



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 sites 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 websites 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 pages 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.