



SEO BOOST

Advanced Search Engine Optimization Service

What is SEO?

Let's assume that you own a lawn care business. Your website gets lost among the thousands of similar websites online. So what can you do to get traffic to your website?

You could advertise online, but you would always be funneling money into ads to get results. There is a way in which you can get traffic without having to continually “pay the piper”. This is where Search Engine Optimization (SEO) shines. SEO is basically making your website attractive to Google and other major search engines by following their search ranking algorithm (code).

There are three types of SEO: technical, on-page and off-page. Technical SEO focuses on how your website works. On-page SEO has to do with changes to the content within your website. Off-page SEO encompasses everything done outside your website to boost its ranking. We primarily focus on the technical and on-page aspects of SEO. Off-page SEO is best performed by the business itself, however, should you need assistance, we'd be happy to help.

What Does Google Want?

Google wants to show its searchers the best result. They want us to be thinking of the end user. A website should be well-suited to its audience. It must be helpful, easy-to-use and reliable. Google is not going to tell us how to hack their system. They do, however, tell us a lot about what they want to see. Our methods reflect their guidelines.

Analysis Stage

Site Analysis

The first task is to test the website. We are looking at its performance, content and structure. Our first goal is to identify things that could be preventing the website from ranking as well as it should. On the technical side, we look at the site speed, site structure and mobile capabilities. We test the readability, legibility and relevance of the written content. Our team also checks the formatting, especially of the headers and images. This analysis informs us of the most critical areas to address in the SEO process.

Keyword Analysis

We need to know if the website is already ranking for any keywords. Some clients have a keyword wishlist that they want to rank for. We collect all these along with additional keywords we determine using keyword tools and similar websites. Our final list gets ranked and made ready to use throughout the website.

Implementation Stage

Technical Alterations

Most hosted website platforms (eg. [Shopify](#)) limit what we can change. In those cases, we may still be able to make a website faster by adjusting its images. When we do have control, we make sure to use browser and website caching and file compression to make load time quicker. Any necessary adjustments to the mobile site are also completed. We move on to on-page SEO once the website exceeds our standards.

On-Page Alterations

Google allows us to control what our search result looks like. We make use of this for every section of the website. A keyword gets chosen for the main pages. We place it in the search result title and description. It also goes in the first paragraph and a header within the page. If the text is difficult to read, we run it through our editing process. Adjustments to font-size and colour may happen if legibility is a concern. We correct any formatting issues and add links when possible. If the platform allows us, we also add Facebook Open Graph info to the main pages. This improves sharing to Facebook, ensuring images, heading and description are handled properly.

Testing Stage

Each client is set up with Google Analytics so we can track the results of our work. Additionally, we run the website through the same tests we did in the analysis stage. We use a professional SEO software that goes deep into the analytics of the website. It provides valuable information about keywords, backlinks and SERPs. From there we know where SEO modifications need to be made to improve the website.

Your search engine ranking is not likely to jump overnight. You will have to be patient. SEO is part of the long-term marketing strategy for your business. If you do see immediate results, be glad. They are only the beginning of great things yet to come.

Follow-Up Work

Search Engine Optimization never ends. Our SEO Boost is a one-time service. It cannot cover everything. You will want to make regular check-ups of your website SEO. Everything must be accurate, up to date and meeting the latest standards. Among other things, our [monthly maintenance package](#) takes that burden from you. We focus on technical and on-page SEO: where we can provide the most value. Off-Page SEO is important too. The difference is that you should be able to do it without us ([7 Easy Tips to Rank Higher on Google in Less than 50 Minutes](#)). Whichever path you choose, let us know so we can help you.

Implementation Options

Google's algorithm is updated hundreds of times a year, so to ensure a website is continually ranking well, a long term approach to SEO should be considered.

Some of our clients want a quick boost and thus want implementation immediately. Others want to apply the SEO Boost package over an ongoing basis. This is a slower process to accomplish the same end goal, but easier on the budget.

The quick SEO Boost option gets the job done in a couple days, whereas the ongoing SEO Boost option implements the same methods a few hours a month for 12 months.

In both methods, we apply the most effective/important SEO items first and work down the list.

Whichever package you choose, understand that SEO takes time. Results will start to improve after a few weeks, but it often takes 6 – 8 months to see the full effect.

The price for the quick SEO Boost option varies dependent on the size of the website and can be quoted before work is started. The ongoing SEO Boost packages are shown on the following page.

STANDARD SEO BOOST

Technical SEO

- **Initial website SEO Audit scan** — Our scan tool reveals weaknesses and strengths in website SEO
- **Keyword research & rank (5 keywords)** — We'll tell you the best keywords to rank for in your industry
- **Google Analytics + Search Console + My Business Page setup** — Google tools that help analyze how your website is performing
- **Bing Webmaster + Places setup** — Bing tools that help analyze how your website is performing
- **Sitemap creation & search engine submission** — This tells the search engines what should be indexed on your website
- **Robots.txt configuration for search engine crawlers** — This helps search engines avoid certain areas of websites that don't need to be indexed
- **Image optimization** - ALT tags, filenames & compression — Improves website load speed and ranking

On page SEO

- **Headings, Titles + Descriptions** — This helps keep things organized like a table of contents in a book
- **Repair or 301 redirect broken links** — Keeps visitors from seeing error pages
- **Social media integration & sharing** — Shows search engines that your website is interactive and engaging
- **Internal cross-linking** — Links throughout content to other areas of your website to keep visitors there longer

Other

- **Dedicated minimum hours of monthly (3 hours)** — SEO Minimum amount of hours we'll spending performing SEO monthly
- **Semi-annual Performance Report** — Detailed statistics showing how your website performs

ADVANTAGE SEO BOOST

Standard SEO Boost Package plus...

Technical SEO

- **Keyword research & rank (10 keywords)** — We'll tell you the best keywords to rank for in your industry
- **Google Schema Markup** — This give search engines more detailed information about your website to improve ranking
- **URL Structure** — Proper URL structure helps search engines to understand what the page is about

On page SEO

Edit existing content for SEO — Improve content for readability, keywords, length and authority

404 Error page setup — Helps redirect people who find pages that don't exist so they don't leave

Mobile responsive optimization — Improves how a website looks on mobile devices

Optimize for Conversion — Improves user experience with calls-to-action

Other

- **Citation/link building (10+ high authority links)** — Links back to your website from other more authoritative sites
- **Monthly Google Analytics report** — Detailed statistics showing how your website performs
- **Quarterly Performance Report** — We'll show you how your website is performing compared to the previous period.
- **Dedicated minimum hours of monthly (5 hours)** — SEO Minimum amount of hours we'll spending performing SEO monthly

OPTIMUM SEO BOOST

Advantage SEO Boost Package plus...

Technical SEO

- **Keyword research & rank (50 keywords)** — We'll tell you the best keywords to rank for in your industry
- **Daily Site Audit** — This reveals weaknesses in site health.
- **Weekly Competitor Rank Tracking** — This is a weekly scan that reveals how your site is performing against your 5 top competitors.

On page SEO

- **Write & publish blog post** — Helps increase authority and site engagement

Other

- **Citation/link building (20+ high authority links)** — Links back to your website from other more authoritative sites
- **Organic keyword tracking & monthly report (50 keywords)** — Ongoing monthly tracking & statistics showing keyword performance
- **Dedicated minimum hours of monthly (12 hours)** — SEO Minimum amount of hours we'll spending performing SEO monthly