

A Road to Better Rankings Online

A walk-thru the first year of the SEO process

SEO is part art and part science; it **requires** balancing execution with patience, monitoring results and adjusting accordingly.



Review & Optimize

MONTHS 1-2

- Strategic Consultation
- Determine Keywords
- On-page Optimization
- Business Directory Submissions*
- Custom Landing Page Creation*
- Local Business Listings
- Google Crawl Starts
- 1st SEO Report Delivered

Create & Submit

MONTHS 3-4

- Directory Submissions Completed
- First Blog Post Published*
- Monthly Website Optimization
- Monthly SEO Reports Delivered
- Custom Pages Delivered
- Initial Ranking Data

Adjust & Increase

MONTHS 5-6

- Custom Pages Delivered
- Blog Posts Delivered
- Monthly Website Optimization
- Monthly SEO Reports Delivered
- Campaign Adjustments Based on Performance

Expand & Analyze

MONTHS 7-8

- Directory Submissions Completed
- Blog Posts Delivered
- Monthly Website Optimization
- Monthly SEO Reports Delivered
- Custom Pages Delivered
- Initial Ranking Data

Analyze & Optimize

MONTHS 9-10

- Blog Posts Delivered
- Monthly Website Optimization
- Monthly SEO Reports Delivered
- Campaign Adjustments Based on Performance

Maintain Ranking

MONTHS 11-12

- Monthly Website Optimization
- Monthly SEO Reports Delivered
- Campaign Adjustments Based on Performance

* Number of landing pages, blog posts and business listings depend on package purchased.

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Learn more about these strategies and what you can do to maximize your firm's success with your rankings online.

Call CPASiteSolutions at **800-896-4500** or visit us at www.CPASiteSolutions.com