

THE  
25  
POINT

# SEO CHECKLIST

## ONSITE SEO

### HTML TAGS

- ☐ Duplicate Tags
- ☐ Missing Title Tags
- ☐ Long Title Tags
- ☐ Multiple Title Tags
- ☐ Duplicate Meta Descriptions
- ☐ Image Alt Text

### REDIRECTS

- ☐ 301 – Moved Permanently
- ☐ 307 – Moved Temporarily
- ☐ 404 – Page Not Found
- ☐ 500 – Server Errors

### LINKING

- ☐ Too Many Links
- ☐ On-site Links
- ☐ Dead End Pages
- ☐ Broken Links

### CONTENT

- ☐ Duplicate Content
- ☐ Low Word Count
- ☐ Keyword Optimized

### URLS

- ☐ Anchor Text
- ☐ Session IDs
- ☐ Long URLs

### OTHER

- ☐ Robots.txt
- ☐ Hostname
- ☐ Reachability

SEO

SEO leads have a  
**14.6%** close rate,  
while outbound leads  
have a **1.7%** close rate

## PERFORMANCE

- ☐ Speed Analysis

Did you know?

**47%** of people expect  
a web page to load  
in 2 seconds or less

2s

## SECURITY

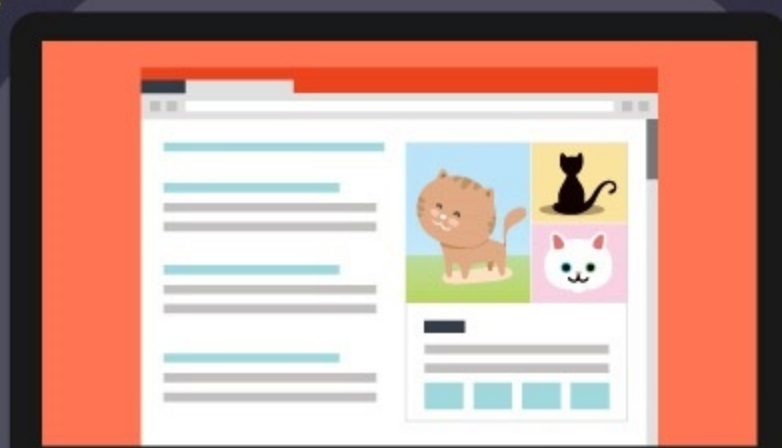
- ☐ Insecure Forms
- ☐ Meta Information

## REPUTATION

- ☐ Links from Top Sites

Did you know?

**70%** of the links  
search users click on  
are organic.



**75%**  
of users

NEVER scroll past the first page  
of search results



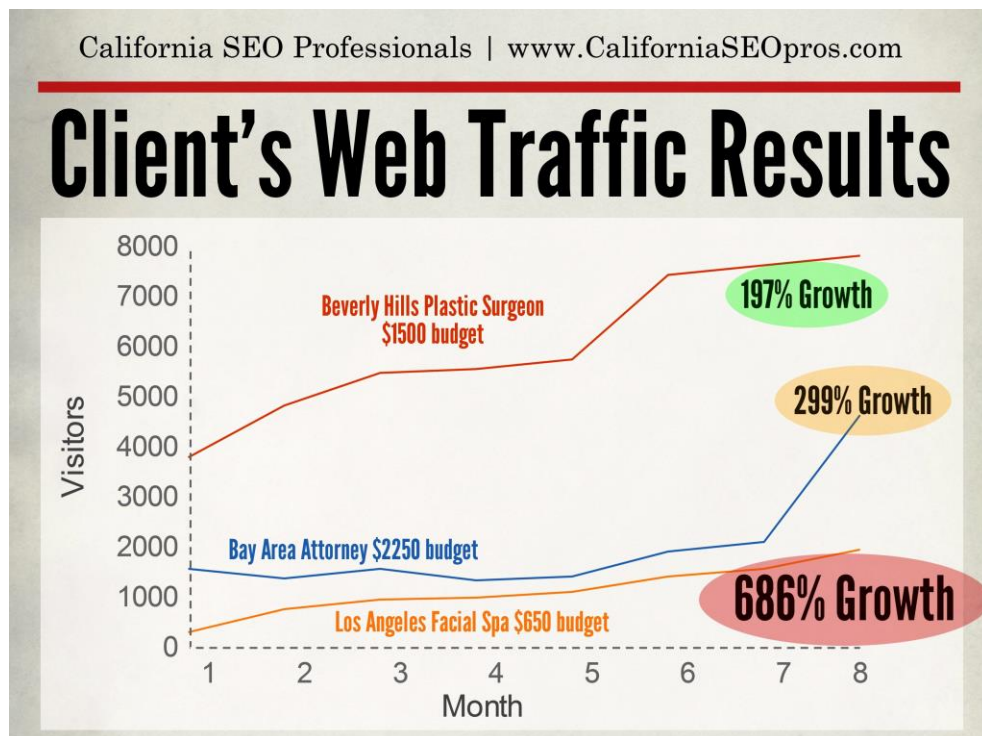
Search

Search is the **#1** driver  
of traffic to content sites, beating  
social by **300%**





→ Learn More About Our Winning SEO Strategies



**FREE 45 MINUTE CONSULTATION**

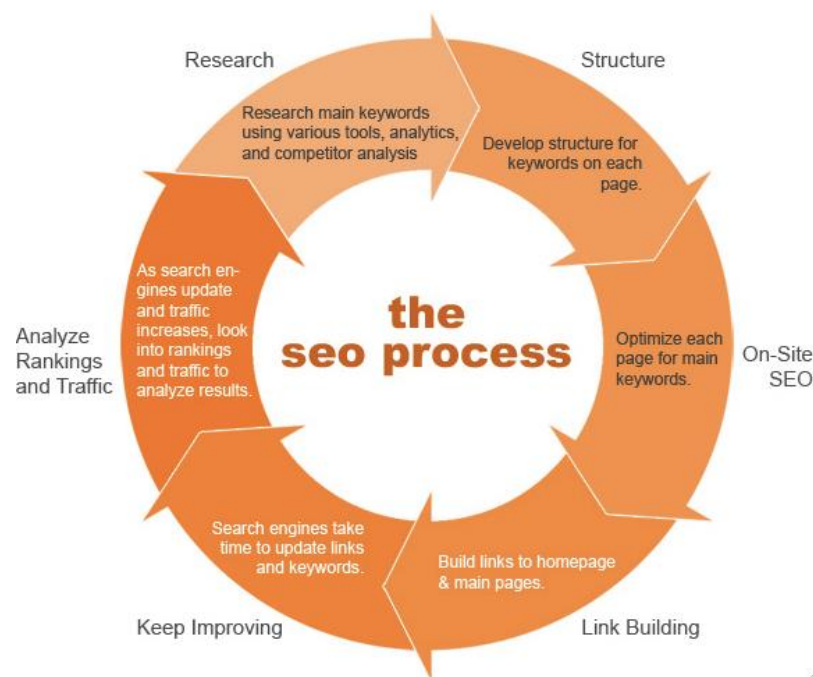
855.315.9SEO (736) | 925.315.9SEO (736)

The content we create focuses on engagement and readership and ultimately generating traffic which will convert into conversions. We don't create solely for the search engines, but also for end-users and readers.

Our content is specifically designed to build brands and engender trust with the target customers in your addressable market. We produce content for audiences, not just keywords. We provide visibility and protect against search engine penalties, so you have a sustainable and profitable SEO plan. Our work is shared more socially, valued more by Google, and produces better results than anything else in the industry. We understand the problems that companies face when executing SEO campaigns, especially one of the most common pain points, off-page optimization.

## Our SEO Process

California SEO Professionals provides a systematic approach that is a detailed 4-phase process, which delivers proven results for our clients. We will fully optimize and make recommendations, as it relates to search engine optimization and conversions.



### Phase 1: Discovery

- Analysis of existing website structure and frequency of indexing from Google
- Current page rank, age of domain and length of time domain is registered
- Evaluation of inbound link popularity and internal linking
- Analysis of meta tags, h1 tags and content being viewed by Google
- Current website traffic and keywords which drive that traffic
- Competitors in primary keyword verticals
- Frequency at which content is added/updated
- Discover dynamic pages and improper URL names
- Current Rankings

## Phase 2: Analysis

- Review prime keywords and develop a list of keywords which will be focused on within the campaign based on popularity of search and relevancy to website
- Review specific changes that are needed to the structure of the website itself. (Site map, meta/h1 tags, header tags, etc.)
- Determine the overall need for additional content on the website and how detailed and involved this content will need to be.
- Review potential opportunities to build inbound links through other targeted websites.
- Development of Action Plan.

## Phase 3: Implementation

- Finalization of primary keywords to focus upon
- On-site changes including adjustments of meta-tags, h1 tags and site maps
- Launch inbound link acquisition campaign to build inbound links that focuses on quality, high value links directly related to the content of the client's site.
- Directory submissions to reputable directories

## Phase 4: Management

- Once your campaign is "live" we will provide ongoing updates through Initial, Onsite Optimization Reports and Bi-Weekly Ranking Reports.
- Continuous building of the inbound link acquisition campaign to build inbound links that focuses on quality, high value links directly related to the content of the client's site.
- Directory submissions to reputable directories

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# California SEO Professionals Link Building Overview

## We Focus On Quality, Not Quantity

In the past, websites with the most backlinks typically performed the best in Google. Today, this is no longer the case. As a result, we focus our efforts on building high quality links for all of our clients, regardless of how much they spend with us.

Many SEO companies still focus on quantity and use this as a part of their sales pitch saying, “We’ll build you over a million links!!” It’s important to understand why this is not appropriate in 2014. While it’s true a site may see some improvements in rankings short-term by building a lot of backlinks, Google will ultimately catch these spammy links and push the client’s site down in the rankings and make it very difficult to recover. In order to fix this problem, a client will typically need to have these spammy links removed by running a disavow campaign, along with many other recovery tactics. This type of recovery campaign can be very expensive and time consuming.

To put this into perspective, 1 high quality link is more valuable and is more likely to improve a site’s ranking vs. 1,000 low quality links.

## **Our Link Building Process**

Before link building begins it’s critical we identify the ideal keywords a client would want to rank for. When doing keyword research we take the following into consideration:

- The difficulty to rank for that keyword.
- The keyword’s monthly search volume.
- The client’s current rank for that keyword.
- The client’s monthly budget.

Once we have created our list of possible keywords we then break the list down into themes.

## **What We Don’t Do:**

- We do not use automated tools to build our links.
- We do not use link farms.
- We do not build forum links.
- We do not create blog comment spam.
- We do not create signature links.
- We do not build reciprocal links.
- We do not create blogroll links.
- We do not SPAM!

# Google Places - Local Listings

## What is Google Places- Local Listings?

Google Places- Local Listings is a simple, cost-effective way to begin advertising in your local market without making a huge commitment or taking a big risk. Google Places- Local Listings, a proprietary product for local businesses, allows you to place your business where your customers are searching – online on Google Places. We get your business listed on the first page of Google to increase exposure = increased sales! Our Google Places- Local Listings solution is on the same technology platform that manages the Search Engine Marketing campaigns of our Fortune 1000 clients. Experience our expertise at a fraction of the cost.

When you sign-up for Google Places- Local Listings, you receive a professionally managed and optimized local advertising campaign for one low monthly fee with no additional charges or contracts.

## Did You Know?

- **81% of searchers research online before buying in a 10-20 mile radius**
- **84% of all searches are related to local businesses**
- **80% of all searches are done on Google**
- **Over 3 BILLION searches are done monthly for local services**

If your business is not on the first page of Google Places, then your local competitor is getting the customer that should be yours. Google Places- Local Listings will guarantee first page results.

## Still not convinced?

78% more searchers use the Internet to find a local business than they did just two years ago.

## How Does It Work?

You choose your target location, increasing the effectiveness of your advertising. Not all businesses need a national campaign and even if you offer your services nationally – a local campaign may be all that you need to start seeing major increases in your sales. Google Places- Local Listings is designed to target customers in your region, your state or your local city.

## Create Local Advantage

- Connect with local customers who are ready to buy.
- Save valuable time and money finding customers.
- Raise your brand awareness.
- Leverage the latest technologies. Put yourself ahead of the competition.
- Target only your chosen location.
- Tap into your built-in audience. Put your business in front of the right people at the right time.

## What do our SEO Packages Include?

### Setup:

- Website Audit
- Keyword Research and Setup of Off-Page Optimization Plan
- Development of Action Plan
- Google Analytics Installation/Optimization
- Google Webmaster Tools Installation/Optimization
- YouTube Account Creation & Optimization
- Custom 30 Second Video
- Custom Google+ Review Template
- Implement On-Page Optimizations

### SEO On-Page Optimization

- Dead Link Fix up
- Sitemap Updating
- Alt Optimization
- Density Optimization
- Content Optimization
- Anchor Optimization
- Google Analytics Setup

### Monthly Off-Page Optimizations

- Niche Directory Submissions
- Social Bookmarking
- Article Submissions

### Monthly

- Google+ Posting
- Branded Link Building
- Keyword Specific Link Building
- Monthly Reports

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