



Website SEO & Management Service

In an ever-changing digital landscape, a powerful online presence is key to success. Our SEO and Management Service is made up of an eleven step process to boost your rankings in search engines and appeal to customers.

1. Layout Optimization on Desktop and Mobile

We will check the layout for every page and look for element misplacements and inconsistencies that often occur over time. We do this for every viewport size to ensure your site looks professional for all potential viewers.

2. Grammar and Copywriting Check

We will check grammar on all pages and update copywriting where things don't sound as enticing to potential customers.

3. Dead Link Check


We will check all links on the site to ensure there aren't any links that have become disconnected over time—doing this is important as search engines rank sites without dead links much higher.

4. Update Target Keywords within Meta Tags

We will use software to update target keywords (five words or sentences a search engine uses to select relevancy by search) for your website. Target keywords are dependent on industry and individual SEO goals, and we select five keywords out of hundreds based on intent (motivation behind search), search volume, and keyword difficulty percentage (how hard it is to rank in Google's top 10 unpaid search results). Doing this monthly is the most important factor in ensuring excellent SEO as the best keywords are always changing based on consumer trends.

5. Optimize Title Tags for all Pages

Title tags are the main thing a person is going to see after seeing your website in a search engine.

 <https://moz.com> > learn > seo > title-tag

[What Are Title Tags? \[Plus FREE Meta Title Preview Tool\] - Moz](#)

Jul 21, 2023 · A **title tag** is an HTML element that specifies the **title** of a web page and can be displayed as part of the search snippet in Google results. Learn how to write effective **title tags** for SEO, user experience, and social sharing, and how to use Moz's free **Title Tag Preview Tool** to optimize you...


In a similar manner to Step 4, we will use software to see if title tags for any page need to be updated to fit any keyword trends while still remaining relevant to the page's content.

6. Optimize all Text with Appropriate HTML Tags

All text on webpages are organized into HTML tags that range from H1 to H6— H1 is for headers and short, relevant text, while H2, H3 and the rest get progressively more in-depth depending on site content. We will go through every page and make sure every text box is appropriately tagged. Search engines partially rank websites based on content relevancy and their HTML tags, so making sure the tag is appropriate for the content type is important.

7. Optimize Meta Description for all Pages

Meta descriptions are the secondary thing a person is going to see after seeing your website in a search engine.

 <https://moz.com> > learn > seo > title-tag

[What Are Title Tags? \[Plus FREE Meta Title Preview Tool\] - Moz](#)

Jul 21, 2023 · **What is a Title Tag?** A **title tag** is an HTML element that specifies the **title** of a web page. A page's **title tag** can be displayed as part of the search snippet in a search engine results page (SERP). This element forms the clickable headline for the search result and is important for user experience...

Based on if we needed to update the title tags for keywords in Step 5, the appropriate meta descriptions will also be updated to reflect the new title tags and improve SEO rank.

8. Check URL Slugs for SEO Compatibility

We'll optimize the URL Slugs (the page name as it appears in the URL) to reflect any title tag changes and appear cohesively together.

9. Add Updated Target Keywords to Body Content

We'll then look over all pages and insert these updated target keywords and title tags into the website copywright (content) to better help search engines relate the keywords and tags with specific page content.

10. Check that all pages are being continually indexed

When a page is indexed, information such as target keywords, title tags and meta descriptions are updated and sent to search engines— while pages are supposed to be indexed after any changes are made, errors can occur and result in no further page updates and eventual SEO ineffectiveness. We will do a simple check here and make sure each page is properly being indexed.

11. Check page speed

As a final step, we measure the loading speed of each page using software and address any slowly loading pages— this can often be caused by files or images that are too large, and we will take the appropriate steps to reduce the file and image sizes to increase speeds.

12. Submit a monthly SEO & Management Report

To ensure your peace of mind with our work, we will submit a monthly report going over everything that was tested during the eleven steps that had to be changed to increase SEO effectiveness.