The PROSITES SEO Journey:

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.



MONTHS 1-2

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 Website Optimization
 Monthly Website Optim



- 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 SEO Reports Delivered

Analyze &

Optimize

- Campaign Adjustments **Based on Performance**



Maintain

Monthly Website Optimization Monthly SEO Reports Delivered





MONTHS

* Number of landing pages, blog posts and business listings depend on package purchased.

A Road to Better

Rankings Online

your practice's success with your rankings online.

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Learn more about these strageties and what you can do to maximize



Website Design and Marketing