

# SEO STRATEGY

Presented to you by



# Executive Summary



## Objective

What are you trying to achieve? Make realistic goals such as increasing web traffic by a certain percentage, improve rankings, increase conversions, increase leads, etc.



## Current SEO Position

Give a summary of the current performance your SEO. Include your current rankings for search terms and profile listings that may pop up using search terms.



## Target Audience

Who is your target audience? You can find this out by reviewing your website analytics, social media outlets, and collaborating with team members about the types of clients they interact with.



## Competitive Analysis

Review your competitor's websites and their rankings. What keywords are they using? How are they stacking up against your business? What are improvements that can be made?

# KEYWORD RESEARCH

## Primary

List keywords that you want a particular page or piece of content targeted. They should be displayed prominently in titles, headings, meta description, and throughout the content.

## Secondary

List keywords that are related to the primary keywords. These are sprinkled within the content to support the primary keywords, provide alternative search terms that could help reach a broader audience.

## Mapping

Use keywords on relevant pages. For example, if you offer a variety of services, you would use separate pages and corresponding primary and secondary keywords for that page. It helps improve ranking through content relevance, enhances the user experience, and allows the user to land on pages they were searching for.

**BPI Color SEO Tip:** Avoid overuse of keywords, don't use keywords on other pages unless it links to the intended content. You don't want two pages with competing keywords.

# Content Strategy

01

## Content Calendar

Outline a calendar and schedule regular updates.

02

## Content Types

Define the types of content to create. You can link this to relevant pages of your website.

03

## Quality Guidelines

Set standards to create original content with a corresponding brand voice and marketing style.



# On-Page Optimization

## Heading & Title Tags

Use each page's title tags with relevant keywords. Title tags are headers such as H1, H2 H3, H4, H5, H6 and are used in a outline format with H1 being the main title, H2 being a secondary title, H3 subtitle, etc.

## Meta Descriptions

Write concise and compelling descriptions with the corresponding mapped keywords for the webpage.

## Image Alt Tags

Include descriptive text for all images. This text is used for screen readers to inform the user what is depicted in the image on a page. This enhances the user interface and will help your page rank higher.

## Internal Links

Internal linking that is structured ensures the website guides users to the content they are seeking and can help reduce bounce rates. It also helps search engines index your pages.

# Off-Page Optimization

Build your online presence and integrate backlinking strategy. Be sure to include local sites and listings if applicable.

## Gather Content

Generate a list of content to include with listings online ready. What type of content that is allowed will vary. It will go faster if you have the following information ready to populate your profiles: This should include your company name, website address, phone, contact email, operating hours, description, about us, products/services, photos, videos, etc.

## Backlink Targets

Identify websites you want to gain backlinks from. A good start would be Google, Yahoo, Bing and social media networks. You can also build profiles and links on directories, online listings, online ads, etc.

## Outreach Strategy

Plan your strategy for link building if you plan to partner with other websites or advertising mediums. For example, guest posting on a blog, hiring an influencer, being featured on a podcast or vlog.



# TECHNICAL SEO

## Site Speed

Optimize loading times by compressing photos to 150K or less, minimizing CSS and jquery scripts, using a CDN, and setting up a good caching system.

## Schema Markup

Schema markup is a code that you can utilize to provide search engines with more informative results for user.

## Mobile Optimization

Ensure that your website speed is optimized on mobile and that your site's pages and menu's are also optimized.

## 404 Errors

Identify and fix any broken links.

# Tracking & Analytics



## KPI's

Define KPI's (Key Performance Indicators" to track your progress.



## TOOLS

Identify and use tools such as Google Analytics and Google Search Console



## REPORTING

Set up a schedule to report regularly on performance



# TIMELINES & MILESTONES

01



**Short-term Goals** 1 – 3 Months

02



**Mid-term Goals** 4 – 6 Months

03



**Long-Term Goals** 7 – 12 Months

# Thank You!

We hope you found our guide helpful for the success of your online efforts.

Please keep BPI Color in mind for your next project.

We are your single source for all of your graphics, signage, Blueprints, and printing needs.

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