Sample SEO Strategy and Social Media Strategy

SEO Article Writing and Services

The following is an overview of the organic SEO services that I offer. Based on the services you request, I will create a proposal and timeline for the project.

Website assessment

- This is a thorough analysis of your website to assess areas for improvement to your overall site structure.
  - I will look at your site's content, site organization and structure, how it engages users, and how the site can be optimized more efficiently.
  - I will examine the sites of your top competitors (3-5) to assess which keywords are important to search engine exposure in your industry. I will also examine how they use social media and engage potential clients.

Keyword Research

- Keyword research is necessary for all other optimization services. Having the right keywords is a crucial part of improving your website's ability to be ranked in Google, Yahoo, and Bing.

- Keyword research involves investigating your competitor's sites and using a number of keyword analysis tools to determine which keywords or keyword phrases are searched most by users looking to find your products or site.

- As a starting point I ask for you to provide a list of 10-15 words or phrases that you think people would use to find your company through search engines.

Web Page Optimization

- This involves an analysis of your current content for each page.

- Keywords are added to each page. It is recommended that each page is optimized for one keyword and has a keyword density of 2-4%.

- Also, each web page's file name and URL links should be changed to reflect the keyword.

- Including a site maps with links is a good way to help search engines effectively rank your site.

- **Content Ideas:** develop a resource or “education” section on your website and add high quality articles that your users will find informative and see value in the content.
HTML Tag Optimization

- This involves an analysis of the key HTML tags that are analyzed by search engines to rank web pages.

- These tags include:
  - `<TITLE>`
  - `<META>`
  - `<HEADER>`
  - `<ALT>`

- Keywords will be added to the content in these tags to ensure search engines are optimizing your site properly.

Social Media Services

Google Places/Maps

- We will assess/create the profile and add information as necessary.
- Add all locations in Google maps.
- Optimize the profile by adding keywords in the map locations.

Facebook

- We will optimize the profile with targeted keywords.
- We can Synchronize the blog and Twitter and make them tabs on the page.
- Create a detailed profile that links to the website and social media initiatives.
- We can use FB to build a following by running a promotional “like” campaign. We could launch the page with a special promotion.
  - Other ideas:
    - Post job openings with the company
    - Implement the “refer a friend” program
- Social network with users as necessary
THE BENEFIT:

- Brand exposure
- Social Engagement with current and potential customers
- Back links to the website

Twitter

- Optimize profile with targeted keywords
- Add twitter account to a series of Twitter follower databases so users can search and add follow us
- Search for driver related twitter followers and groups.
- The following will be Tweeted as necessary:
  - New articles and blog posts
  - Latest developments in the competition
  - Giveaways
  - Media exposure
  - Changes to the site
  - News

Article Marketing

- We write a series of articles based on our targeted keywords
  - Option A – 10 onsite and 20 offsite articles
  - Option B – 5 onsite and 10 offsite articles
- Articles will be placed on the website (to help with the keyword density of the site)
- Alternative versions of these articles will be created and posted on a series of article directories.
  - Articles sites include Ezine, Article base, Article Rich (I have a list that we can choose from)
  - One article is submitted daily for each article that is posted on your site
- Every article that is posted will be Tweeted and added as a Link on the Facebook page

THE BENEFIT:
Each article will generate up to 6 optimized back links directly to your website, which will help your SERP.

The articles also help establish you as an expert in your industry.

The articles can be used as free giveaways for signing up, etc.

Blog Strategy

- We can set up an offsite blog
- Develop a series of blog topics (post will be approximately 250 words)
- There will be 2 types of posts:
  - Posts that are based on updates
    - I.e Facebook page launch, media attention, hiring, contests, etc.
  - Posts that are tidbits of information for IT training,
    - How to, steps, questions to consider, etc.
- THE BENEFIT:
  - Fresh content and back links directed to the website
- Each blog post will be Tweeted and added as a link on the Facebook page

LinkedIn

- Optimize profile with targeted keywords
- Build a company profile to promote the website
- Search for and join related groups
- Promote and link to all other social media
- Could be a way to add potential sponsors/advertisers for the website
- THE BENEFIT:
  - Back links directed to the website
  - Free promotion for the website
A well establish company profile that can be used to network with other organizations

**Link Building through Directories**

- Post the company profile on business directories
- Optimize the profiles based on the keywords used on the website

**THE BENEFIT:**

- Brand Exposure
- Back links to the website
- More sources for contact information

**Email Marketing**

- Develop a series of emails (3-5) inviting people to join the platform.
- Use the emails to promote our social media accounts (ie follow us on FB, Twitter, etc.)
- Develop key messages and communications that can be send via social media as well.