



LIKEMEDIA

SCOPE OF SERVICES

All SEO starts with our core product Rocket Fish Digital. You will be a part of the best in class software which includes the following:

- Customized Client Dashboard
- Real Time Reporting
- Google Optimized Listing Builder With Over 175 Listing Sites
- Synced with Google, Yahoo and Bing
- Google My Business Listing Optimized
- Reputation Monitoring and Management
- Listing Blog Written and Indexed by Google
- Online Directory Listing
- Knowledge Tags
- Website Schema

This requires a 12 month commitment

SEO PRODUCT

Our SEO Team will optimize the website and include pages for each keyword optimized for with the goal of helping your site rank organically on the first page of search results for the products and services you offer. Request more detailed information on our unique SEO product.

General information and discussion of challenges and goals for website: The current website is in fine shape but it is currently not properly optimized for maximum search engine visibility. It currently receives limited amounts of organic search traffic, relative to its potential, resulting in a lower number of qualified leads generated each month. Rocket Fish Digital has performed a preliminary SEO analysis of the site's current state and has identified several factors that contribute to the current sites underperformance.

Our SEO Team will optimize the website and include pages for each keyword optimized for

with the goal of helping your site rank organically on the first page of search results for the products and services you offer.

Recommendations: Rocket Fish Digital recommends the following actions to enhance the good rankings:

Fix Technical Issues – making sure that the site’s current technical state allows search engine bots to crawl public-facing pages freely is an integral aspect of SEO. Rocket Fish Digital will address areas such as crawl errors, internal linking, sitemap creation, etc. to make sure crawls run smoothly and internal link equity is properly distributed.

Build Up the Link Profile – Inbound links from relevant, high quality websites will help maximize the website’s ranking potential. Rocket Fish Digital will use a variety of tactics to encourage authority sites to link back to the website pages.

Capitalize on Video, Audio, and Slideshows – Text content and link building are not enough to guarantee success in today’s search engine optimization landscape. Google’s algorithms tend to reward websites that look like legitimate brands and rich media is a good way to capitalize on this. Posting YouTube videos and video presentation sites is a great way to expand brand awareness and attract more visitors to the website.

Reputation Software- Implement and use our reputation software to acquire online reviews. This is a must for an increase in acquiring new clients.

In response to the SEO challenges identified, Rocket Fish Digital proposes a comprehensive SEO campaign that utilizes technical improvement, content development, and content promotion and link acquisition techniques. These activities are intended to enhance organic search visibility, which in turn drives the inbound marketing efforts of the business.

The Inbound Marketing Model

Rocket Fish Digital will follow the inbound marketing model illustrated above. This paradigm shows how rankings translate into visits, conversions, and finally into returning customers.

- **Rankings** – With an optimized website, rankings are intended to improve. The goal is to get all of the site’s target keywords in Google’s first page to capture targeted

traffic that can be converted into customers.

- **Visits** – The main benefit of having strong search engine rankings is that it sends quality, targeted traffic to your site's pages. When your website is found on Google by a user looking for its line of products, there's a great chance that this visitor is highly interested in what the site has to offer.

- **Conversions** – A conversion happens when a visitor to a website performs an action that helps you achieve a goal. Obviously, the more visitors a site has, the more opportunities it has to convert. Traffic from organic search is proven to be the easiest to convert compared to other traffic referral channels.

- **Retention** – Inbound marketing doesn't end with the completion of a transaction. Rocket Fish Digital's SEO campaign encourages customer retention and repeated transactions with its content marketing elements and follow-up system.

Recommended Actions

We recommend the following actions to enhance the good rankings:

Fix Technical Issues – making sure that the site's current technical state allows search engine bots to crawl public-facing pages freely is an integral aspect of SEO. Rocket Fish Digital will address areas such as crawl errors, internal linking, sitemap creation, etc. to make sure crawls run smoothly and internal link equity is properly distributed.

Build Up the Link Profile – Inbound links from relevant, high quality websites will help maximize the website's ranking potential. Rocket Fish Digital will use a variety of tactics to encourage authority sites to link to the website pages.

Capitalize on Video, Audio, and Slideshows – Text content and link building are not enough to guarantee success in today's search engine optimization landscape. Google's algorithms tend to reward websites that look like legitimate brands and rich media is a good way to capitalize on this. Posting YouTube videos and other video presentation sites are a great way to expand brand awareness and attract more visitors to the website.

SEO PROCESS

1. Keyword ranking strategy: We will start with your goals and the main topics we find on your website, then do keyword research to determine the phrases that get the most traffic. We'll submit them to you for consideration, make adjustments and get your approval to move forward.

2. Reporting: We will configure Google Analytics and create a baseline report showing the starting point of the SEO campaign. Monthly reports will track visits from search traffic, rankings of all keyword phrases, and document completed tasks in the project's deliverables.

3. On-page optimization: We will write new pages of content (or edit existing ones) using your keywords as a guideline. We will also adjust other on-page elements such as titles, meta-tags, content (headlines, text, images, videos, etc.), anchor tags, and internal links.

4. Off-page optimization: Linking strategy is started with research done at the individual client level to maximize the audience targeting and relevant link placement. We will build links in a diversified manner following Google's webmaster guidelines, working with directories, social bookmark sites, and article/blog sites. Our goal will be to set up a good quantity of links gradually each month, with many of them coming from well-established sites with authority in the eyes of search engines.

Month 1:

- Pre-kickoff call research
- Keyword research and initial check of site for problems
- Kickoff call with business
- Keyword and onsite optimization recommendations
- Develop content strategy
- Develop local strategy:
- Review of business information (name, address and phone) for any unique issues
- Review of business location info on website
- Define strategy for local directory listings
- Setup of Google Analytics and Webmaster Tools for Google and Bing
- Duplicate content check on website
- Check for technical SEO issues on-site
- Creation of baseline ranking report
- Setup in online reporting dashboard

Month 2:

- Optimize or craft pages of website content as necessary, including page titles and meta descriptions*
- Write optimized page titles and meta descriptions and optimize images*
- Optimize location page and listing of name, address, and phone number on website, including technical changes to the HTML code to help with maps visibility
- Add “Follow” and “Share” social media buttons to website
- Optimize listing on Business Finder
- Distribute optimized business data to partner databases
- We first review existing listings in the databases and correct them if needed
- Correct and claim listings on Google+, Yahoo Local and Bing Local
- Includes upgrade of Google+ Local page to a Local / Social page, if possible, or creation of Google+ Business Page, if Local / Social upgrade is not possible
- Advertiser reviews and approves optimized content
- Placement of approved content on advertiser website
- Content placement (extra fee applies) includes placement of optimized content, location page optimization, installation of Google tools, and update of certain SEO technical elements
- Ranking and traffic report

Months 3-12:

- Submit business info to (100) local directories
- Setup / optimization of YouTube channel, including branding and SEO-rich “About” description
- Create and place video on YouTube about the business, a product or service, the owner, the staff, or frequently asked questions*
- Set up Google Authorship and / or Publisher
- Paid submissions to authoritative directories
- Submission to DMOZ directory
- Google+ social updates*
- Content marketing for authority building*
- Social bookmarking*
- Write and distribute basic press release (8 keywords & above only)

- Co-citation research and outreach (8 keywords and above only)