



## MONTHLY SEO PACKAGE

# Professional Business Websites

**Recommended Timeframe: 6-12 months**

## Overview

**SEO is a long term website strategy.** It only works for businesses that are willing to work with the BeQuick SEO team on a regular basis to produce high-quality content for your customers. Our role is to support and guide your content with technical SEO to increase the visibility of your website and it's content across Google Search and Google Maps.

**SEO is like a compound interest account,** where every month we aim for 3 - 4% growth. This consistent growth varies depending on the website, it's current state of organic traffic and it's technical setup.

The best time to plant a tree is 20 years ago. But the next best time to plant a tree is today.

There's never a perfect time to start your SEO work, because it takes time to grow and yield results.

## Content

The first stage in your SEO strategy is figuring out the right content schedule for your business. We look at which areas of your business we are focusing on, and how many staff you have available to develop the content.

### **Content Schedule**

Our team looks at your competitors, keywords and target audiences to determine which areas are the best focus for your company. Once we identify our targets, we put together a content schedule for your website, which consists of article topics we will work on over the term of the SEO work.

### **Consistency**

We work to develop regular articles (1-2 per month) on a variety of topics relating to the services they offer. Once we have the content, our team fully optimises it for SEO and posts it to the website. We suggest the topics and provide reference articles but members of **your team must write the articles** which we will then optimise for SEO.

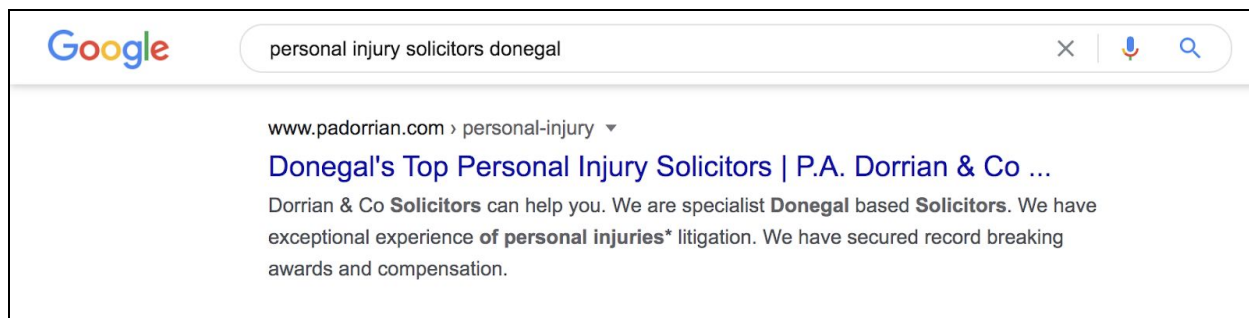
## Focus

Focusing on easy wins first, and systematically targeting more and more ambitious search terms is the best way to approach SEO. To this end, there are 2 SEO channels which must be evaluated for your business.

**We always start with 5 focus keywords and get ranking for these first, then diversify.**

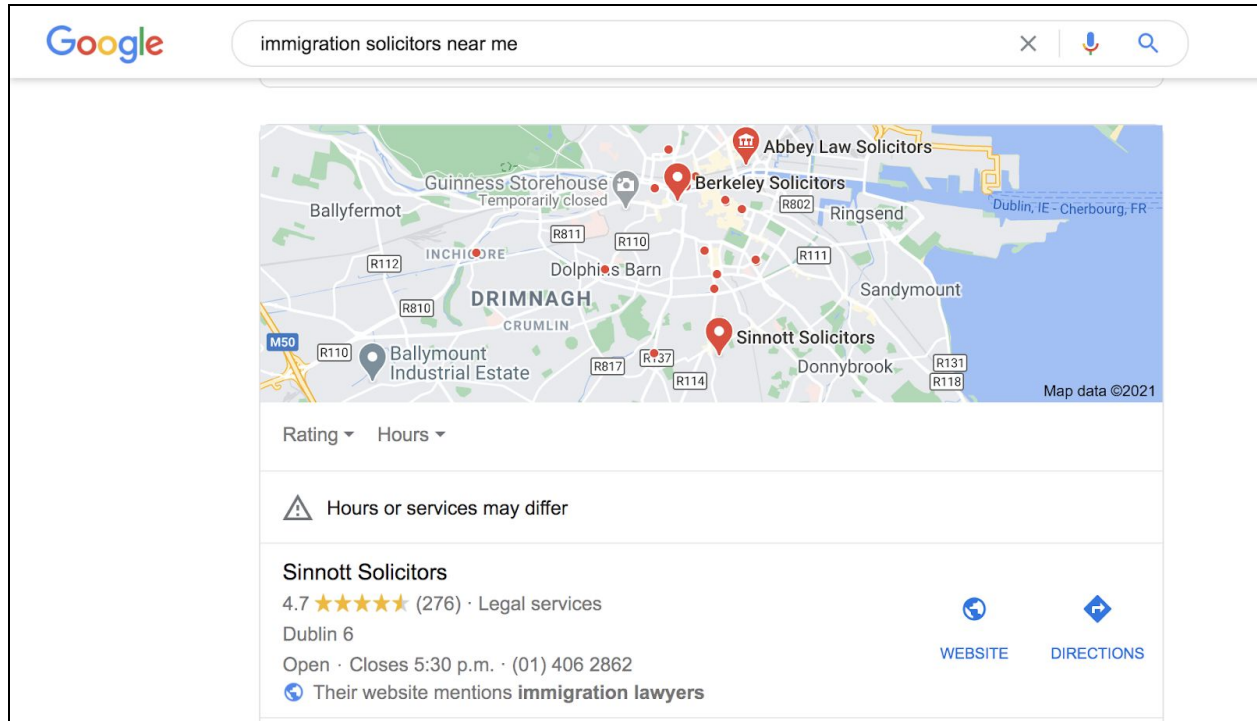
## **SEO - (COUNTY / NATIONAL / INTERNATIONAL)**

National/International SEO refers to the original form of SEO that most people are familiar with, i.e. the search results in the image below.



## MAPS SEO (LOCAL)

Recently, Google have changed their algorithm to prioritise businesses in your immediate locality (20km radius). This has been done by making Google Maps the first organic results people see when they search on Google.



Although many companies have experience in some form of SEO, very few understand how to properly optimise maps.

### Our maps boost includes:

- 2x reviews / mo
- 2x posts / mo
- GMB traffic analysis
- Additional citations

## **Backlinks**

Both SEO and Maps benefit from backlink building. A backlink is an external website that has a hyperlink to your website. Each month our team creates pdfs, powerpoints and guest blogs to build strong backlinks for our target keywords, this will improve our overall SEO. The number of backlinks required each month varies, but it will always be more than 20 unique links.

These links are added into your realtime spreadsheet every week, and are available 24/7.

## **Social Media**

Most companies will have a company LinkedIn page, and many will have a Twitter or Facebook page too. We do not place much emphasis on these channels, but we use our API to automatically post our website articles to the company pages. This helps keep the social channels up to date and builds additional backlinks to your website, further strengthening your SEO and Maps rankings.

## **Progress Reporting**

Each month, you will be provided a position tracking report. This will show consistent improvements in our organic rankings for our focus keywords.

Over time, you will see improvements across your website's key metrics:

- Keyword Rankings
- Traffic (Number of Users)
- Conversions (people who make contact with your company)

The progress report is accompanied with recommendations on the month ahead.

## **Ad-Hoc Work**

Our team also conduct a number of pieces of ad-hoc work each month, which typically include:

- On-page adjustments
- Content marketing (powerpoint & pdf for backlinks)
- Old citation corrections
- Pagespeed optimisations
- Weekly position tracking

- Monthly analysis

## Is My Business Well Suited To SEO?

**Please Note:** SEO is not for every business. Many companies are better suited to instant, short term traffic sources such as Google Ads or Social Ads.

Typically, companies that are **well suited** for SEO have some combination of the following traits:

- 5+ members of staff
- Long terms objectivity of their business (Planning 5+ years in the future)
- Strong existing business, not immediately reliant on the traffic and results to survive
- Understand that it is a game of consistency, and that we are increasing the value of your website and that it will have a major effect on the sale value of your company in years to come.

Companies that are **not well suited** for SEO typically have some combination of the following traits:

- Need instant results, i.e. results in 14 days, 30 days, 60 days
- Have been set up recently and do not have a strong existing clientbase / referral network
- Want to try SEO for a very short period and benchmark success on a short term trial
- Want a fixed schedule on the work we provide
  - Our SEO rate is intended for long-term partnerships, we do not commit to a fixed number of hours per day/week/month, **this package is results-oriented, not time-orientated.**

## Timeline & Cost

The timeline on setup is typically 30 days, depending on the current work queue. If your website is suffering from fundamental SEO problems, such as slow page loading, poor structuring, security issues, or any other website-problem this must be addressed before we can start any SEO package.

The minimum SEO timeline is recommended to be 6 months, but depending on the competition in your field of SEO, it may require more or less time.

**Base Cost:** €1,000/month