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SEO • SOCIAL MEDIA • CONTENT MARKETING • REPORTING

Website SEO Optimization (on-site)

On-site optimization refers to the principle of making your company's site palatable on both a design and development level. This means that the site lends itself to usability and SEO (search engine optimization) while representing your company in the best possible light.

SEO is a major component in your company's visibility on the web. With the right technical format, the content generated from your site becomes indexed with top search engines. This provides a much higher level of visibility with potential clients, keeping you ahead of the competition.

There's a lot that goes into optimization. Having a site speak to both clients and search engines effectively takes some technical negotiation. At Blindspot we cater to our clients, using a case-by-case approach to determine the correct plan based on your company and its competitors.

ON-SITE RECOMMENDATIONS

- Proper integration with Google
- Robots.txt and sitemap improvements and allowing search engines to index your website.
- Keyword Research & Onsite Search Engine Optimization Improvements
- Ranking Reports and summaries - 1 week after close of month

LINK BUILDING

- Local Directory
- Classified
- Social Bookmarking
- High PR

ON-SITE OPTIMIZATION (TECH)

- Header Tags
- Meta Tags
- Alt Tags
- Meta Descriptions
- Permalinks
- Menu Structure
- Content Integration of Keywords
- Keyword Assessments and Update
- Internal Linking

ACCESS WE WOULD NEED TO MAKE UPDATES AND CHANGES

- FTP Credentials
- CMS Credentials
- Google Analytics
- Google Webmaster Tools

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“Buying a website without SEO is like spending your entire budget on a commercial without buying any air time to show it to the world.

— UNKNOWN

Social SEO (off-site)



Social media is a medium that's taken the internet by storm. Today, there are over 1 billion Facebook users, 540 million Google+ users, and 304 million on Twitter. Because it's become a major player in how companies interact with their clients, leveraging social media correctly can also drive a lot of traffic to your business. Additionally, search engines now interact with social media outlets, linking to posted content and creating calls-to-action that give companies better visibility.

Representing your business online means more than just creating a website and social media accounts. By posting information and interacting with clients, you're initiating a conversation. As a business you can gain useful insight into the minds of your consumers, improving your online marketing campaigns and advertising strategies. Additionally, the content you post through these channels can be interacted with by others, helping to promote your content (and therefore your business) within the social networks.

While Social SEO is only a supplement to the optimization of your site, it's still a very powerful tool. Companies providing social media often offer advertising incentives, and are able to target specific demographics based on their user data. While some are more popular than others, that doesn't necessarily mean they're more powerful. For this reason it's important to know how to use your presence to speak to your target audience.

HOW YOU CAN IMPROVE YOUR COMPANY'S SOCIAL SEO

- Create content that speaks to your (current or potential) clients
- Make your content sharable
- Create a company page/account on Facebook, Twitter, Google+ and LinkedIn
- Invite your clients to give feedback
- Share and generate original content (such as blog posts) from your company's site
- Share articles that relate to your company

SUCCESSFULLY LEVERAGING YOUR ONLINE PRESENCE MEANS THAT YOU SHOULD BE SEEING...

- Facebook likes and shares for your business page
- Followers on Twitter
- Re-tweets by other Twitter users
- Reposts on Facebook
- Google +1s your website receives
- Google+ circles you're in
- Glowing reviews left on your Google+ and Facebook pages

CREATING AN ONLINE PRESENCE FOR YOUR COMPANY IS EXTREMELY IMPORTANT

It's no longer acceptable to simply exist online. To remain relevant and present in the minds of potential clients, you need a degree of accessibility.

SEO and social media help facilitate this, driving users to your content while providing a level of legitimacy. By learning how to use the two together, your company will rise in the rankings — allowing your business to reach its full potential.

Content and Social Media

At Blindspot we specialize in helping growing organizations develop their digital strategy, web presence and vision within the digital space. Having an on-going content marketing plan is crucial to building your brand, connecting with your audience and getting found on the web. (SEO)



FACEBOOK • POSTS DAILY

- Concentrate on positive focus of content that highlights current services or items that focus on SEO Campaign keywords if applicable or brand objectives
- Engage in other businesses / colleagues via Facebook pages (and fans)
- Create and utilize positive branding content



GOOGLE+ • POSTS DAILY

- Create branding page – content posted occasionally as well as video distribution
- Create Google+ local verification process for brick and mortar locations
- Moderate effort – more for distribution purposes of site content until platform becomes more utilized (varies within each topic/industry)



TWITTER • POSTS DAILY

- Content shared – current videos, content and fresh content that will be created
- Provide a list of approved industry magazines, resources and groups for content sharing
- Outreach to possible groups/industry peers, to engage with brand message



LINKEDIN • POSTS DAILY

- Create a LinkedIn Company page if one is not created
- Show how current employees can “Link” to the Company page from their profiles

BLOGGING • TWICE PER MONTH

- Create 2 original blog posts per month to be coordinated with the client



CONTENT MARKETING

According to a study by the Content Marketing Institute, the most effective tools for marketing to date are articles, social media, blog postings, and eNewsletters. With social media's growing popularity it seems that defining where social media marketing begins and content marketing ends has become a gray area.

At Blindspot, we use a mixture of content and social media marketing to promote our clients. With social media's tremendous ability to drive site traffic, it would be foolish not to. By generating well-written, consistent material utilizing keywords and backlinks, we promote highly effective SEO.

Through social media we're able to make the scope of your content's audience even wider—both within the social networks and outside of them.

SEO Monthly Activity Guide



1ST MONTH

- Robots.txt and sitemap improvements and allowing search engines to index your website
- Keyword Research & Onsite Search Engine Optimization Improvements (Including meta tags)
- Setting up Google Analytics Filters for Client and Developers
- Ranking Reports –Initial and another after 30 days
- Link Building
- Local Directory – 5 listings
- Classified – 5 listings
- Social Bookmarking – 5 listings

2ND MONTH

- Google Analytics and Google Webmaster Tools improvements and review
- Onsite Search Engine Optimization Improvements
- Ranking Report
- Link Building
- Local Directory – 5 listings
- Classified – 5 listings
- Social Bookmarking – 5 listings

3RD MONTH

- Google Analytics and Google Webmaster Tools improvements and review
- Onsite Search Engine Optimization Improvements (New pages, blogs, and any other improvements)
- Ranking Report
- Link Building – at least 5 listings total
- Social Media Optimization, Review and Recommendations

4TH MONTH

- Google Analytics and Google Webmaster Tools improvements and review
- Onsite Search Engine Optimization Improvements (New pages, blogs, and any other improvements)
- Ranking Report
- Link Building – at least 5 listings total
- Social Media Optimization, Review and Recommendations

5TH MONTH

- Website Audit and SEO Audit, SEO Competition Reports
- Google Analytics and Google Webmaster Tools improvements and review
- Onsite Search Engine Optimization Improvements (New pages, blogs, and any other improvements)
- Ranking Report

6TH MONTH AND ON-GOING

- Google Analytics and Google Webmaster Tools improvements and review
- Onsite Search Engine Optimization Improvements (New pages, blogs, and any other improvements)
- Ranking Report
- Link Building – at least 5 listings total
- Social Media Optimization, Review and Recommendations

Reporting Examples



MONTHLY REPORTING INCLUDES

- Ranking Report
- Link Building Spreadsheet
- Scoring Sheet
- Google Analytics

KLC Financial

Page Top Layer of Content

Page Bottom Layer of Content

Page Side Layer of Content

Page Footer Layer of Content

Page Content Layer of Content

Page Image Layer of Content

Page Video Layer of Content

Page Audio Layer of Content

Page Form Layer of Content

Page Table Layer of Content

Page Script Layer of Content

Page Style Layer of Content

Page Meta Layer of Content

Page Link Layer of Content

Page Image Alt Layer of Content

Page Video Alt Layer of Content

Page Audio Alt Layer of Content

Page Form Alt Layer of Content

Page Table Alt Layer of Content

Page Script Alt Layer of Content

Page Style Alt Layer of Content

Page Meta Alt Layer of Content

Page Link Alt Layer of Content

Page Image Alt Layer of Content

Page Video Alt Layer of Content

Page Audio Alt Layer of Content

Page Form Alt Layer of Content

Page Table Alt Layer of Content

Page Script Alt Layer of Content

Page Style Alt Layer of Content

Page Meta Alt Layer of Content

Page Link Alt Layer of Content

coffee-mill.com

Ranking Report

Rank	Title	URL	Date
1	Best coffee mill	http://www.coffee-mill.com/best-coffee-mill	2013-01-01
2	Best coffee mill	http://www.coffee-mill.com/best-coffee-mill	2013-01-01
3	Best coffee mill	http://www.coffee-mill.com/best-coffee-mill	2013-01-01

Web Page Audit

Page: www.ignition.com

Score: 0.97

Requests: 291

Size: 16

Issues:

- 1 Error
- 1 Warning
- 1 Notice
- 1 Info
- 1 Debug

Key Findings:

- 1 Error: This page has too many redirects.
- 1 Warning: This page has too many redirects.
- 1 Notice: This page has too many redirects.
- 1 Info: This page has too many redirects.
- 1 Debug: This page has too many redirects.

GTmetrix

Performance Report for: http://melodies.com

PageSpeed Score: A (91%)

YSlow Score: C (75%)

Page Load Time: 1.9s

Total Page Size: 487KB

Requests: 50

Top 5 Priority Issues:

1. Optimize images
2. Enable compression
3. Minify CSS
4. Minify JavaScript
5. Enable browser caching

Robots Exclusion Standard

URL	Status	Reason
http://www.example.com/robots.txt	OK	
http://www.example.com/robots.txt	OK	
http://www.example.com/robots.txt	OK	

MOZ The Web Developer's SEO Cheat Sheet

Important HTML Elements

- 1. Title Tag
- 2. Meta Description Tag
- 3. Meta Keywords Tag
- 4. Canonical Tag
- 5. H1 Tag
- 6. H2 Tag
- 7. H3 Tag
- 8. H4 Tag
- 9. H5 Tag
- 10. H6 Tag

HTTP Status Codes

- 200 OK
- 301 Moved Permanently
- 302 Temporary Redirect
- 404 Not Found
- 500 Internal Server Error

Webmaster Tools

- 1. Google Webmaster Tools
- 2. Bing Webmaster Tools
- 3. Yahoo! Webmaster

Canonicalization

- 1. Canonical URL
- 2. Self-referencing
- 3. Top-level Domain
- 4. Sub-domain
- 5. Protocol
- 6. IP Address
- 7. Port Number
- 8. Host Name

URL Best Practices

1. Short
2. Descriptive
3. Keyword-rich
4. Easy to remember
5. Easy to type
6. Easy to spell
7. Easy to pronounce
8. Easy to read

SEO Tips for URLs

- 1. Use lowercase letters
- 2. Use hyphens to separate words
- 3. Avoid underscores
- 4. Avoid special characters
- 5. Avoid numbers and symbols
- 6. Avoid stop words
- 7. Avoid duplicate content
- 8. Avoid long URLs
- 9. Avoid trailing slashes
- 10. Avoid trailing spaces

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*“However beautiful the strategy, you should
occasionally look at the results.*

— WINSTON CHURCHILL