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

- 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

- Directory Submissions Completed
- ▶ First Blog Post Published*
- Monthly Website Optimization



- Monthly SEO Reports Delivered
- Custom Pages Delivered
- Initial Ranking Data





Adjust & Increase

Blog Posts Delivered

Custom Pages Delivered

Monthly Website Optimization



Monthly SEO Reports Delivered

Campaign Adjustments Based

on Performance

Analyze Directory Submissions Completed

▶ Blog Posts Delivered

Expand &

- Monthly Website Optimization



- Custom Pages Delivered Initial Ranking Data





Blog Posts Delivered Monthly Website Optimization ■ Monthly Website Optimization Monthly Website Optim Monthly SEO Reports Delivered

Analyze &

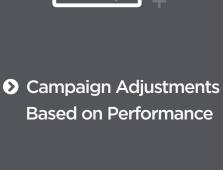
Optimize

- Campaign Adjustments **Based on Performance**



Monthly SEO Reports Delivered

Maintain





and business listings depend on package purchased.

A Road to Better

Rankings Online Learn more about these strageties 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

