



## WE-SEO LOCAL PLATINUM PLAN

### MONTH 1

- Your Own Reporting & Customer Dashboard
- Global Website Audit
- Page Specific Audit - up to 30 Pages
- 3 Competitors Analysis
- Backlink Profile Analysis and Link Detox - Up to 150 Domains
- Keyword Research, Grouping & URL Mapping
- Website Duplicate Content Check - up to 30 Pages
- Google Penalty Check
- Website Form Conversion and Event Tracking - up to 6 Goals
- Review Widget Installation to Generate Positive Reviews
- Call Tracking (if included)
- HeatMap, ScrollMap, Overlay and Confetti Report Setup for Homepage
- User Testing Video
- Page Title & Meta Tags Creation - up to 30 Pages
- 6 Website Content Writing (250 Words Per Page)
- Internal Linking, Image, Hyperlink and Heading Tag Optimization - up to 30 Pages
- Image GEO Tagging - up to 30 Images
- Homepage & 2 Landing Page Speed Reporting on Desktop & Mobile
- Robots.txt Optimization
- Page URL Canonicalization - up to 30 Pages
- Adding Rich Snippets - up to 30 Pages
- Voice Search Optimization
- Schema Implementation (Local Business Information, Map, Image, Logo and Reviews) - up to 30 Pages
- FAQ Schema Implementation
- Google My Business (GMB) Listing Setup and Optimization with Description
- GMB Website Embed - up to 30 Pages
- 4 GMB Posts
- 6 GMB Q&A's
- 5 GPS Listing Submissions
- Google My Map Syndication with Driving Directions
- Weekly SEO Status Reports
- Month 1 SEO Performance Report



## MONTH 2

- 6 Editorial / Guest Blog with Social Boost
- 1 Press Release Writing, Distribution & Social Boost
- 1 Infographic Creation, Distribution & Social Boost
- 1 Brand Interview
- 2 Q&A Posting
- FAQ Page Content
- Google Analytics, Search Console and Bing Webmasters Setup
- Analytics Spam Filtering
- Broken Link Fixing, GSC 404 Error Correction & 301 Page Redirection - up to 30 Pages
- User HTML Sitemap Creation, Uploading & Linking
- XML Sitemap Creation & Submission to Google & Bing
- Local Citation Audit with NAP Inconsistency Fixing, Optimizing Existing Listings & Troubleshooting Duplicate Listings
- Bing Local, Apple Maps & Facebook Local Listings
- Yelp Advanced Optimization
- 6 Authority Business Listings
- 12 Industry Specific + 2nd Tier Local Citations
- Website Social Boost - 6 URLs X 20 Sites
- Promotional Video & Business Presentation - 2 Videos & PPTs X 10 sites
- GEO Tagged Photo Submissions - 6 Photos X 5 Sites
- 6 Social Network Citations
- Local & Social Community Setup
- 6 Coupon Distribution (if provided)
- Weekly SEO Status Reports
- Month 2 SEO Performance Report

## MONTH 3 AND ONGOING MONTHLY

- 6 Editorial / Guest Blogs with Social Boost
- 6 Social Network Citations
- 6 Authority Business Listings
- 12 Industry Specific + 2nd Tier Local Citations
- 4 GMB Posts
- Continued SEO Enhancements to Improve SEO Performance



- Bi-Monthly SEO KPI Audit
- Bi-Monthly Content Gap Analysis, Backlink Gap Analysis & Keyword Opportunity Assessment
- One Time User Experience Video
- Weekly SEO Status Reports
- Monthly SEO Performance Reports