



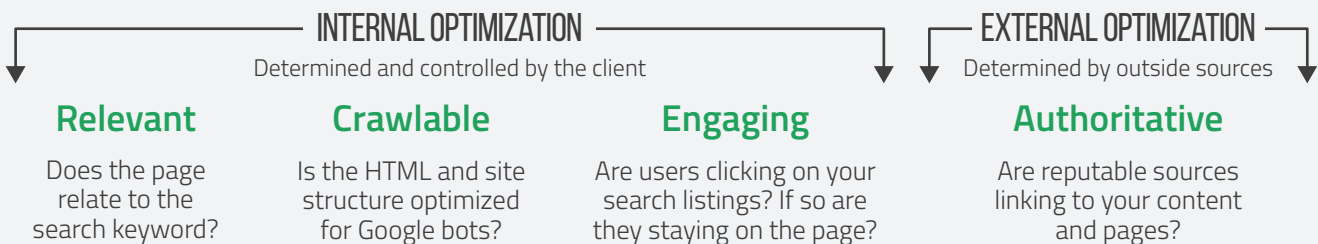
SEO ROADMAP

Generate organic traffic with an SEO blueprint for success

SEO success is no accident. It's part of a focused approach to strategically rank for keywords relevant to your business. As you read through this roadmap, it's important to remember, websites don't rank in Google, pages do.

For this reason, as we build out an SEO strategy we'll focus on primary keywords and their corresponding target pages for improving a client's overall organic search. To do this we'll perform tactics that satisfy the core components of what search engines look for when ranking pages. These components are relevance, crawlability, engagement and authority.

THE CORE COMPONENTS OF SEO



The following sample SEO Roadmap is an outline of the information the client will receive in the full roadmap. The actual roadmap will be significantly longer and very customized. In theory, the client could use the final roadmap to create a successful, self-sustaining SEO strategy.

The final roadmap will be completed after HMB's SEO Discovery session which uncovers current SEO standings and aligns the client's key stakeholders on SEO goals.



WEEK ONE: KEYWORD RESEARCH

HMB will recommend 10 primary keywords after conducting a discovery session with the client's team. These keywords will meet the following criteria: align with the client's business strategy, get a good amount of organic search traffic, and be realistically competitive.

Next, we will identify if these primary keywords align with a current page, or if a new page needs to be created for best optimization. We'll identify ancillary keywords that should be used on target pages. Finally, we will recommend an optimal keyword density by analyzing current top ranking sites.



WEEK TWO: WEBSITE ANALYTICS & SITE STRUCTURE AUDIT

HMB will walk through how to create keyword tracking and traffic reports and recommend site structure changes for better optimization. These changes include: ensuring content is properly siloed, identifying pages with thin or duplicate content, and identifying any pages that should not be indexed.



WEEK THREE AND FOUR: ON-PAGE OPTIMIZATION

Weeks three and four are where many of the website edits will take place. Based on keyword research from week one, we will identify target pages that should be created, and any existing target pages that should be expanded with more content. We'll compare current keyword density with the keyword density of current top ranking pages.

HMB will provide best practices and ideas on how to include primary keywords in your HTML naturally, provide detailed guidance on how to write meta descriptions that result in a high CTR, and best practices on how to create engaging pages that searchers won't want to leave.



WEEK FIVE: SOCIAL MEDIA INTEGRATION

Due to the high domain authority of social media sites, creating as many social media profiles as possible will help the client rule the results page for the brand search "the Client." HMB will recommend social media accounts to use and walk through how to create social media automation so all accounts are updated regularly. We'll also provide a guide on how to add schema markups for further search optimization.



WEEK SIX: LOCAL SEARCH OPTIMIZATION

HMB will identify any name, address or phone number inconsistencies in current directory listings. Next, HMB will identify national, local, and niche directories where the client should be listed and provide a calendar for when to submit to these directories. Why? Submitting all at once can send a negative signal to Google.

Additionally, we'll provide an easy guideline on how to improve 5-star ratings for the client and how to use schemas to get reviews to show up in search engine result pages (SERPs).



WEEK SEVEN: CONTENT STRATEGY

It's important when creating content not to just create for the sake of creating. HMB will provide a strategy with content topic ideas that are unique and engaging **and** relevant to your primary keywords and target pages.



WEEK EIGHT: LINK BUILDING STRATEGY

In the full roadmap, HMB will identify top websites, influencers and bloggers with high authority and who align with the client's target audience. We'll provide email templates and detailed guides the client can use to reach out to these sources in order to gain links using a variety of strategies.