



SEO Marketing

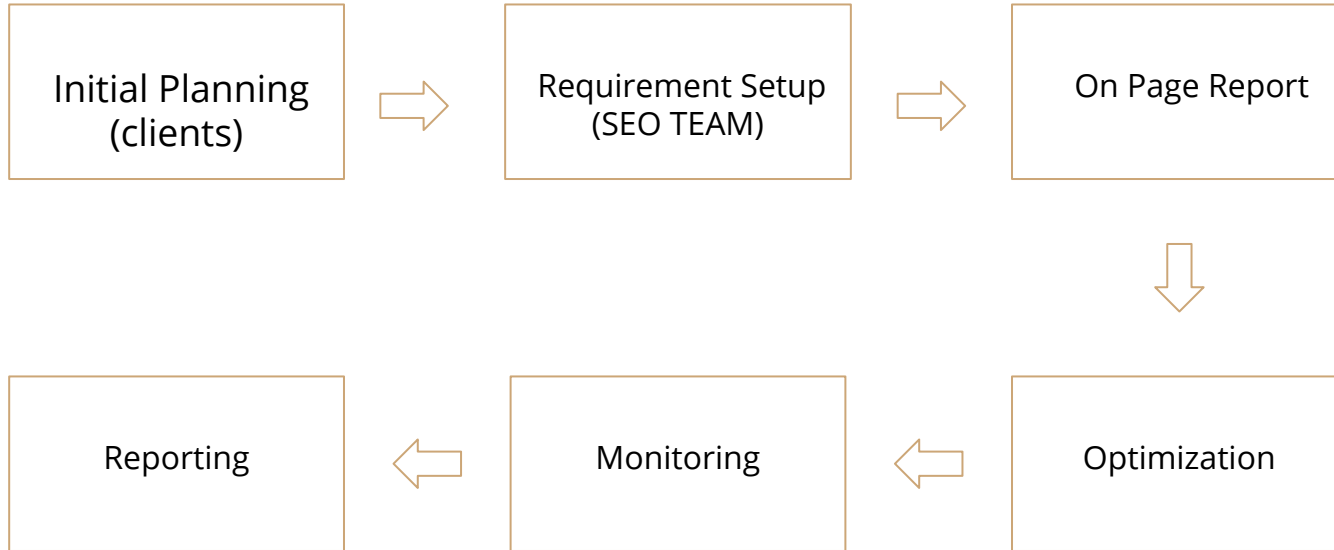
SEO Fundamental

Search Engine Optimization (SEO)

1. Able to rank your current website higher organically in Google
2. Able to appear more often in Google whenever a keyword is type on it
3. Able to provide relevant information, genuine content, organic traffic to website



Work Flow Chart (SEO)



SEO Initial Planning

1. **Clients Requirement Form**
 - Forward to clients to get their requirements
2. **Build keywords**
 - Research & build 10 - 20 long-tail keywords
3. **Keyword Competitor Analysis**
 - Check keyword competitiveness
(Average monthly search 0-100 ; competitiveness low, medium, high)
4. **Propose Keyword**
 - Choose the top 10 keywords to propose, compile into a report and forward to clients

VeecoTech

INITIAL CLIENT REQUIREMENT

This document contains the Initial Client Questionnaire for Search Engine Optimization (SEO) service.

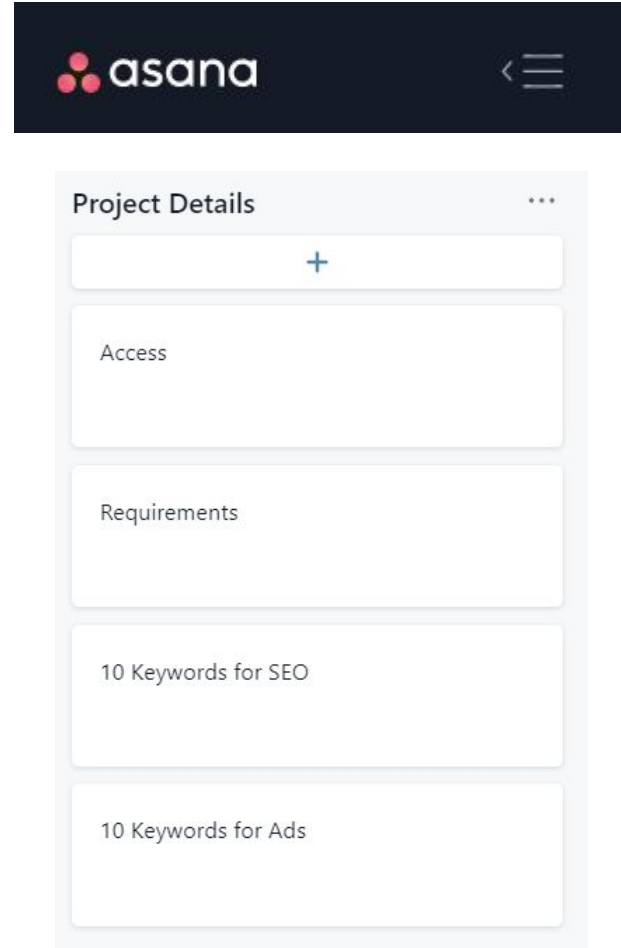
Client personal information :

Name:	Koay Lay Di
Company Name:	Bold Inspiration Sdn Bhd
Website URL:	www.boldinspiration.com
Phone number :	012-4333545
E-mail:	laydi@boldinspiration.com
Skype:	-

Project related Information:

SEO Requirement Setup

1. **Clients Requirement**
 - Open a new folder in Asana
 - Fill up all the expectation in details
2. **Top 10 SEO Keywords**
 - Confirm Top 10 keywords
3. **Website Status Report**
 - Current ranking before any optimization has been done
 - Website speed (GTMETRIX)
 - Website loading time
 - Website validation error (<https://validator.w3.org/>)
 - Website redirect problem
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On Page Report

1. Advance Keywords Analysis
2. Title Tag Optimization
3. Description Tag Optimization
4. Keyword Tag Optimization
5. Duplicate Content Check
6. Competition Analysis
7. Backlink Audit (Lost Backlinks)
8. XML Sitemap
9. Keyword Density & Content Recommendations
10. Check Noindex & Index Tag
11. H1 Tags Correction
12. Image Alt Tag Analysis / Updation
13. Anchor Tag/Internal Linking Optimization
14. Canonical Tag Impletmention (If Applicable)
15. Check URL Canonicalization
16. URL Structure/Mapping Analysis
17. Check SEO Friendly URL's
18. URL Rewriting (If Required)
19. Google Analytic Setup (If not setup)
20. Analytic Custome Dashboard
21. Social Media Buttons Integration
22. Favicon
23. Footer Optimization (If Applicable)
24. Call To Action Report
25. Link Detox
26. Blog Page Recommendation
27. FAQ Recommendation
28. Check Custome 404 Page
29. SSL Certification Recommendation
30. Google Pagespeed Test & Optimization Report
31. Speed Optimization Report (Desktop/Mobile)
32. Mobile Friendly Test
33. Check W3C Error Report
34. Broken Links Optimization
35. Schema Implementation for Contact Address
36. Google Webmaster verification code
37. Frame

Optimization

White Hat SEO Work as per Google Panda and Penguin Algorithm

On-Page

- Blog
- H1 Title
- Meta description
- Page Internal linking



Off Page

- Backlink
- Business Listing
- Profile Creation
- Infographic
- SMO



Monitoring

Ranking Report

- To check current ranking
- Compare growth rate of current ranking & previous ranking

Go through Quality check of URL

(SMO, Profile Creation, Article Submission, Business Listing)

Schedule send Report

- Google Analytics > Every month 30th (Time: 10.00am)

Weekly SEO Report

White Hat SEO Work as per Google Panda and Penguin Algorithm

Weekly Status Report 11 - Feb - 2020	
Tasks	Submitted/Approved
Ranking Report	Done
SMO	Updated
Profile Creation	Created
Article Submission	Live
Article Promotion	Live
Business Listing	Live

Reporting

Schedule send Report

- Google Analytics > Every month 30th (Time: 10.00am)

Schedule a meeting time 2 months once

- Feedback to clients (user, traffic, ranking)

