



# Search Engine Optimization Program



## Executive Summary

### Objective

Increase traffic from search engines for keywords related to your industry. This will be accomplished by researching, targeting and implementing top traffic producing relevant keywords. Once these keywords get ranked on first page of search engines, it will send a steady stream of traffic which will help increase sales.

### Goals

- Select right keywords for your business.
- Get rankings for these keywords.
- Get targeted traffic to your website.
- Increase Sales.

### Solutions

1. Based on the keywords selected create a custom SEO solution for your business
2. Create a project timeline with a list of deliverables for the first 20 weeks of the project.
3. Advise on developing search engine friendly content strategies for staff writers to strengthen authority around major keywords and help bring traffic to relevant pages.
4. Increase the number of quality incoming links with several different approaches on an ongoing basis to proactively build link popularity.
5. Quarterly site reviews and competitive analysis to determine next steps to maintain and improve rankings as well as keeping all optimization as current as possible as the search engines evolve.
6. Ongoing meetings to address objectives throughout the course of the campaign with your Project Manager and necessary SEO team members.



## SEO Introduction

Search engine algorithms use hundreds of ranking factors to decide the final ranking of each website. But if we look at the big picture, it boils down to these 4 essential aspects:

**The code of the website** – (code optimization) the way the code is set up and how some of the code elements are used to build relevancy for keywords is what most people think of when they hear the words “search engine optimization”. Some of these code elements include META tags, robots tags, section 508 (accessibility) tags, dealing with JavaScript, and the general code cleanliness. One key thing to remember is that the ratio of your website content (actual copy) Vs your HTML code should be in favor of your copy. In short, the less html codes the better.

**Website Architecture** – (structure optimization) the structure of the website is critical to achieving search engine rankings for two reasons. First, it is important to make sure that you pages and content are getting indexed (consistently crawled) by the search engine spiders. Second, the manner in which pages link together, especially the use of text links, is critical to help build relevancy for keywords.

**Website Content** – (content optimization) search engine algorithms are placing more importance than ever on the text content on the website. If a site hopes to rank for a specific keywords and phrases, it is critical that the site have readable text content with your target keyword or phrase in the content. Try and achieve at least 5 % keyword density. Each page should have at least 250 to 300 words of content.

**Link Popularity** – (off site optimization) Link popularity is probably the most important factor in ranking a website. Search engines measure the popularity of your website by the quality and quantity of websites that are linking to your site. If your site does not have competitive link popularity, it will NOT achieve top rankings for keywords. However, most people make a mistake only looking at the quantity of links and not quality of links.



## Overview of Our SEO Process

Our SEO program is a powerful and thoroughly researched solution handled by experts. Defined briefly below, are the systematic phase-wise steps we follow to address the requirements of a website for Search Engine Optimization:

### Phase 1: Research and Analysis

- ✓ **Project Requirements Analysis:** The project starts with understanding your business objectives through a questionnaire. Based on your replies, we will formulate a strategy to move ahead.
- ✓ **Search Engine Friendliness Analysis (SEFA):** We analyze the website for any search engine roadblocks. This will include analyzing the site code and html, page speed, met tags, page titles, site usability, and more.
- ✓ **Keyword Analysis and Content Recommendations (KACR):** An exhaustive research for keywords is undertaken using unique tools.
- ✓ **Competitor Analysis:** We analyze your main competitors' site for keywords, tags, pages indexed, structure, incoming links, anchor text-rich links, and more.
- ✓ **Preliminary Rankings Report:** Generation of preliminary ranking report on the top 3 search engines to check the current rankings for keywords shortlisted.

### Phase 2: Identifying Keyword Opportunities

- ✓ **Primary Selection of Keywords:** Ensure keyword terms/phrases have sufficient search volumes, ensure the chosen keywords are relevant, and assess levels of relative competition
- ✓ **Prioritize the Keywords:** Consider competitive advantage of the product/services and profitability of the products/services associated with the keywords
- ✓ **Generate the Initial Keyword Opportunity List:** Brainstorm as many keyword ideas as possible by listing root brands and product/service names, searching variations of product and brand related keywords, studying competitors' sites, adding geographic & descriptive variations, and using tools that will suggest numerous other variations.
- ✓ **Choose Relevant Keyword Terms/Phrases:** Filter keywords based on relevancy to ensure "quality" traffic.
- ✓ **Assessing Keyword Competitiveness**

Initial  
Phases

### Phase 3: On-site Coding & Implementation

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>✓ <b>Keyword Mapping</b></li> <li>✓ <b>Meta Tags:</b> Meta Titles, Meta Descriptions, &amp; Meta Keywords</li> <li>✓ <b>“H” Tags</b></li> <li>✓ <b>Body Text</b></li> <li>✓ <b>HTML Head</b></li> <li>✓ <b>URLs</b></li> <li>✓ <b>Anchor Texts</b></li> <li>✓ <b>Alt Image Tags</b></li> <li>✓ <b>No Frames</b></li> <li>✓ <b>Spiderable Navigation</b></li> <li>✓ <b>Comparative Analysis</b></li> <li>✓ <b>Analytics:</b> implementation and goal settings</li> </ul> | <ul style="list-style-type: none"> <li>✓ <b>Page Rank Distribution</b></li> <li>✓ <b>Keyword Cannibalization</b></li> <li>✓ <b>Duplicate Content</b></li> <li>✓ <b>Canonical URLs</b></li> <li>✓ <b>Text-to-Code Ratio</b></li> <li>✓ <b>Blog Optimization</b></li> <li>✓ <b>HTML &amp; Link Validation</b></li> <li>✓ <b>404 Error Page</b></li> <li>✓ <b>Robots.txt File</b></li> <li>✓ <b>HTML Sitemap:</b> for Google &amp; Yahoo</li> <li>✓ <b>Geo-targeting Issues</b></li> <li>✓ <b>Webmaster Tools</b></li> <li>✓ <b>Google Alerts</b></li> </ul> |
|--|---|

### Phase 4: Copywriting & Implementation

- ✓ **Content Creation:** Based on the recommendations in the KACR, keyword optimized content is required from the client end, unless purchased from us, on a scheduled basis.
- ✓ **Anchor-text Optimization and Implementation:** The content is then optimized and the final implementation documents are prepared. This phase involves revision of tags, content, page additions, navigation enhancements, etc.

### Phase 5: Page Speed & Site Performance\*

Improving a site's page speed is important for site visitors and even for Google rankings. Google has announced that it may consider a site's page speed as a factor in ranking. We will analyze your site's loading time and provide the recommendations you need to improve your page speed. \*

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>✓ <b>Analyze website performance</b></li> <li>✓ <b>Combine external Javascript</b></li> <li>✓ <b>Leverage browser caching</b></li> <li>✓ <b>Minimize DNS lookups</b></li> <li>✓ <b>Combine external CSS</b></li> <li>✓ <b>Remove Unused CSS</b></li> <li>✓ <b>Serve static content from a cookieless domain</b></li> <li>✓ <b>Use efficient CSS selectors</b></li> <li>✓ <b>Leverage proxy caching</b></li> <li>✓ <b>Minify CSS, HTML &amp; JavaScript</b></li> <li>✓ <b>Specify Image Dimensions</b></li> <li>✓ <b>Avoid CSS expressions</b></li> <li>✓ <b>Parallelize downloads</b></li> </ul> | <ul style="list-style-type: none"> <li>✓ <b>Minimize Request Size</b></li> <li>✓ <b>Optimize Images</b></li> <li>✓ <b>Put CSS in head section</b></li> <li>✓ <b>Defer loading of JavaScript</b></li> <li>✓ <b>Specify a cache validator</b></li> <li>✓ <b>Avoid bad requests</b></li> <li>✓ <b>Enable compression</b></li> <li>✓ <b>Minimize Redirects</b></li> <li>✓ <b>Optimize the order of styles and scripts</b></li> <li>✓ <b>Serve resources from a consistent URL</b></li> <li>✓ <b>Serve scaled images</b></li> <li>✓ <b>Specify a character set early</b></li> </ul> |
|---|--|

## Off-Page SEO

### Phase 6: Marketing & Link Building

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>✓ Directories</li> <li>✓ Article Directories</li> <li>✓ Link to competitors</li> <li>✓ Top ranking sites</li> <li>✓ Local listings</li> <li>✓ Custom search engines (CSE)</li> <li>✓ Video posting*</li> <li>✓ News sites</li> <li>✓ People you know</li> <li>✓ Do-follow blogs</li> <li>✓ Link exchanges</li> <li>✓ Newsletters*</li> </ul> | <ul style="list-style-type: none"> <li>✓ Press Releases</li> <li>✓ Social Bookmarking</li> <li>✓ Social Networks*: Facebook, Twitter, LinkedIn, and more</li> <li>✓ Forums</li> <li>✓ Guest blogging</li> <li>✓ Content licensing</li> <li>✓ Link baiting</li> <li>✓ Improve existing links</li> <li>✓ Paid directories</li> <li>✓ Other recommendations will be provided</li> </ul> |
|---|--|

## Evaluate Results

### Phase 7: Rankings Report & Tracking

- ✓ **Reporting:** Generation of the ranking report on the top 3 search engines to check the difference in rankings after optimization.
- ✓ **Tracking:** Organic traffic, rankings, traffic sources, ROI, leads/sales, page rank, pages indexed, Alexa/Compete, incoming links

\*These tasks may not be included in standard SEO packages. Contact us for more information.

At [MyOfficeHelper.com](http://MyOfficeHelper.com) we understand that your website is all about business and not just rankings. We strive to help you get traffic to your site, achieve high rankings, surpass your competitors, and ultimately achieve sales. That's why we focus on ongoing SEO improvements.

## Ongoing SEO Improvements

So we've gone through the initial SEO improvement steps. We've assessed your current standing, identified keyword opportunities, optimized around your keywords and begun a link building campaign. Rather than looking at this as the end of your SEO improvement, look at it as the beginning! Now you know what's important, how we identify opportunities, and how we act on them.

The following are steps we take to monitor and continue to improve your SEO.

### Experiment with Keywords

The keywords you are currently targeting may not be the best ones at drawing in traffic and converting traffic into customers. If data on search volume, difficulty or relevance tells us that another keyword would do better in any of these metrics, we will test it out.



### Maintain On-Page Optimization

On-page optimization should be maintained alongside your keyword experiments. Additionally, you should not modify the content of any page without keywords in mind. Changing basic elements such as your page title or even on-page text can change your rankings.

### Maintain a Focus on External Link Building

Regularly invest in link building, since this will help your SEO like nothing else. It also requires more long-term commitment and networking.

### Continue to Look for Opportunities

By constantly working to improve your SEO, your site itself will evolve. We may need to explore new keywords or create new pages targeting different keyword families. We may recommend starting a Pay-Per-Click campaign or buying advertisements online and offline. We may also recommend extensive networking with other people, groups, and businesses in your industry. Also, giveaways and competitions are effective tools to creating buzz for your company and traffic to your site. There are many ways to grow one's business.

---

## Who Are We?



Office Helper is a full service website design and marketing team comprised of marketing experts, designers, programmers, consultants, and great people. From robust ecommerce sites to corporate sites, we can grow your business by leveraging the internet and its vast array of tools.

We create, integrate, and work with leading Internet technologies, world class web tools, and E-Marketing techniques including Search Engine Marketing (SEM) and Search Engine Optimization (SEO). The help you need for you business can be found at [MyOfficeHelper.com](http://MyOfficeHelper.com) .

[Contact us](#) today for a free quote and consultation.



Contact My Office Helper  
now at **877-319-3930** or  
**[info@myofficehelper.com](mailto:info@myofficehelper.com)**  
Trust me, it's worth it!

