

# Ordering SEO Services Guide

Professional SEO services are essential for boosting online visibility, driving organic traffic, and delivering measurable growth. This guide will walk you through the process of ordering and leveraging SEO services effectively.

## 1. Activating SEO Services

To begin, follow these steps:

Provide Client Details:

- Enter the client's email address.

Submit Website Details:

- Add the website URL.
- Provide necessary login credentials (e.g., cPanel, hosting access).

Choose the SEO Package:

- Local SEO: \$200/month.
- Monthly Comprehensive SEO: \$700/month.

## 2. SEO Service Phases

### Phase 1: Onboarding

Initial Research & Planning

- Keyword Research: Identify 5, 7, or 10 targeted keywords.
- Industry/Competitor Research: Analyze competitors for actionable strategies.
- Sitemap Review: Evaluate and refine the main navigation structure.
- Content Analysis & Planning: Review existing content and plan for improvements.

Onsite Optimization

- **Yoast SEO Plugin Installation/Setup.**
- **Title Tag, Meta Description & H1 Tag Optimization:**
  - 5 Keywords: 10 topics optimized.
  - 7 Keywords: 16 topics optimized.
  - 10 Keywords: 20 topics optimized.

## Basic Technical Optimization

- XML Sitemap & Robots.txt
- Google Tools Integration: Google Analytics, Search Console.
- Tag Manager & Analytics Goal Tracking.

## Advanced Technical Optimization

- Schema Markup & Data Highlighter.
- 404 Error Correction & 301 Redirect Setup.
- Sitemap Submission to Google Search Console.
- SiteSpeed Improvements.
- Advanced Schema: FAQ, About, Review.
- Internal Linking & Image Alt Text Optimization.

## Phase 2: Recurring Monthly Deliverables

### Content Creation

- Homepage Content: 500 words.
- Service/Product Topics:
  - 2, 3, or 4 topics per month.
- Stock Images: 2, 3, or 4 optimized images with alt text.
- Content Installation & Optimization.

### Backlinks

- **DA 20:** 1 backlink per month.
- **DA 30:** 1-2 backlinks per month.

## 3. Best Practices for Using SEO Services

### Provide Accurate Details:

Ensure login credentials and content URLs are correct.

### Track Progress:

Monitor optimization improvements using monthly reports.

### Engage with Content:

Approve or suggest edits for content creation to maintain alignment with your goals.

### Be Consistent:

Ongoing monthly deliverables enhance SEO results over time.

With professional SEO services, you can confidently grow your online visibility, enhance rankings, and drive consistent traffic. For additional support, reach out to the service provider's support team or refer to the full SEO documentation.

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