

Improve your site's performance in search



You've got a solid business, and your products are top of the line. But if your target customers are searching for businesses like yours and you're not showing up, you've also got a problem.

Good news: This can readily be fixed. Through a methodical process of site and keyword optimization, your site will climb up the list of results returned by search engines. In time, you'll see your site reach Google's page 1.

HERE'S HOW OUR SEO PROCESS WORKS

There are two parts to it: site optimization and keyword SEO.

Site optimization. First, our tech team sets up your website on the backend to ensure all elements are optimally receptive to search engines.

Their work includes:

- Optimizing the site's title, headers, image tags and metadata
- Adding related keyword words to your copy to enhance your visibility
- Optimizing for Google My Business
- Ensuring consistency in location data and name, address and phone number
- Creating and applying microdata to best represent your site pages in search

Through site optimization alone, you will see improvement in your search rankings. Next, a bigger boost comes from part two of the process: keyword SEO.

Keyword SEO. First, we help you select the relevant keywords to be ranked for. Then, the tech team ensures the site is optimized for your keywords by...

- Creating keyword-focused landing pages, with original, optimized content and images
- Building a sitemap and submitting it through Google's Search Console

When all this work is done, the team monitors your site for the term of your SEO campaign to ensure that it continues to rank high in search for your selected terms. We will keep you updated with monthly reports on your improvement.

WHAT WE'LL NEED TO GET UNDERWAY

- CMS access: login information to the platform used to create and edit the website
- Website hosting information: URL, username and password
- Website FTP information: server name, username, password (if CPanel hosting login is not available)
- Google Analytics access: Add "analytics@itzontarget.com" and "seos20085@gmail.com" as users with full permissions.
- Google My Business access: Add "analytics@itzontarget.com" and "seos20085@gmail.com" as managers of the GMB listing. Find how-to help here: <https://support.google.com/business/answer/3403100?hl=en>

For Google Analytics and Google My Business, if accounts have not already been created for the site, we will create these for you.