

# Foundation SEO Strategy for New Websites (0 - 90 Days)

## Digital Brand

- Claim and Optimize Top 25 Social Profiles
- Create an Additional Tier of 20+ Social Profiles for More Brand Control

## On-Page Elements

- Connect Social Profiles and Add Social Sharing for IFTTT Syndication
- Optimize On-Page Elements and Site Speed

## Foundation Links

- Write and Publish a Press Release Announcing the Launch of the New Site
- Begin Web 2 and Authority Site Branded Link Building Campaign

## Link Juice

- Research Competitor Link and Anchor Text Strategy
- Link Building and Signals (guest posts, authority sites, PBN Strategy, and social signals)

# New Website SEO (0 - 90 Days)

- ▶ First, we create an interlinked fortress of branded social profiles and web 2.0's around your money site. These are high-quality profiles with pictures, logos, unique descriptions and seed articles as appropriate. Next we use IFTTT recipes to interlink everything together so when you publish a blog post on your website, or upload a video to YouTube it is automatically syndicated across your entire digital brand, resulting in high quality social links and social signals for your brand
- ▶ Branded Know Em Accounts aren't blank profiles, but High Quality, Hand-Built Accounts with logos, descriptions, NAP and URL links. These accounts are great to use for reputation management and SEO when combined with our Social Authority Stacking. Not only will they rank easily for branded searches but also will pass an enormous amount of trust and authority to your website.
- ▶ On page optimization is hands down the #1 thing any website owner can do to leverage their content in order to rank properly in the search engines. It is the "foundation" to any marketing campaign using organic SEO to generate traffic. When done properly, it also helps with usability of your website thus increasing user retention, and ultimately, increase conversions.
- ▶ A press release is a great way to get the word out about your company, website, event and/or anything you want to draw attention to online. By distributing a high quality press release article you are not only getting the word out about your announcement but you will also gain high quality and high authoritative natural links back to your website.

# New Website SEO (0 - 90 Days)

- ▶ Branding links are links that the anchor text is the brand name or brand name with modifier. Sometimes they are also just naked URLs instead of any anchor text. Brand links do not use exact or partial match anchor text only a company name with or without some other keyword modifiers. The trick to building good brand links is adding plenty of content and media to the profiles or shared posts so that the links have a higher chance of being indexed by Google. We use over 10,000 words of unique tier 1 content each month to build the 50 links.
- ▶ We take your top keywords and create an expanded list of search term variations to target and then use that list to design effective anchor text for the link building.
- ▶ Depending on the link strategy chosen, each site will have a mix of guest posts, earned link and High TF private network links that are niche relevant, with strong RD profiles built to the target page(s) using matrix-type anchor text designed to capture more keywords with less links.
- ▶ We slow drip 200 high retention social signals to the website URL. Our signals are a mix of Facebook, Twitter and G+.
- ▶ Each month we submit up to 100 of the created links directly to Google Submit URL. This ensures the greatest chance of your links showing in Search Console and Google's active index and providing the greatest SERP value.

# Intermediate SEO Strategy for Existing Sites (90 - 180 Days)

## Digital Brand

- National Business Listings (for local and national companies)
- Business Data Aggregator Listings (Business Info Submitted to 1000's of Directories)

## On-Page Elements

- SEO Optimized Blog Posts and IFTTT Syndicated Link Building
- TF-IDF Semantic Optimization

## Foundation Links

- Niche and Local Citation Building
- Google My Map and Embeds
- Web 2 and Authority Site Branded Link Building Campaign

## Link Juice

- Links and Signals (guest posts, authority sites, PBN Strategy, and social signals)
- Domain Authority Stacking and Tiered Links

# Existing Website SEO (90 - 180 Days)

- ▶ Our exclusive National Business Listing and verification service includes a combination of email, phone and api business listing claim/verification services for the top directories for United States and Canadian businesses. Our directory listing service includes api and manual verification and notification to correct any errors in the Top 50 National Directories, helping to ensure a 100% consistent NAP across these important business listing directories.
- ▶ Data Aggregators can get your business info distributed to 1000's of online business directories. Leverage an entire network of directory sites and mapping services to gain added visibility for your brand.
- ▶ Each of the SEO Optimized blog posts will be posted on the website and then syndicated across your branded properties and Social Ring of Trust. And as the trust of the branded network rises, using Content Autopilot, more and more of the properties will be appearing in the SERPs and social media organic searches. Your content will be read and will drive traffic, so let's structure it to provide us with the most value.
- ▶ When talking of TF\*IDF in terms of Search Engine Optimization, semantic analysis helps create texts as unique as possible for a website or subpage in order to rank as high as possible for certain search terms in the SERPs. So far, the keyword density has been used primarily as benchmark for texts optimized for search engines. The TF\*IDF provides a much more precise way of optimizing content. As search engines more often try to interpret the semantic relation between the terms, it can be of advantage to semantically optimize a website's content. This is called Latent Semantic Optimization. A TF\*IDF analysis can serve for the determination of keywords that should be used ideally in the website's content.

# Existing Website SEO (90 - 180 Days)

- ▶ Our Citations and Directory Listings are the Local Ranking Factors that Matter: Local directions, map markers, consistent NAP, keyword relevant content and authority link source. Authority Brand Mentions and Back Links: This is a very white hat method of link building and also tends to boost a brand's authority and online presence.
- ▶ With over 1k words of SEO-optimized, unique, tier 1 content and images/videos our My Maps are authority citations. And with the ability to add multiple do-follow links within the relevant content My Maps are a great way to buffer link juice back to your sites.
- ▶ Branding links are links that the anchor text is the brand name or brand name with modifier. Sometimes they are also just naked URLs instead of any anchor text. Brand links do not use exact or partial match anchor text only a company name with or without some other keyword modifiers. The trick to building good brand links is adding plenty of content and media to the profiles or shared posts so that the links have a higher chance of being indexed by Google. We use over 10,000 words of unique tier 1 content each month to build the 50 links.
- ▶ Depending on the link strategy chosen, each site will have a mix of guest posts, earned link and High TF private network links that are niche relevant, with strong RD profiles built to the target page(s) using matrix-type anchor text designed to capture more keywords with less links.
- ▶ We slow drip 200 high retention social signals to the website URL. Our signals are a mix of Facebook, Twitter and G+.
- ▶ Each month we submit up to 100 of the created links directly to Google Submit URL. This ensures the greatest chance of your links showing in Search Console and Google's active index and providing the greatest SERP value.

# Authority SEO Strategy for Aged Sites (180+ Days)

## Digital Brand

- Business Listing Management (for local and national companies)
- Google Sites Authority Stack

## On-Page Elements

- SEO Optimized Blog Posts and IFTTT Syndicated Link Building

## Foundation Links

- Web 2 and Authority Site Branded Link Building Campaign
- YouTube Video Link Strategy with Embeds and Tiered Links

## Link Juice

- Links and Signals (guest posts, authority sites, PBN Strategy, and social signals)
- Aged High PA Web 2.0 Link Building Strategy (8 High PA Web 2 Blogs)

# Aged Website SEO (180+ Days)

- ▶ Our business listing management service includes api and manual verification and notification to correct any errors in the Top 50 National Directories, helping to ensure a 100% consistent NAP across these important business listing directories (this service may take up to 90 days for complete listing clean up).
- ▶ Custom Google Site's Site with Local SEO Embeds that funnels a link network of Public Drive Folders and files: Google Docs, Google Spreadsheet, Google Slide and Google Drawing. Now with 100+ My Map Business Citations (user generated business mentions/saved info/reviews). Includes 5 Powerful High TF Buffered Links.
- ▶ Each of the SEO Optimized blog posts will be posted on the website and then syndicated across your branded properties and Social Ring of Trust. And as the trust of the branded network rises, using Content Autopilot, more and more of the properties will be appearing in the SERPs and social media organic searches. Your content will be read and will drive traffic, so let's structure it to provide us with the most value.
- ▶ Branding links are links that the anchor text is the brand name or brand name with modifier. Sometimes they are also just naked URLs instead of any anchor text. Brand links do not use exact or partial match anchor text only a company name with or without some other keyword modifiers. The trick to building good brand links is adding plenty of content and media to the profiles or shared posts so that the links have a higher chance of being indexed by Google. We use over 10,000 words of unique tier 1 content each month to build the 50 links.

# Aged Website SEO (180+ Days)

- ▶ Depending on the link strategy chosen, each site will have a mix of guest posts, earned link and High TF private network links that are niche relevant, with strong RD profiles built to the target page(s) using matrix-type anchor text designed to capture more keywords with less links.
- ▶ We slow drip 200 high retention social signals to the website URL. Our signals are a mix of Facebook, Twitter and G+.
- ▶ Each month we submit up to 100 of the created links directly to Google Submit URL. This ensures the greatest chance of your links showing in Search Console and Google's active index and providing the greatest SERP value.
- ▶ Aged Web 2.0 Blog Network Link building strategy. We build our blogs over 4 - 10 days, dropping content and photos randomly over this time. As each post is made we ping the URL and submit each one to a back link indexer. By the end of the build we have a feature-rich blog, with a page authority of 30+, that will pass relevant and powerful juice when you add a linking article and be able to withstand a manual review.
- ▶ YouTube Video link building strategy. Video Livestreamed to YouTube - Not only will we be embedding this video on all of our branded properties, but also submitting it for video syndication. We also will run tiered links to the video. Remember to use variations of the YouTube video URL when sending links. Videos Submitted for Syndication and Embeds - After a series of embeds and syndication our videos receive a lot of traction in the SERPs.