

Objective:

Monitor & improve keyword rankings, organic traffic & conversions.

Technical SEO

Technical Audit

- a. Correct broken pages, redirections & duplicate content.
- b. Evaluate & fix site speed, security & mobile usability issues.
- c. Manage any canonical tag, pagination, meta keyword & miscellaneous SEO issues.
- d. Evaluate information architecture throughout the header, footer & homepage for click depth & link equity consolidation.
- e. List structured data opportunities for richer information in the search engine results.

Analytics, Tools & Reporting

- a. Set up goal/event tracking within Google Analytics.
- b. Set up reporting to monitor organic traffic, organic CTRs, bounce rates, DA/PAs, backlinks & organic conversions.
- c. Use Google Tag Manager to track important actions including scroll depth, outbound link clicks, PDF downloads, form submissions & click-to-call actions.

Persona, Competitor & Keyword Research

- a. Create an exhaustive list of keywords to use within the copy including keyword themes, synonyms & long-tailed variations.
- b. Create a keyword list to monitor progress through Google Search Console or another keyword tracking platform.
- c. Understand personas, website/business history & existing relationships within the industry.

On-Page SEO

New Page Creation

- a. Create or update pages according to persona, keyword & competitor research.
- b. Create or update geocentric (city & state), solution, industry, press, reviews/testimonials, referrals, privacy/terms, policies, thank you & other important pages.
- c. Implement structured data opportunities specific to the solar industry (reviews, URL breadcrumbs, knowledge graph & more).

On-Page & Local SEO

- a. Revise all titles, meta descriptions & headers.
- b. Add, improve & optimize images while defining keyword-rich image filenames & alt attributes.
- c. Improve anchor text for internal & outbound linking.
- d. Improve content through keyword research & best practices.
- e. Remove unnecessary pages to improve crawl budget & link equity.
- f. Embed local features like a Google My Business map and local reviews, where applicable.
- g. Improve readability & content segmentation.

Conversion Rate Optimization (CRO)

- a. Evaluate forms, CTAs, smart content & other possibilities including live chatbots & pop-up offers.
- b. Add trust symbols available near forms, footer & conversion areas.
- c. Assist with A/B & multivariate testing.
- d. Create an update schedule to maintain freshness.
- e. Add user engagement features, like progress indicators, to increase dwell time.

Off-Page SEO

Local Citation & Linkbuilding

- a. Audit & evaluate current backlinks.
- b. Create or update profiles & listings on industry-specific & local citations, associations, forums & more.
- c. Start outreach through existing partners & competitor opportunities revealed by SEO tools, alongside local businesses or influencers.
- d. Integrate SEO with PR efforts.
- e. Begin an attractive linkbuilding program through content.

Online Reputation Management

- a. Evaluate & improve the 1st page of the SERPs for a positive impression on branded keywords.
- b. Choose a reviews management platform, if needed.
- c. Implement an outreach strategy to increase brand & product reviews.

New Quarterly SEO Plan

- a. Develop a future quarterly SEO plan based on current progress, needs & developments.
- b. Improve on-page & off-page SEO for third-party review & industry sites.
- c. Create an SEO-informed content calendar and/or evaluate current content for SEO.