FLYING V GROUP

SEO Plans

Flying V Group

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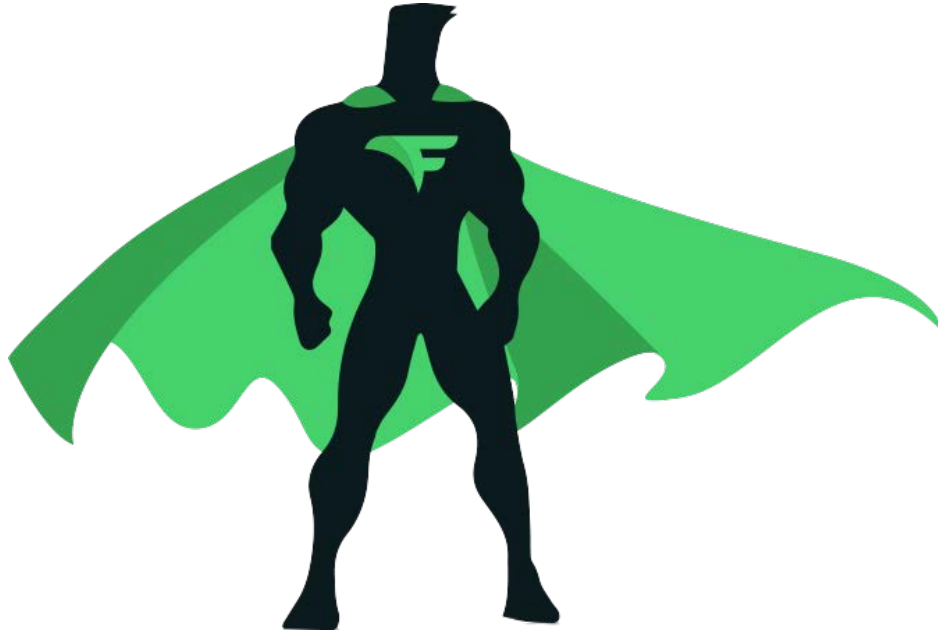
"Marketing Heroes to the Rescue"

At the Flying V Group, our solutions are simple, transparent, and are built to work with the latest search engine ranking updates. We don't give complicated or vague estimates and we don't promise results that we can't deliver. We can help you with every step of setting up a successful online business. From setting up a structurally solid and visually appealing website to establishing it in search and social media, we can do all it takes.

Some of our other services include Website Design and Development, Enterprise Level SEO, PPC Management, Social Media Management, and Brand Development. Thank you for taking the time to review our SEO and Website Maintenance Plans.

SEO Process

STEP 1 – Campaign Setup

This phase involves analysis of your site, link structure, code, navigation, and content of the website. This phase also includes analyzing your top five competitors on the major search engines and drawing a comparative report.

STEP 2 – Keywords Research

We conduct extensive research using varied tools and actual search data to find keywords worth your investment. Factors, such as your target clientele, geographic area, and nature of your business are kept in mind while finalizing keywords. The keyword research report is sent for your review and approval.

STEP 3 – Optimizing Pages

The focus is on content optimization through keyword incorporation, LSI, anchor text, and interlinking. Pages are specifically optimized according to the different theme of each page/section on your site.

STEP 4 – Code Optimization

Code is like the 'life support system' of the website. We analyze the code and rewrite the title tag, description tag, and keyword tag to ensure they are search engine optimized, search engine friendly, and, most importantly, clickable.

STEP 5 – Building Backlinks

The task is to get smart links from content marketing which promise maximum value in keeping with the changing search engine guidelines. All the links that we get are from related and clean websites. We believe that a low Page Authority link from a related website is better than a one-way link from a random one.

STEP 6 – Google+, Facebook, and Twitter Marketing

We believe social has become a part of search. That's why all our packages come integrated with a social component to keep your social accounts active and search results truly diversified.

STEP 7 – Generating Reports and Tracking Rankings

From research and development to reporting and analysis, we provide clients with a full range of reports that includes monthly rank reports, extensive excel sheets, PDFs, graphs on rankings, ranking trends, traffic flow, click rates, conversions, and more.

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Campaign Setup

	Starter	Bronze	Silver	Gold	Platinum
In-Depth Site Analysis	✓	✓	✓	✓	✓
Content Duplication Check	✓	✓	✓	✓	✓
Initial Backlinks Analysis	✓	✓	✓	✓	✓
Google Penalty Check	✓	✓	✓	✓	✓
Mobile Usability Check	✓	✓	✓	✓	✓
Competition Analysis	✓	✓	✓	✓	✓
Keyword Research	✓	✓	✓	✓	✓
# of Keywords	12	20	30	50	80

On-Page Optimization

	Starter	Bronze	Silver	Gold	Platinum
Title & Meta Tag Optimization	✓	✓	✓	✓	✓
Content Optimization	✓	✓	✓	✓	✓
Mobile Site Optimization	✗	✓	✓	✓	✓
Page Speed Analysis & Optimization	✗	✓	✓	✓	✓
HTML Code Cleanup & Optimization	✓	✓	✓	✓	✓
Internal Link Structuring & Optimization	✓	✓	✓	✓	✓
Pages H Tags Optimization	✓	✓	✓	✓	✓
Canonicalization/301 Redirect	✓	✓	✓	✓	✓
Schema Markup Implementation	✓	✓	✓	✓	✓
Image & Hyperlink Optimization	✓	✓	✓	✓	✓
Robots.txt Creation/Analysis	✓	✓	✓	✓	✓
Sitemap Creation	✓	✓	✓	✓	✓
Google & Bing Webmaster Tools Signup	✓	✓	✓	✓	✓
Google Analytics Setup & Integration	✓	✓	✓	✓	✓

Content Marketing and Link Acquisition (Per Month)

	Starter	Bronze	Silver	Gold	Platinum
Blog Writing	1	1	1	2	4
Informational Content Writing & Sharing	2	3	4	6	9
Press Release Writing & Distribution	1	2	3	5	6
Press Release Social Bookmarking	5	10	15	25	30
Guest Blog Outreach	✗	1	1	2	3
Guest Blog Social Bookmarking	✗	✓	✓	✓	✓
Magazine/News Placement	✗	✗	✓	✓	✓
Q&A Posting	✗	✗	✓	✓	✓
Premium PR Distribution	✗	✓	✓	✓	✓

Social Media Marketing (Per Month)

Google Plus Page Setup	🦸	🦸	🦸	🦸	🦸
Facebook Page Setup	🦸	🦸	🦸	🦸	🦸
Twitter Account Creation	🦸	🦸	🦸	🦸	🦸
Unique Social Media Posting	3	6	9	12	15

Video Marketing (Per Month)

YouTube Channel Creation	🦸	🦸	🦸	🦸	🦸
Video/PPT Creation + Distribution	🦸	1	1	2	3

Local Search Optimization

NAP Syndication	🦸	🦸	🦸	🦸	🦸
Citation Building	🦸	🦸	🦸	🦸	🦸
Google My Business/Bing Local Listing	🦸	🦸	🦸	🦸	🦸
Updating Pages & Schema Integration	🦸	🦸	🦸	🦸	🦸
Classified Submissions	🦸	🦸	🦸	🦸	🦸
Coupon Distribution	🦸	🦸	🦸	🦸	🦸

Monthly Reporting

Search Engine Rank Report	🦸	🦸	🦸	🦸	🦸
SEO Reports	🦸	🦸	🦸	🦸	🦸
Google Analytics Analysis Report	🦸	🦸	🦸	🦸	🦸
Activity Report	🦸	🦸	🦸	🦸	🦸
Monthly Action Plan	🦸	🦸	🦸	🦸	🦸

Frequently Asked Questions

How long before I can see SEO results?

New sites take longer than old sites to show up in top results. Once the campaign starts, we will provide you with an expected timeline based on the technical site review and keyword analysis. Generally, new campaigns can take 5-6 months whereas established sites may take 3-4 months to show improvements.

How will I know if the SEO campaign is making any progress?

We do regular activity updates as well as send monthly rank reports for all the keywords that we are working on. In addition, we also provide detailed traffic and website usage reports to show how traffic source and conversions are improving.

Are your link building methods Google Penguin safe?

Yes, they are. We use a wide variety of anchor text which will be a mix of synonyms, plural/singular forms, combine keywords, brand only, whole sentences etc. for all submissions. This prevents from over-optimizing anchor texts and creates a natural anchor text distribution.

Do I need to do anything extra to comply with changing search engine guidelines?

No, it's all taken care by us. Our packages, processes and quality standards are constantly updated as per the latest changes in algorithms. From the link partners to the list of article directories, we review everything from time to time.

Thank you!

Contact us today to get started at (949) 940-8884 or email us at info@FlyingVGroup.com!