D2 | SEARCH ENGINE OPTIMIZATION (SEO)

FOUNDATIONAL

- Keyword Research
- Competitor Analysis
- Technical SEO Audit
- Performance audit for desktop and mobile optimization
- On-site application and CMS updates and maintenance
- On-site Optimization
  - Content
  - Keywords
  - Keyword density
  - Meta page title & descriptions
  - Robots & sitemap files & submissions
  - Image optimization
  - SEO friendly URLs
  - Internal linking audit & optimization
  - Broken links
  - External linking audit & optimization
  - Accessibility
  - Html page structure
  - Keyword location focus keywords
    and more...

OFF-PAGE

- Off-Site Optimization
- Guest Blogging
- Barnacle SEO
- Backlink Audit & Backlink Building
- Content Marketing
- Linkable Asset Creation (where applicable)
- Business Directory Listings and Optimization
- Top Business Listing Platforms
- Google Analytics Optimization and Integration
- Google search Console Optimization and Integration
- Negative SEO - low quality backlinks/domains disavowed

LOCAL

- Citation Building
- Bing Local Optimization
- Google My Business Optimization and Integration
- Directories and Business Listings
- Syncing current business information

*Some processes or tasks are limited to budget and, in some cases, limited to what platform a website is built on. All SEO clients will receive all applicable services listed above.