SEO Deliverables & Strategies

Busca ("to search") SEO services:

Consultation: Customers will receive 2-30 minute oral and written sessions per month to measure the progress of their investment.

- **On-Page Checklist**

- **Heading Tag**

- **Meta Tags**
  It is the essential factor for keyword ranking.

- **Keyword Research - Keyword Density**
  It is necessary to do keyword research related to your business services so that your website can standout in organic searches results with good ranking.

- **SEO friendly URLs**
  URLs are not a large ranking factor, but SEO friendly URLs affect CTR (Click Through Rate) of the website.

- **On-Site Content**

- **Text/HTML Ratio (W3C Errors)**
  It is not a direct ranking factor for search engine but there are many factors that are related to text to HTML ratio and directly affect to search engine ranking.

- **Image optimization (ALT Tag)**

- ***Google Analytics***
  The website should be associated with the current Google Analytics code so that you can monitor website organic traffic. A mobile app increases your ranking since Google has migrated to a mobile first indexing system.

- ***Webmaster Tools***
  It is necessary to have a webmaster code in the website so we can check website indexing status and optimize visibility of website.

- ***Page Speed***
  Google has stated that page speed is used as a main factor that affects a website keyword ranking. A slower page speed means that search engines can crawl fewer pages in a specific time and the longer load time can have the negative effect on conversions.

- ***Robots.txt***
  The robots.txt file is used to give instructions to the crawlers on how to crawl and index pages from the website.

- ***Sitemap File***
  There are two types of sitemap files. First, sitemap.xml is used to help search engines for better indexing of your websites and second, sitemap.html is for users on the website.

- ***Use Responsive Designs***
  Google started penalizing mobile unfriendly sites. That's why you should make your site responsive and mobile friendly that delivers great user experience.

- ***Internal Linking***

- ***Social Sharing Buttons***

Off-Page Link Building

1) **Search Engine Submission:** Search engine submission is the process of providing information to a search engine (or the company that manages the search engine) so that it can be added to their index of sites that will be displayed when users search for information.

2) **Directory Submission:** Directory Submission has been one of the most tried and true ways of getting your website/business promoted. It involves submitting your website to yellow page like sites so that users browsing those sites can find you when they look at a certain category.

3) **Social Bookmarking:** Social bookmarking is a way for people to store, organize, search, and manage "bookmarks" of web pages. Users save links to web pages that they like or want to share, using a social bookmarking site to store these links.

4) **Classified Ads:** Classified ads are the source of advertising platforms for companies or small businesses to promote their products or services. Classified advertising was previously famous for newspapers, magazines etc but now we can do classified advertising online also and best of all - it is both free and paid.

5) **Image Sharing:** Image Sharing Sites are the powerful tools in promoting any website, creating quality backlinks to get referral traffic to your site. Image Submission in Image Sharing websites are still very effective especially in targeting the right audience through targeted Keywords.

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6) **_Profile Creation:_** Profile Creation sites are actually very beneficial to increase your website targeted traffic as well as site ranking. Profile linking websites has improved the level of engagement of people who offer much better distinctiveness and enables the visitors to interact with the website in an easier manner.

7) **_Video Submission:_** Video submission is the most effective way of promoting your products and services. People prefer videos more than any other form of promotion. We can generate videos through content to build more leads and user engagement.

S No.	Keywords	Now Google.com Page	Now Google.com Position	Last Week Google.com Page	Last Week Google.com Position	Before SEO Google.com Page	Before SEO Google.com Position
1	moose hunting alaska	1	3	1	8	2	4
2	bear hunting alaska	4	4	6	2	--	--
3	alaska bear hunting	4	3	5	7	--	--
4	alaska moose hunting	1	3	1	8	2	7
5	alaska grizzly bear hunting	1	6	3	4	5	1