For SEO(Search Engine Optimization)

Creating an effective SEO plan for 15 keywords over a six-month period is a substantial undertaking. To develop a comprehensive plan, you'll need to consider on-page and off-page SEO strategies, as well as technical optimizations. Here's a step-by-step SEO plan for your 15 keywords over a six-month period:

1: Research and Planning (1-2 Week)

- Keyword Research and Selection:
    - Identify the most relevant keywords for your website, products, or services using tools like Google Keyword Planner, SEMrush, or Ahrefs.
    - Group keywords into clusters based on their relevance and search intent.
- Competitor Analysis:
    - Analyze your top competitors to understand their SEO strategies and the keywords they are targeting.
- Site Audit:
    - Perform a technical SEO audit of your website to identify and resolve any existing issues like broken links, duplicate content, or slow loading times.

2: On-Page SEO Optimization (2-3 Week)

- Content Creation and Optimization:
    - Create high-quality, engaging, and informative content around your target keywords.
    - Optimize existing content for target keywords and ensure it is well-structured.
- Title Tags and Meta Descriptions:
    - Optimize title tags and meta descriptions for relevant keywords.
- Internal Linking:
    - Implement a solid internal linking strategy to connect related content.

3: Off-Page Optimization (3-10 Week)

- Mobile-Friendly and Responsive Design:
    - Ensure your website is mobile-friendly and responsive.
- Page Speed Optimization:
    - Improve website loading times for a better user experience.

- XML Sitemap and Robots.txt:
  - Create and optimize your XML sitemap and robots.txt file.

4: Off-Page SEO and Backlink Building (Ongoing typically a few months for noticeable results)

- Backlink Analysis:
  - Analyze your current backlink profile and disavow any toxic or spammy links.
- Link Building Strategy:
  - Develop a white-hat link-building strategy to acquire high-quality backlinks from authoritative websites in your niche.

5: Local SEO (15-17 Week)

- Google My Business Optimization:
  - If you have a local business, optimize your Google My Business listing.
- Local Citations:
  - Build local citations on relevant directories and websites.

6: Performance Tracking and Adjustments (17-24 Week)

- Monitoring and Reporting:
  - Use SEO tools and analytics to monitor the performance of your keywords, traffic, and rankings.
- Adjustments and Tweaks:
  - Based on your performance data, make adjustments to your SEO strategy, including content updates, backlink outreach, and technical improvements.
- Review and Planning:
  - Review your SEO plan and set goals for the next six months. Continuously refine your strategy based on changing trends and search engine algorithms.

7: Reporting and Future Planning (25 -26)

- Create a comprehensive report of your SEO efforts and their outcomes. Use this data to plan your SEO strategy for the next six months.

List of SEO jobs are mentioned as below: -

On-Page Tasks

1. Content Cross Checking

2. URL Structure

3. Optimizing Meta Description & Title Tag

4. Image Loading & ALT Tag

5. Anchor Text Link Optimization

6. Keyword Research (Long-Tail & Short-Tail)

7. Primary SEO Fixes & Indexing

8. Implementing Keyword - Keywords as your choice

Technical SEO: -

 1. Website Loading & Speed Check

2. Broken Links Check & Fixing

3. Image Optimization

4. Responsive Website Check (Mobile Friendly)

Off-Page SEO & Back linking: -

 1. Social Bookmarking (Profile Link Submission)

2. Forum Submission

3. Directory Submission

4. Article Submission

5. Quora Answering

6. Reedit

7. 4 Blogs Monthly for each Social account

8. 2 Guest posting

9. Video & Image Submission (Video will be provided from your end)

10. Info graphics Submission

11. Use Google My Business

12. Online Traffic & Page Visitors Check

13. Duplicate Content Checking

14. Heading & Content Cross Checking
15. Monthly insight report

For SEO: -

1. Team will suggest the additional pages/sections over the website including the trending topics to write the blogs, every month 3000 words content is included in the work scope.

2. Initially we will start SEO with keywords including all short tail, longtail, short-term, long-term, product defining, customer defining, geo-targeting, and intent targeting. In later stages we can goes upto 50 keywords maximum.

3. Additional development work on the website will be done from your developer's end.

4. All info graphics and images will be designed by our team for submission on business

directories and website, videos will be provided from your end or we can create videos on cost basis.

WHAT We do IN SEO?

1. AUDITING YOUR WEBSITE::

The first steps in auditing a website for SEO is to learn your current rank, review your website's analytics, and determine the keywords that will set you apart.

2. CRAWLING AND INDEXING::

Search Engines have automated robots called crawlers that use links to scour the Internet, find web pages, and decipher page data that are indexed to be included in search engine results.

3. RANKING::

Each search engine has different ranking factors, but they all have a few factors in common: keywords, content, and links. Keywords and content are arguably two of the most important factors that search engines look for when ranking pages.

4. ACCELERATED MOBILE PERFORMANCE AND MOBILE OPTIMIZATION::

Having a mobile-optimized website will help improve your search engine ranking because search engines are starting to develop mobile crawlers that will create mobile-only indexes. Accelerated Mobile Performance (AMP) allows for faster rendering of web pages on mobile devices and is recommended by Google.

5. Analysis and Strategy::

A successful SEO strategy is about building a company's online presence. Webs Utility Global LLP's first step will be to audit your current website and SEO tactics to determine what you are currently doing right and what we need to do to improve upon your program.

6. Analytics and Keywords::

The first step is to determine how your website is currently ranked. We will do this by searching for keywords that are associated with your business and finding out how your website stacks up against your competition.

7. Your Website's Accessibility and Indexing::

For your website to be visible in search results, search engines actually have to be able to find it. They do this by crawling the web and looking for relevant and indexable content, such as link structures and HTML features like alt tags for images.

8. Ranking Factors::

Once we determine that your website is being found by search engines and is being properly indexed, we can begin looking further to improve your ranking.

9. Competitive Analysis::

Once we have audited your website, we will run a competitive analysis to compare your content and other SEO factors against those of your competitors. This will help us come with a plan for deliverable items that we can then present to you and implement on your website to improve your rank and drive more visitors to your site.

Below are the jobs we will work on 6 months campaign::

- Number of key phrases optimized (Key phrases with less than 1M results)
- Web server analysis & reporting
- Key phrase research & selection
- Predictive keyword analysis
- Meta tags (Title & description)
- Optimization of robots.txt & GoogleBot crawls
- Creation & registrations of sitemap.xml
- Quarterly Earned Media Content Assets - Content, Outreach, UX, or CRO Assets
- Google My Business optimization (if needed)
- Mobile site optimization (if applicable)
- Information architecture audit
- Google Analytics setup w/ conversion tracking
- Google Analytics traffic analysis
- Custom Dashboards/Data Views
- Not provided analysis reporting
- Local search optimization
- Setup of website sitemap

- Image optimization
- Link redirect audit
- Custom 404 error page setup and optimization
- Schema HTML tags
- Canonicalization analysis & domain unification
- Quarterly web page freshness updates
- Initial link analysis and disavow
- Dedicated account representative
- An online project management schedule
- Ongoing quarterly keyword reporting
- Ongoing monthly ROI, traffic, & goal reporting
- Google data highlights
- Ongoing quarterly competitor opportunity reports
- Internal linking restructuring & optimizations
- Linkable content promotion
- Header Tags Optimized (Ex. H1s)
- Duplicate content analysis
- Social media monitoring software
- Keyword rank checker access with weekly updates (if requested)
- Website Usability analysis
- Up to 100 web lead phone calls tracked per month
- Up to 25 web lead phone calls transcribed per month
- Monitor competitors' search rankings on a monthly basis
- Monitor competitors' website changes on a monthly basis
- Monitor competitors' content and link additions on a monthly basis
- Analyze your leads to project the # of leads competitors receive on a monthly basis ● Predict your and your competitors' market share on a monthly basis
- Competitor intelligence login to view competitor data
- 200+ SMEs behind campaign driving results
- Track website leads and phone calls
- Analyze which companies visit your website
- Measure and predict the performance of website content
- Website conversion analysis implementation

Total Investment :: 750 USD

Total timeline: 6 Months duration
Keywords: 15