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KEYWORD RESEARCH & COMPETITIVE ANALYSIS

SEO ANALYSIS

STEP ONE

We analyze your website and online presence to create a complete list of keywords to target, plus:

- Your monthly search volume.
- Your competitive ranking.
- The PPC value of search traffic.
- A full list of the keywords you already rank for, including the corresponding pages on your site that draw the search traffic.
- A full review of your existing keywords.
- Identifying which pages on your site should be updated to move up SERPs for specific keyword searches.
- A list of any attentional keywords worth targeting.
- A full analysis of how you rank for keywords, compared to your competition.
- 12 content topic suggestions based on keywords, including descriptions of the suggested posts.
- How much your competitors spend on AdWords campaigns per month.
- Which keywords they're ranking for, and the corresponding pages on their site that draw the search traffic.
- Which of their keywords overlap with yours (and where you stand).
- Which sites link to theirs (where they're getting media coverage/backlinks from).
- Graphic representations of both their organic search traffic and their AdWords spend.

All keywords will be vetted to make sure you actually have a chance of making the top 10 of the SERPs. We will prioritize the list of keywords for you, starting with the low-hanging fruit (keywords you're already ranking well for, but could tweak the pages to improve your position).