

SEO QUESTIONNAIRE

updated: 9/2015

Below is a snap shot of some of our responsibilities to you, our clients.

Baseline SEO Ranking Report

- You don't know where your going, until you know where you've been. We start off by doing an in depth SEO analysis of the current website to see if there is any negative SEO done to the site or any corrections that need to be made on-site before we begin our campaign.

Keyword Analysis

- We start by analyzing three main factors: 1-estimated monthly search volume, 2-number of competing pages currently ranking for each phrase, and 3-current Google ranking. This list will be refined based on client's input. To start, we will optimize and link build for the broadest terms.

Competitive Analysis

- One of the best ways to improve your rankings is to check the backlinks of your competitors and go after the same or similar links. A competitive analysis will be included in the SEO campaign set up. Based on your input and the research we perform, we will track your top three competitors, from a link building and keyword rankings perspective on an ongoing basis.

Keyword Targeting

- Based off of the Competitive analysis, we will analyze the keywords associated with the package selected and provide feedback as to what keyword(s) will fit into the clients budget.

On-page SEO & Architecture

- The site's architecture is critical to a successful search campaign. Redline SEO Services LLC. will make sure you are compliant with evolving best practices.
- Our On-Site optimization service will include the following components:
 - Creation Of Unique SEO Friendly Page Titles & Meta Tags
 - Optimization of Heading (H) Tags
 - Optimization of Alt Image Tags
 - Optimization of Site Structure And Internal Linking
 - Creation and Uploading of a robots.txt
 - Creation and Submission to Google, Yahoo & Bing of Xml Sitemap (Sitemap.Xml).
 - Content Optimization

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Off-Site SEO

- Off-Site Search Engine Optimization (Link Building) is the process of getting quality, relevant one-way links to your website and strategically managing these links. Search Engines rate these links based on their relevancy, importance, and trust. Each of these factors gives your website “points” based on the quality of these links and in turn improves your website placement within organic search results.

Weekly & Monthly Reporting

- You want to see the results of your investment in SEO and other marketing efforts. Redline SEO Services specializes in providing in-depth analysis and reporting of your website traffic, including the following reports:
- Keyword Rankings & Google Analytics Report

Support

If you ever have any questions or concerns, feel free to contact us anytime. We are available Mon-Fri 8am-4pm at 919-352-9268.