



# SEO

Three little letters that can add up to a big return.

You know the implications of **Search Engine Optimization** go far beyond page one, but the process itself can be mystifying. To help you leverage and understand ProSites' SEO strategy, we developed a **10-step roadmap** that provides transparency into the process. Strategic consultation is at the core of our SEO packages. We even developed a **30-point improvement process** to ensure everything is covered. Read on to find out more about ProSites' SEO strategy and how we can put it to work for your dental practice.



# PROSITES SEO STRATEGY ROADMAP



## 1. CAMPAIGN SETUP

The most important part of any digital marketing campaign is the ability to track results. Our expert SEO strategists ensure your website is set up with tracking codes for several key reporting tools from the beginning of your campaign. We also add structured data HTML code to your website to help search engines better understand your SEO target location(s) and services.



## 2. STRATEGIC CONSULTATION

During the initial stage of your SEO campaign, you'll have an SEO campaign kick-off call with one of our team members to create a unique strategy and plan to help you rank as high as possible on search results for your geographic region. During this call, you'll finalize the SEO campaign target location(s) and services.



## 3. SOCIAL MEDIA PROFILES

We add your business to Google My Business and Yelp, and then optimize those listings to provide accuracy and thorough information. We add your existing social media profiles to your website as authority signals.



## 4. OFFSITE LISTINGS

To maximize your visibility, your business is listed on key online directories, ensuring your business name, address, phone number and website URL (NAPW) is consistent across all listings.



## 5. BASELINE RESEARCH

We identify the top keywords prospective clients use when searching for your services based on your specialties, location and best quality traffic. We compare these findings against your competitors to identify the best keywords to track for your campaign based on your defined targets.



## 6. CUSTOM SEO CONTENT

We create custom SEO content for your defined target location(s) and services to improve your rankings. Number of custom SEO content pages varies by SEO package.



## 7. ONSITE OPTIMIZATION

To help search engines easily understand your site, we create an XML sitemap and optimize page titles, header tags, meta descriptions, image alt text and internal links on tier-1 pages. Elite package includes tier-2 page optimization.



## 8. BLOG SETUP & POSTING

Relevant, high-quality content is an important factor in SEO. We set up your practice's blog and post articles on your behalf. Available only with Premium and Elite.



## 9. MONTHLY REPORTING

After your initial ramp-up period, we provide easy-to-read reports that track key performance indicators, such as top-ranking keywords, traffic sources, site views, new leads and ROI.



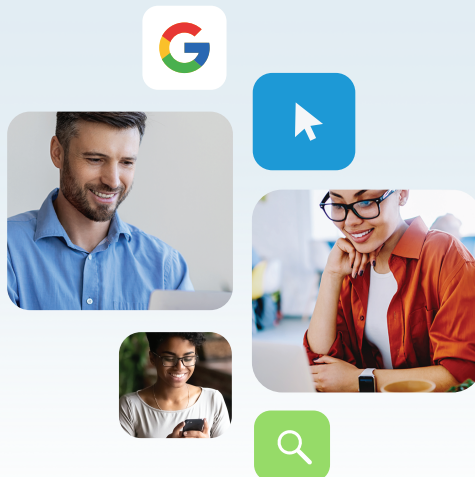
## 10. CAMPAIGN MANAGEMENT

We utilize software that audits your website to track its performance so we can understand how to take the best approach to improving your SEO campaign. We employ various tactics from our 30-point improvement process, depending on issues identified in the audit, such as fixing page crawl issues, fixing broken links, optimizing meta titles, optimizing page headers, reclaiming backlinks, etc.

## CAMPAIGN MANAGEMENT 30-POINT IMPROVEMENT PROCESS

SEO is a complicated moving target. Losing sight of one element can damage your practice's online presence.

**Our 30 point improvement process** is built to ensure continual alignment of SEO components



### ✓ Onsite Optimization

1. Optimize Header Tags
2. Optimize Image Alt Text
3. Optimize Internal Links
4. Add Call to Action Buttons
5. Enhance Schema Markup
6. Add High Authority Outbound Links
7. Fix Broken Links
8. Link to Orphaned Pages
9. Remove Duplicate Content
10. Noindex Duplicate Content
11. Refresh or Add Content (as needed)

### ✓ SERPS Optimization

12. Optimize Meta Titles
13. Optimize Meta Descriptions

### ✓ Offsite Optimization

14. Add Photos to Yelp
15. Add Photos to Google My Business
16. Add Categories and Services to Google My Business
17. Update Directory Listing NAPW data
18. Reclaim Backlinks

### ✓ Review Website Performance

19. Review Crawl Stats and Errors
20. Review Sitemap Crawl Frequency
21. Check Google Index Status
22. Analyze PageSpeed Insights

### ✓ Review Analytics

23. Analyze Visits
24. Review Traffic Sources
25. Analyze Bounce Rate
26. Analyze Avg. Session Duration
27. Review Competitor Backlinks
28. Analyze Competitor Content

### ✓ Optimize Keywords

29. Compare Competitor Keyword Rankings
30. Add Relevant Tracked Keywords (as needed)

# YOUR DENTAL PRACTICE IS AS UNIQUE AS THE PATIENT YOU TREAT.

Your goals, specialties, and location all factor into determining an **SEO strategy** that best meets your needs. We've created three **SEO packages**, each designed with practice-specific needs in mind.

	ADVANCED	PREMIUM	ELITE
	For small markets, light competition, and/or limited services.	For medium markets, moderate competition, and/or expanded set of services.	For large markets, heavy competition, and/or large array of services.
Campaign Setup	✓	✓	✓
Strategic Consultation	✓	✓	✓
Social Media Profiles	✓	✓	✓
Offsite Listings	Up to 15	Up to 20	Up to 40
Baseline Research	✓	✓	✓
Tracked Keywords	Up to 10	Up to 15	Up to 25
Custom Seo Content	3	5	10
Onsite Optimization	✓	✓	✓
Tier-2 Optimization	–	–	✓
Blog Setup & Posting	–	✓	✓
Monthly Reporting	✓	✓	✓
Campaign Maintenance	✓	✓	✓

## SEO ADD-ONS

- + **Extra Location Business Listings - \$495 one time**  
Set up, verify and optimize Google My Business and Yelp for one additional physical address.
- + **Niche Directory Submission - \$395 one time**  
Set up, verify and optimize Google My Business and Yelp for one additional physical address.
- + **Secure HTTPS Certificate - \$9.99/month or \$49.99/year**  
Includes purchase and installation of Secure Sockets Layer (SSL) certificate.
- + **Integrated Call Tracking - \$99 setup plus \$29.99/month**
- + **Custom Blog - \$395**  
A single custom blog post.
- + **Quarterly Blogging Campaign - \$295/quarter**  
Includes purchase and installation of Secure Sockets Layer (SSL) certificate.
- + **Additional SEO Target - \$98/month**  
Write custom SEO content for one additional service or location page and add 2 corresponding keyword to tracking.