyer keywords that lead customers to purchase. This content is also a perfect inbound marketing tool, as it builds trust by sharing relevant and valuable info with your readers.

Local Citations

If you have a brick and mortar or local business, it's critical to get listed in your industry's top directories. We use a customized process to get you NAP citations in the top directories for your niche.

The purpose of our citation product is to get you ranking in the "map pack," get relevant links to your website, as well as place you in top industry directories.

Additionally, we may include some of our other products and services based on your needs.

SEO Process

After joining our managed SEO program, we have a specific, streamlined process to get you the best results.

This is what it looks like:

Join Our Managed SEO Program

When joining the program, we'll just ask a few questions about your website, niche, and competitors so we can perform our analysis.

Initial Research

During this analysis, we'll consider all important aspects of your campaign:

- **Penalty Check** - We'll take a look at your website's ranking history to see if you have ever been penalized. This will let us know if there is anything we need to watch for as we are doing our work.
- **Backlink Anchor Text Ratio** - We will determine if any of your anchor texts are currently over-optimized for specific keywords. This way as we start to build out more backlinks, we can be sure to not overdo any keywords and keep your site safe.

- Easy Win Keywords - We don't just want to target any keywords, we want to target keywords that you will actually rank for and will bring you traffic.
- Content Gap Analysis - This is where we will find all of the keywords your direct and indirect competitors are ranking for (and that you're currently missing). We will then filter this list based on keyword competition, CPC value and volume. This list of keywords is ideal for our content creation process.

Research Review Strategy Call

After we perform the research, we'll compile all our findings and get on a call with you. On this call we show you all the research we completed and pick out keyword targets together.

You know your business best, so we will work with you to put together an excellent customized campaign.

Campaign Design / Approval

After the call, we will design a custom campaign specific to your website. By using a combination of diversity link building, high quality in-content links, and optimized blog content, our strategy will get you the best results in the shortest amount of time.

All of our work is 100% transparent. We design the campaign and will share it with you for approval before we start any work.

Monthly Reporting and Communication

All our reports are transparent. You will receive a .zip file of all the work completed including link and content reporting. In addition, you have the option of a monthly call to review the campaign progress.

As we progress month over month, we will repeat the process and you'll have new campaigns to approve before we proceed with any work.

And, you can [contact us](#) at any time!

Pricing

Our managed SEO plan is flexible based on your budget. Campaigns are available in \$500 increments with a \$500 one-time setup fee to cover the initial campaign research and setup.

To keep it simple for you, we offer three packages: [ESSENTIAL](#), [BUSINESS](#), or [PROFESSIONAL](#). Campaigns start at \$1500 a month and go up to \$7,500+ per month.

Apart from the campaign set-up fee, your entire budget will be put towards established deliverables at the same price.

With our managed SEO program, **there is no contract**. We will send you our simple Terms & Conditions agreement: You can upgrade, downgrade, or cancel at any time. However, because SEO is a long-game strategy, we do suggest a commitment of at least 3-6 months to show substantial results in traffic.

We look forward to your success! [Get started today!](#)