

SEO Strategy



SEO Is Our Flagship Service

Search engine optimization is what we are known for - and it's what we do best. We have a deep knowledge and expertise of getting results. Since our inception in 2009, it's been at the core of who we are. We love search because - more than any other digital channel - there is already likely an established need and an intent to act on it. When there is existing demand for a product or service, it's the best overall channel to get in front of new customers. Below, you'll find some insights into our service offering, the deliverables, and some information about timeline and expectations.

Based on Competitive Intelligence

Our SEO Service isn't a pre-canned solution. We'll discover why sites are ranking in the top positions in your specific areas and keywords, then create a plan to help you become the right resource to satisfy the search requirement.

SEO Strategy

Coding & Technical SEO

We'll analyze and optimize technical components of your website to ensure that it meets the requirements of crawlers and users - things like performance, indexing, information architecture, and structured data.

Content Relevance & Depth

In order to rank in Google, you have to be the best answer to the query. We'll research and develop content, optimize it, and refine it to turn your website into the best resource for Google and your potential customers. This involves creating new pages, editing and optimizing existing pages, and creating new internal link opportunities to strengthen the on-site signals needed for relevance.



SEO Strategy

Links & Citations

In addition to being a good resource, you also need credibility. We'll help you acquire new inbound links and citations from relevance, real and credible websites. Links that matter for SEO often meet the requirements of being "followed" (meaning Google is allowed to crawl and follow the link, and pass ranking metrics), attainable (the link makes sense from a time and resources perspective), relevant (within the same or related topics to the target website), credible (it has its own link and topical authority), and real (it exist for users and not just for link purposes). Citations tend to be from sources that pass information like local listings or resources, and sometimes may be followed or no-followed, but can have an impact on overall relevance, credibility, and prominence.



SEO Strategy

Conversions & Search Accomplishment

An important signal for Google is that users accomplish their search goals. This could be in a conversion event on your website, or that they found what they wanted and ended their search with your website. We'll help you create a user experience that encourages more conversions and search accomplishment. The result is increasing leads/sales and giving Google important machine learning data that may increase ranking potential.

SEO Deliverables

Our SEO service is based on actionable steps to help you increase your rankings. We use competitive intelligence to identify what makes the top rankings sites perform well in search. We then create a plan to execute that gap and exceed it where possible, giving you a pathway for success. The deliverables for each campaign will vary based on the scope and budget. Campaigns may receive some or all of the following depending on the package:



SEO Strategy

- **Initial Assessment** to give us an overall roadmap and baseline starting position.
- **Technical SEO Audit** to discover technical issues like crawling, indexing, 404s, redirects, etc that can hinder rankings.
- **Keyword Research** to identify transactional and information search terms likely to meet your business objectives.
- **Competitive Intelligence** to identify what Google wants from a top ranking site and a pathway to get there. One of the most important deliverables and differentiators with SE0teric is our ability to identify and execute the actionable steps for rankings improvement based on your specific industry and keyword targets.
- **Content Creation** with strategic outlines and content designed to meet the requirements of search engines and your prospective users.
- **10X Pillar Pages** which act as main keyword/topic landing pages. These pages are derived from competitive intelligence by analyzing the top 10 ranking sites and then amplifying their content into a single good resource (hence the moniker "10X")



SEO Strategy

- **Topic Subpages** which can be used to target subtopics and related keywords. Subpages give us an opportunity to improve rankings for deep topics and long tail search queries.
- **Content Optimization** to optimize content and pages using a metric by metric approach for key elements like titles, meta data, internal links, headlines, supporting media, etc.
- **Content Refinement** to test subtle changes for ranking improvements. Sometimes in competitive search topics and keywords, the gaps get smaller at the top, and finding opportunities for improvement requires strategic changes tested and refined over time.
- **Conversion Tracking** to know how users are interacting with your website. We track things like form submissions, calls from mobile devices, and other actions that are centric to your business goals.
- **HARO Monitoring** for media queries and link opportunities. These can be sparse for some industries, but the opportunities can be significant to acquire highly credible and relevant inbound links.



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- **Link Outreach** to find relevant link targets to pitch link opportunities. We used a mix of strategies to acquire links using manual outreach. That may include pitching expert quotes to add to existing articles, getting content published to existing articles, pitching new content, and contributing to news or journalist content as a third party validation source.
- **Analytics Dashboard** to monitor and keep track of progress. Data like rankings, traffic, traffic sources, conversions, and more can be found on your custom analytics interface. Data is updated at least daily so you can see in real time how things are going.
- **PRO Consulting** to keep you up to date on our progress. Our cadence for consulting follows our PRO cadence of Progress, Results, and Opportunities. Progress to show the work that has been executed, Results to show the impact of the work, and Opportunities to show what we've learned and what's coming next.
- **Digital Marketing Direction** to give guidance on new opportunities, new channel developments, and how to progress and grow in market share. You'll have a pathway and a voice in your course for growth.



SEO Strategy

Timeline for SEO Results

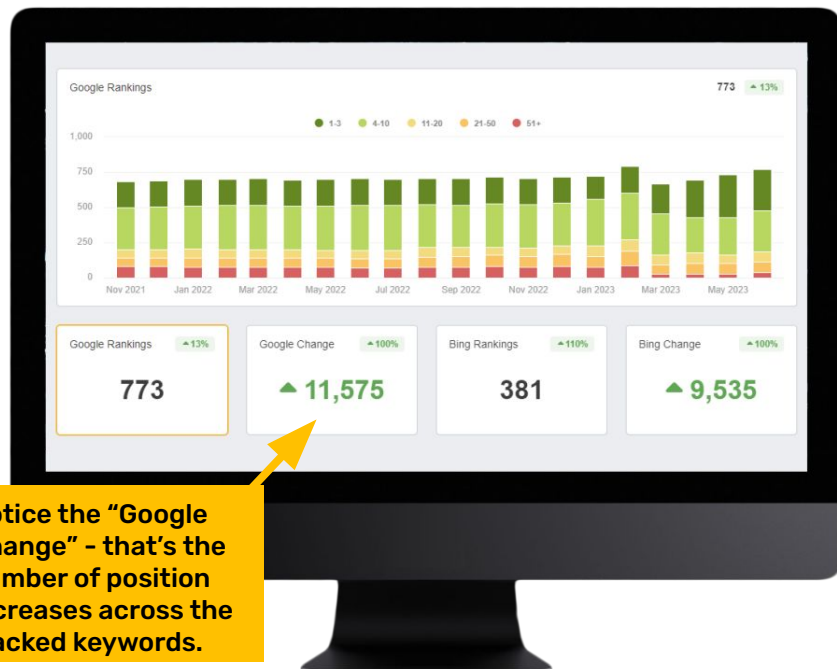
It's important to note that with SEO, we have influence, and not control over Google, so we can't guarantee any specific timeline. Anyone or any agency that offers a guarantee of something they can only influence and not control doesn't fully understand how Google and other search engines work. We can identify the steps needed to achieve growth in ranking potential, but Google has often stated that changes in quality signals can take a while (many times months) to show up in rankings.

While we can't "guarantee" results over any specific timeline, we can guarantee that our strategies do improve what Google is looking for in order to rank a website higher. The timeline also depends on your starting position. Websites that have very little rankings in the beginning are likely going to take longer than sites that have some good history. There is a time period of laying a foundation that often takes Google some time to give credit for - then a steady growth until it reaches maturity (good rankings across the targeted keywords and topics).



SEO Strategy

Example SEO Results

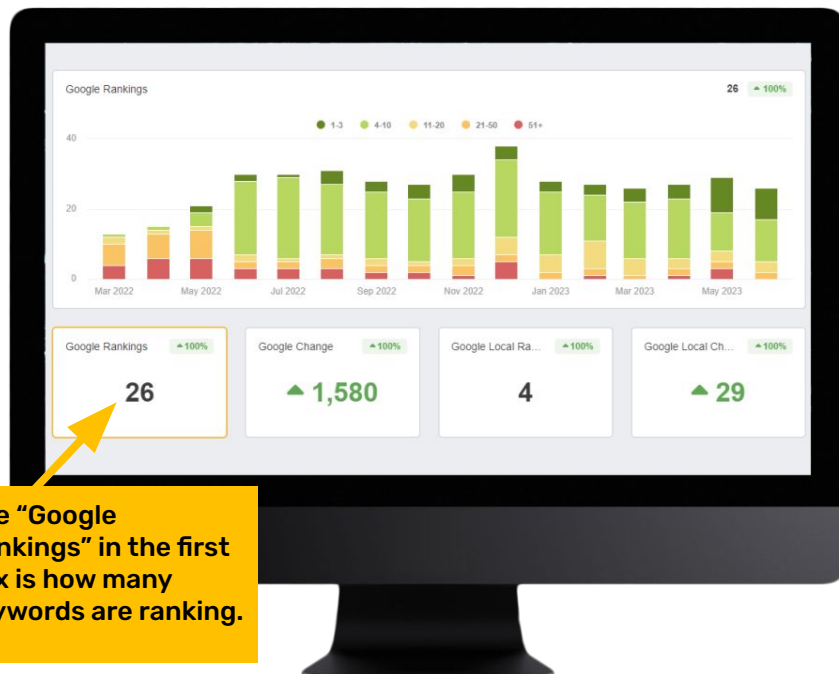


Notice the “Google Change” - that’s the number of position increases across the tracked keywords.



SEO Strategy

Example SEO Results

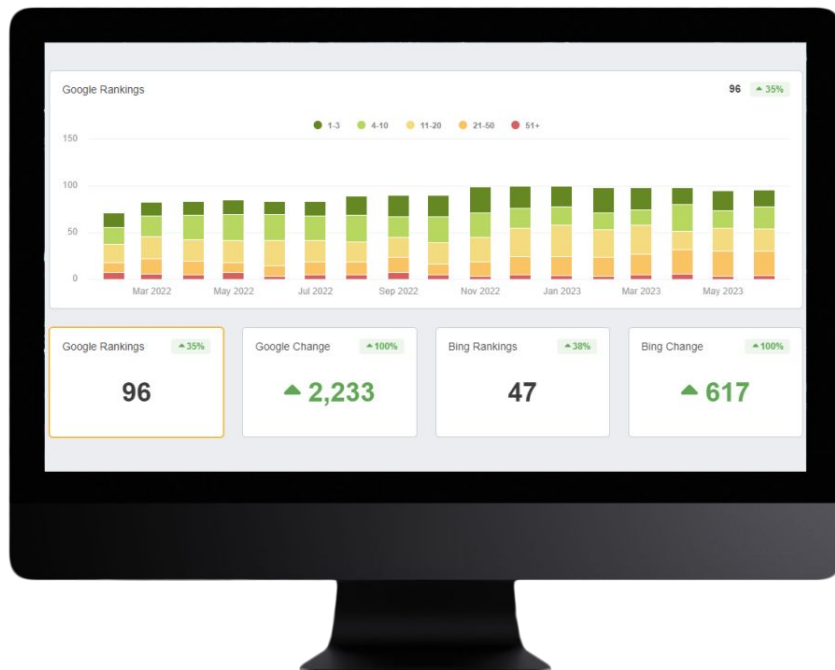


The "Google Rankings" in the first box is how many keywords are ranking.



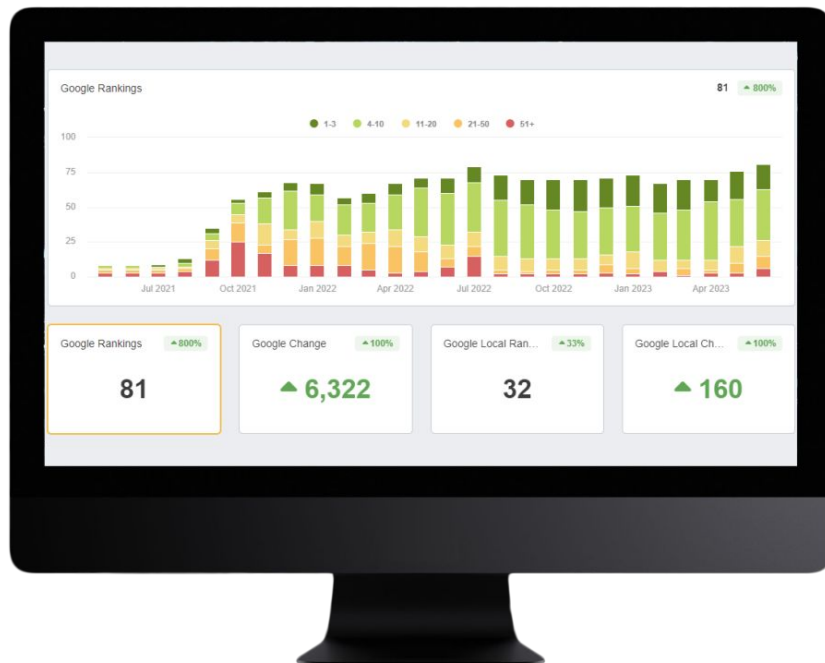
SEO Strategy

Example SEO Results



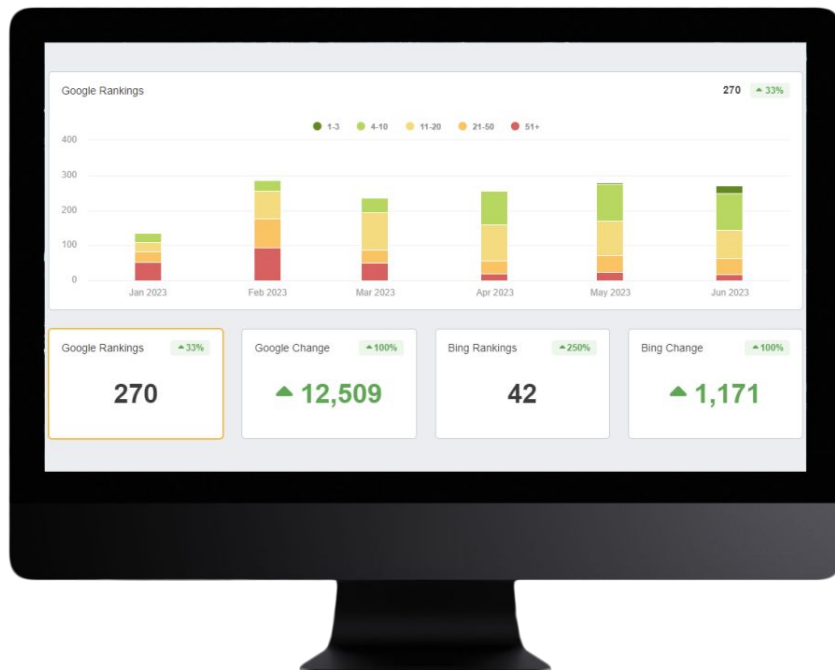
SEO Strategy

Example SEO Results



SEO Strategy

Example SEO Results





**“Working Together
Towards A Common Goal
Creates Synergy Where
Our Team’s Efforts
Becomes More Than The
Expected Results.”**

SEO Strategy

Timeline for SEO Results

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SEO Strategy

Rankings																
family therapy				family counseling				family therapy in lansing mi				family counseling in lansing mi				
				Status: Finished				Update Everything				Update SERPs				Crawl
		Category	Weight	(Target) redcedarc...	(1) saradupui...	(2) redcedarc...	(3) psycholog...	(4) okemoscen...	(5) verywellm...	(6) webmd.com	(7) positivep...	(8) camh.ca	(9) wikipedia...	(10) samhsa.gov		
1	Current Rank for Target Term	Keyword	5	2	1	2	3	4	5	6	7	8	9	10		
2	Target Term in URL	Keyword	5	95	100	95	82	17	79	91	100	75	0	0		
3	Target Term In Title Tag	Keyword	8	82	79	82	79	38	86	78						
4	Target Term first in Title Tag	Keyword	7	84	80	84	80	38	88	80						
5	Target Term in Meta Description	Keyword	3	74	80	74	75	0	100	83						
6	Target Term in H1	Keyword	5	100	100	100	85	39	89	89						
7	Target Term # of Occurrences in Text	Keyword	7	96	98	96	93	80	100	98						
8	Target Term In Image Name	Keyword	4	0	0	0	0	100	62	0						
9	Target Term In first 100 words of copy	Keyword	4	100	91	100	91	24	73	0						
10	Target Term in Image Alt	Keyword	3	100	0	100	22	97	80	0						
11	Target Term in internal link anchor text	Keyword	7													
12	Target Term in Bold/Italic? (Font Enhancements)	Keyword	4	99	0	99	90	28	100	0						
13	Target Page linked from Navigation/Footer	Page	5	TRUE	TRUE	TRUE	TRUE	FALSE	FALSE	FALSE						
14	Target Page Linked from Home Page (If Pillar Page)	Page	5													
15	Target Term in Subheading (H2, H3, etc)	Keyword	5	85	24	85	78	0	99	74	100	89	0	0		
16	Close Variant 1 Terms # of Occurrences in Text	Close Variants	6	83	92	83	83	12	24	12	100	12	44	0		
17	Close Variant 2 Terms # of Occurrences in Text	Close Variants	6	38	38	38	100	23	23	23	23	23	31	0		

This is a look at our Competitive Intelligence tool. This is something we've built to better understand search relevance and ranking. We analyze the top 10 ranking websites for specific keywords, and get a detailed look at why sites are ranking there. We can then put a plan together to catch up with what Google is telling us about what a website needs to compete for these keywords.

This tool is **not available anywhere else**, and give us a great advantage to obtaining ranking results.

SEO Strategy

You expect to see more green and higher scores to the left, meaning, the things we track and influence are more closely correlated with higher rankings. Improving these metrics had proven to be the most effective way of catching top ranking sites, and knowing exactly what we need to do for each factor.

Rankings

family therapy

family counseling

family therapy in lansing mi

family counseling in lansing mi

Status: Finished

	Category	Weight	(Target) redcedarc...	(1) saradupui...	(2) redcedarc...	(3) psycholog...	(4) okemoscen...	(5) verywellm...							
1	Current Rank for Target Term	Keyword	5	2	1	2	3	4	5						
2	Target Term in URL	Keyword	5	95	100	95	82	17	79						
3	Target Term In Title Tag	Keyword	8	82	79	82	79	38	86						
4	Target Term first in Title Tag	Keyword	7	84	80	84	80	38	88						
5	Target Term in Meta Description	Keyword	3	74	80	74	75	0	100	83	85	83	0	0	
6	Target Term in H1	Keyword	5	100	100	100	85	39	89	89	78	100	100	0	
7	Target Term # of Occurrences in Text	Keyword	7	96	98	96	93	80	100	98	100	97	100	0	
8	Target Term In Image Name	Keyword	4	0	0	0	0	100	62	0	91	0	0	0	
9	Target Term In first 100 words of copy	Keyword	4	100	91	100	91	24	73	0	73	0	0	0	
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SEO Strategy

Rankings

family therapy

family counseling

family therapy in lansing mi

family counseling in lansing mi

Status: Finished

Update Everything

Update SERPs

Crawl

Each factor is independently checked and scored based on how well it is optimized vs the top ranking sites. Higher scores mean higher relevance for each item. We look beyond just a “yes” or “no” if it exists, but we look at how well optimized each factor is, and can adjust it to improve overall relevance, factor by factor.

			Target)	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
			edcedarc...	saradupui...	redcedarc...	psycholog...	okemoscen...	verywellm...	webmd.com	positivep...	camh.ca	wikipedia...	samhsa.gov
			2	1	2	3	4	5	6	7	8	9	10
			95	100	95	82	17	79	91	100	75	0	0
			82	79	82	79	38	86	78	86	100	100	0
			84	80	84	80	38	88	80	88	100	100	0
			74	80	74	75	0	100	83	85	83	0	0
			100	100	100	85	39	89	89	78	100	100	0
			96	98	96	93	80	100	98	100	97	100	0
			0	0	0	0	100	62	0	91	0	0	0
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SEO Strategy

Rankings

family therapy

family counseling

family therapy in lansing mi

family counseling in lansing mi

Status: Finished

Update Everything

Update SERPs

Crawl

In this example, Red Cedar Counseling is the target, and is ranked #2 after implementing most of the competitive intelligence items, outranking websites like WebMD, Wikipedia, and .gov websites.

We continue refinement until we reach competitive advantage in each factor, giving us a path to the top.

(Target) redcedarc...	(1) saradupui...	(2) redcedarc...	(3) psycholog...	(4) okemoscen...	(5) verywellm...	(6) webmd.com	(7) positivep...	(8) camh.ca	(9) wikipedia...	(10) samhsa.gov
2	1	2	3	4	5	6	7	8	9	10
95	100	95	82	17	79	91	100	75	0	0
82	79	82	79	38	86	78	86	100	100	0
84	80	84	80	38	88	80	88	100	100	0
74	80	74	75	0	100	83	85	83	0	0
100	100	100	85	39	89	89	78	100	100	0
96	98	96	93	80	100	98	100	97	100	0
0	0	0	0	100	62	0	91	0	0	0
100	91	100	91	24	73	0	73	0	0	0
100	0	100	22	97	80	0	80	0	0	0
99	0	99	90	28	100	0	89	87	97	0
TRUE	TRUE	TRUE	TRUE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE
5										
85	24	85	78	0	99	74	100	89	0	0
83	92	83	83	12	24	12	100	12	44	0
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SEO Strategy

Rankings																
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Google isn't just a keyword matching engine, but more of a topic matching engine. We make sure to also understand the importance of close variants and how they affect main topic and subtopic rankings. We look at several close variants with each scan, giving a more complete look at relevance - not just at the keyword level, but at the topic and close variants levels.

SEO Strategy

The “13 Month Window”

Google uses a system called “Navboost” or “Glue” to store 13 months of click data for each query, and memorize those interactions. This data is used to further cull and rank sites. This is a major reason that SEO takes time - we have to stack wins and overcome a 13 month click and engagement history of the sites that currently rank. Navboost isn’t the only signal though, so gaining rankings does often happen faster when you get well optimized content paired with a growing link profile, but it is a factor that can cause ranking improvements to take time.

This is a recently disclosed factor from documents made public in court proceedings, and for the first time, we have confirmation that a site’s click history (as well as other engagement metrics) are used to rank websites.

“Glue aggregates diverse types of user interactions—such as clicks, hovers, scrolls, and swipes—and creates a common metric to compare web results and search features.”



SEO Strategy



John Mueller is mostly not here 🌩️🔒

@JohnMu · Follow



Replying to @NFG946 @Maltra82 and 4 others

Making significant quality changes across a site takes time to be picked up & reflected in search. These things often take several months to be reprocessed & reevaluated.

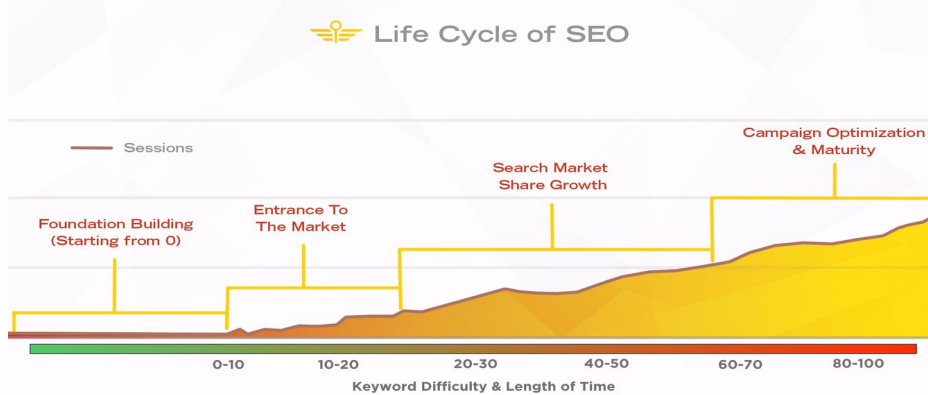
4:03 AM · Jun 16, 2021



John Mueller is the search liaison for Google, and this is in response to questions about why it takes so long for Google to increase rankings. While we can't "guarantee" results over any specific timeline, we can guarantee that our strategies do improve what Google is looking for in order to rank a website higher. The timeline also depends on your starting position. Websites that have very little rankings in the beginning are likely going to take longer than sites that have some good history. There is a time period of laying a foundation that often takes Google some time to give credit for - then a steady growth until it reaches maturity (good rankings across the targeted keywords and topics).



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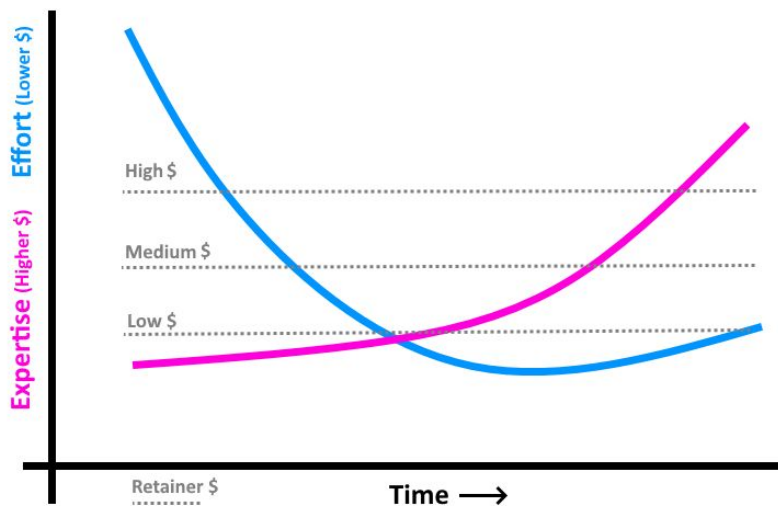
The important thing is to continually “stack wins” and earn new quality signals, and the result will be an increasing ranking for the terms you are building relevance for. Here is a sample representation of the growth life cycle of organic search traffic. Starting in the beginning, you may not see much movement as you build the foundations, however, over time, you earn those quality signals and rankings begin to improve. As Rankings increase, you earn more and more search market share, driving more traffic and increasing conversion opportunities as well as driving down customer acquisition costs.



SEO Strategy

How We Structure Retainers

When we offer a retainer service like SEO, we are looking for the right balance of budget, utilization, and ROI. You'll notice that in the beginning (the left side of the chart) there is more "effort" meaning, there is a lot to do. As the campaign matures, there is less effort but more expertise.



SEO Strategy

How We Structure Retainers



































The first 60-80% of the work required to rank can be done by a lot of people and a lot of agencies, but that final 20% requires a higher level of skill, experience, and expertise. We try to balance effort and expertise over time to give a fair retainer that allow us enough budget and utilization to get results while keeping your ROI in mind. Where competition is higher, so is effort and expertise, which results in a higher retainer. Once we gain top rankings, we have to monitor competitive intelligence and changes in Google to maintain position, and that takes a higher level of expertise than executing the fundamentals. The changes may be more subtle to the end user, but often equally or more important in weight.



SEO Strategy

SEO Results In Different Sized Markets

- Local Massage Therapist in Lexington, KY gains #1 rankings after being unranked in top 100.
- After 1 year, ranked #1 for most keywords in their area
- Google Maps and Organic Rankings
- Multiple services plus main keywords ranked
- 600+ Conversions per month (phone calls and web leads).

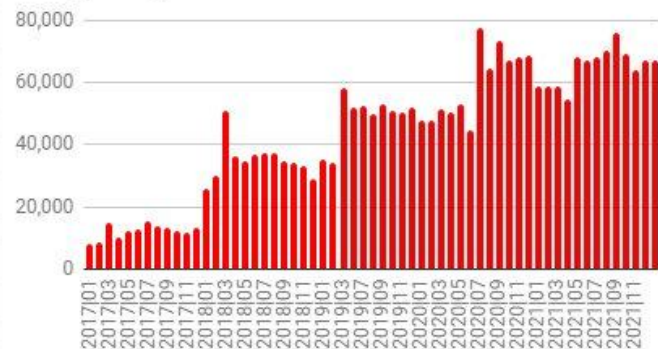
KEYWORD	LOCATION	GOOGLE	GOOGLE CHANGE
<input type="checkbox"/>  massage therapy	 Lexington, KY	1 st	▲100
<input type="checkbox"/>  massage	 Lexington, KY	1 st	▲100
<input type="checkbox"/>  massage therapist	 Lexington, KY	1 st	▲100
<input type="checkbox"/>  massage services	 Lexington, KY	1 st	▲9
<input type="checkbox"/>  deep tissue massage	 Lexington, KY	1 st	—
<input type="checkbox"/>  back massage	 Lexington, KY	1 st	▲7
<input type="checkbox"/>  deep tissue massage near me	 Lexington, KY	1 st	—
<input type="checkbox"/>  massage places	 Lexington, KY	1 st	▲54
<input type="checkbox"/>  massage treatment	 Lexington, KY	1 st	▲100
<input type="checkbox"/>  local massage therapist	 Lexington, KY	1 st	▲100
<input type="checkbox"/>  where can i get a massage	 Lexington, KY	1 st	▲2
<input type="checkbox"/>  massage therapist lexington ky	 Lexington, KY	1 st	▲28
<input type="checkbox"/>  deep tissue massage lexington	 Lexington, KY	1 st	—
<input type="checkbox"/>  massage lexington ky	 Lexington, KY	1 st	▲8
<input type="checkbox"/>  lexington massage	 Lexington, KY	1 st	▲9
<input type="checkbox"/>  massages in lexington ky	 Lexington, KY	1 st	▲1
<input type="checkbox"/>  sports massage lexington ky	 Lexington, KY	1 st	—

SEO Strategy

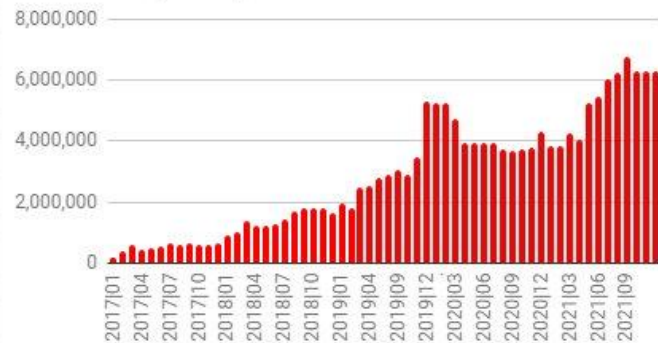
SEO Results In Different Sized Markets

- Restaurant Franchise with 70+ locations
- Most locations unranked when we began in 2017
- Now, all locations on the first page of Google for “pizza” related keywords
- 70,000+ Google actions per month
- 12% website conversion rate
- Over 40%!! of revenue now driven by digital channels

Google My Business Actions



Total Google Impressions



SEO Strategy

SEO Results In Different Sized Markets

- National Ecommerce Store
- Over 2000+ position increases in Google Since Nov 2021
- 5.31% sitewide conversion rate
- 3600+ website conversions 30 day average
- Shopify website management and optimization
- Ongoing content development strategies

