

# SEO (Search Engine Optimization) Plan

## **Goals and Strategies:**

One thing which is very vital to your SEO success is to seriously consider what your SEO goals are for your online business. One of the greatest failings of many SEO plans is trying to implement SEO strategies without having any clearly defined goals for what you want to accomplish. The goal for your SEO plan should be built around your business needs. So, before you even begin to put together a SEO plan, the first thing you need to do is determine what goal you want to achieve with that plan.

For example, a goal to “increase website traffic” is far too broad. Of course you want to increase website traffic, that's the goal of any SEO plan, however if you change that goal to “increase the number of perspective clients who actually complete a transaction sale of blank amount of dollars”, that is a more clearly defined goal. With specific goals in mind you and your Verio SEO consultant will be able to target your specific goals which can make those goals attainable.

- Primary goal
- Secondary goal
- Description of marketing strategy
- Define your target market, who are your best customers and why?
- Who is your competition, is there more than one company and what are they doing to get their part of the same market? What makes your company/services better and what sets you apart?
- What is the geographic strategy of your marketing campaign? Local, Domestic US, UK/Europe, Asia?

## **Website Design:**

- Corporate History, news PR or current events
- Executive Bios
- Product and Service information and is it clearly defined
- Customer support/live help? (FAQ's, information or live chat)
- Online contact or request forms?
- Membership only, content and access?
- Contact information including street address and directions?
- Forums/Blogs?
- Educational materials, forms or applications?
- Links or relative resources?
- Do you have or need archived content?
- Link and linking strategies
- Meta data defined and optimized? (tags, images, titles, phrases and keywords)
- Keyword strategies clearly defined? (density, considerations, brainstorming, research, list, competitive analysis and pay per click strategies)
- Content considerations; well written and reader friendly, strategic keyword placement in pages, copy writing which is product and service specific, has all non essential content and links been removed?
- SEO Checklist (see attached)

### **Follow-up and your role: (It's not Over~!)**

Many people believe that they can develop and implement a SEO plan and then walk away from it. Follow-up and updating is an essential part to maintaining and continuing to see results once you have them. SEO is not a one time event; it is a ongoing process which requires testing, monitoring, updating and often rebuilding. In order to maintain that great rank that you've finally reached and to stay on top on of your SEO efforts, Verio will work with you and your budget on a plan of maintenance which will help you keep those hard earned results. Remember that even taking a short break away from SEO efforts could lead to a drop in your position.

It is imperative that you work with your Verio SEO consultant to get the best results for your marketing dollars. What is your role in this process? Monitoring effectively where your sales traffic is coming from, by looking at monitoring stats, web site analytics and from your telephone sales, will give you a complete picture of how visitors are coming to your website and what they are doing once they get there. To get a correct idea of the effectiveness of your campaign, all aspects must be monitored and measured. Continual contact with your Verio SEO consultant and keeping them apprised of your measured information along with your online metrics will give you a clear picture of the ROI (Return on your Investment). Important information!

How do you monitor phone sales? A simple question ("How did you hear about us and have you been to our website on the internet? Also, did you use a search engine to find us and if so, which one did you use?"), and basic tracking skills can help you to measure this aspect of sales being generated from your website which are not being measured by analytics and web stats programs.

**NOTE:** For immediate marketing results consider PPC(Pay Per Click), while having your website organically optimized. PPC is targeted to a market specifically looking for your products and services. Through maintenance, research and analyzation, you can get effective traffic results and sales conversions from making this part of your SEO plan.

SEO Organics does not get immediate results but is a vital part of your optimization and marketing efforts. Normal rankings for Organic placement on Search Engines is 3 – 6 months. This has everything to do with that specific Search Engines' algorithm settings and how much or little those algorithms change.

The best laid online marketing plan incorporates both SEO Organics and PPC. Both have their usefulness and together can effectively give you online marketing results you want and will meet your business needs.

### **Finishing the plan:**

With the SEO plan clearly defined and organized and with Verio's help, its time to put a plan of action together and get started. Remember, your SEO plan is more then just a picture of what's there and what's not, it can also be used to tie everything together; current standing, marketing efforts, marketing expenditures, time frames/timelines, background information (current and updated), marketing information/content and your plans for growing your online business.

### **Not Sure What you currently have?**

***Verio does have a website review/report which will help determine what you currently have, what you need and we will use it and along with a conferenced consultation to help you formulate a SEO plan of action. The cost of this report depends on the complexity and size of your website and start from \$900, up to \$3000. Regardless of what you decide to do, the report with your online marketing metrics, is yours to keep and use for your marketing strategy and can be an invaluable source for your online business.***