



COFEE WISHES



PROPOSAL FOR SEO SERVICES

coffewishes.com

Executive Overview

In order to **grow** your *organic traffic*, we need to identify the right **opportunities** for your website. We do so by running a **Research & audit** of your website and industry to find **areas of improvement**.

Our Analysts reviewed:

- A full crawl of [coffewishes.com](https://www.coffewishes.com) to find technical issues
- A review of your on (and off) site content
- Your past and current keyword positions


We found a number of areas for improvement:

1. Technical errors are hurting your rankings.
2. “On page” elements need improvement.
3. Missing out on vital keywords opportunities.

Traffic by location				Organic 4	Paid 0
Location	Traffic	Share	Keywords		
Saudi Arabia	4 -6	100.0%	32 -88		
Egypt	0 -1	0%	3 -11		
Kuwait	0 -1	0%	1 -11		
United States	0	0%	1 -3		

< > Compare on chart

This proposal will detail our top areas for improvement and how our agency can handle the corrections for you.

 Saudi Arabia ▾ 3,750 keywords that [coffewishes.com](https://www.coffewishes.com)/ doesn't rank for

SEO Strategy...

01.

Boost Visibility: We aim to make sure that your website appears among the top 3 search results more often for keywords related to your products and services. Currently, our goal is to increase it to 15% - 20%. This means more people will see your website when they search for what you offer.

02.

Attract More Interested Visitors: We want to bring in more people who are genuinely interested in what you offer. Our goal is to increase the number of visitors to your category and product pages by 10% to 15%. This means more potential customers will be browsing your products and services.

03.

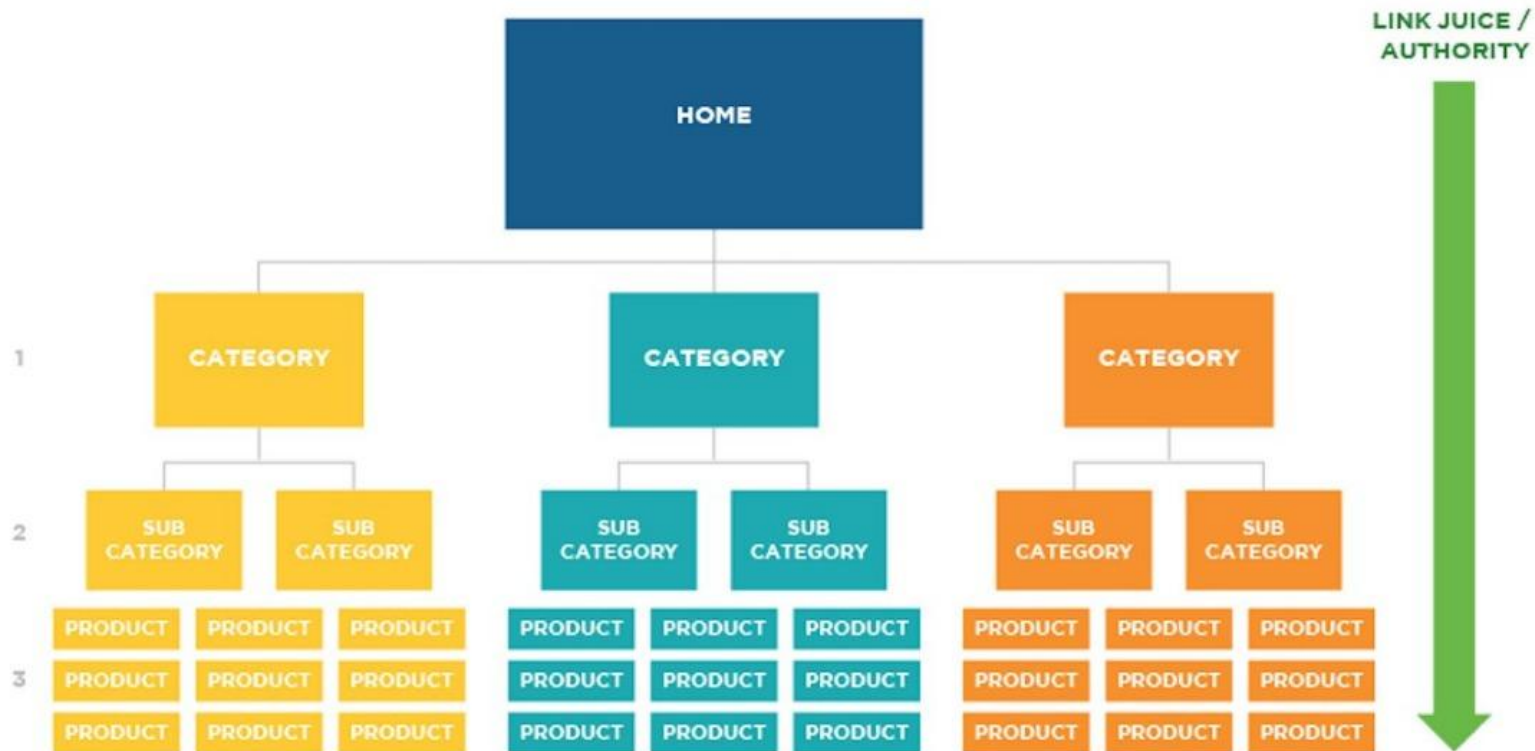
Increase Sales Naturally: We aim to grow the number of orders generated from organic search traffic by up to 20%. This means more people who find your website through search engines will make purchases, boosting your sales without relying heavily on paid advertising.



How to Gain This ..



Site Structure



Technical errors are hurting your rankings.

During an initial crawl and analysis of your site, we have identified several technical issues affecting it:

- Site speed is very slow on Mobile
- On page structure isn't well optimized
- Images must have alternate text
- Some URLs are not indexed by search engines

These issues are preventing your site from being properly crawled, understood and indexed by Google and are therefore harming your rankings.

We recommend a full technical audit to catch and fix all errors and create to a do list for developers.

Desktop



Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. [See calculator.](#)

▲ 0-49 ■ 50-89 ● 90-100



Mobile



Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. [See calculator.](#)

▲ 0-49 ■ 50-89 ● 90-100

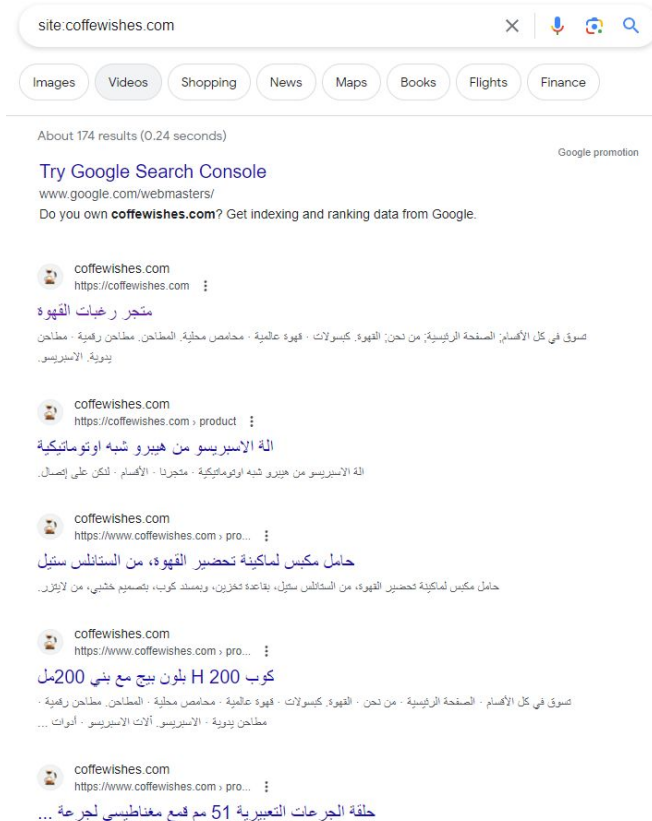


“On page” elements need improvement.

When it comes to on page, website quality is incredibly important.

- Title Tague for Product Pages & Categories are not Will optimized
- Product Page missing core elements
- Category Pages missing core elements

We recommend in depth Content Audit and On page correction to maximize traffic to your site.



The screenshot shows a Google search interface with the search bar containing 'site.coffewishes.com'. Below the search bar are navigation tabs for Images, Videos, Shopping, News, Maps, Books, Flights, and Finance. The search results show 'About 174 results (0.24 seconds)' and a 'Google promotion' for 'Try Google Search Console'. The first result is for 'coffewishes.com' with the URL 'https://coffewishes.com'. The title is 'متجر رعبات القهوة' and the description is 'صوق في كل الأقسام: الصفحة الرئيسية: من نحن: القهوة: كيبولات - قهوة عالمية - محامص محلية: المطاحن: مطاحن ريفية - مطاحن يدوية: الإسبريسو.' The second result is for 'coffewishes.com' with the URL 'https://coffewishes.com > product'. The title is 'آلة الإسبريسو من هيبرو وشبه أوتوماتيكية' and the description is 'آلة الإسبريسو من هيبرو وشبه أوتوماتيكية - متجرنا - الأقسام - لكن على إصمال.' The third result is for 'coffewishes.com' with the URL 'https://www.coffewishes.com > pro...'. The title is 'حامل مكبس لماكنة تحضير القهوة، من الساتلس ستيل' and the description is 'حامل مكبس لماكنة تحضير القهوة، من الساتلس ستيل، بقاعدة تخزين، وبمسند كوب، بتصميم خشبي، من لايفزر.' The fourth result is for 'coffewishes.com' with the URL 'https://www.coffewishes.com > pro...'. The title is 'كوب H 200 بلون بيج مع بني 200مل' and the description is 'صوق في كل الأقسام - الصفحة الرئيسية - من نحن - القهوة: كيبولات - قهوة عالمية - محامص محلية - المطاحن: مطاحن ريفية - مطاحن يدوية - الإسبريسو: آلات الإسبريسو - أدوات ...' The fifth result is for 'coffewishes.com' with the URL 'https://www.coffewishes.com > pro...'. The title is 'حلقة الجرعات التعبيرية 51 مم فمع مغناطيسي لجرعة ...'

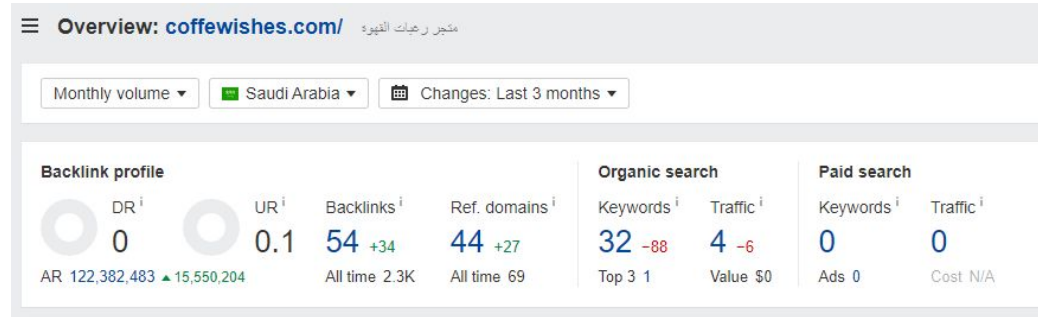
We need more “authority” to compete.

“Links” send a powerful signal to search engines that your website is popular, as it’s getting mentioned across a number of relevant websites.

Specifically, “contextual” links. A “contextual” link is an organic mention within the body of an article on a relevant, authoritative website.

We reviewed your website’s link profile using Ahrefs (SEO tool) and found that while you have a solid link profile (i.e. from quality websites), you need to secure links to “target pages”, i.e. the pages on your website that have the most traffic potential and conversion value to the business.

We recommend a link strategy, acquisition plan and ongoing outreach to build the needed authority to your site.



SEO Focus Areas



On-Page



Information
Architecture



Optimized
Content



Keyword
Strategy



Technical
SEO



Attribution
Tracking



Analytics &
Reporting



Link
Building

Analytics Setup

In order to get the most out of your campaign, we need to make sure your data is sound and reliable.

Google Tag Manager. End to end setup, tag migration, optimization and ongoing management.

Google Analytics. Audit, goal setup, custom event tracking, enhanced eCommerce setup.

Our team will deliver an itemized checklist of issues and recommended action for all of the platforms listed above. **Our team is also capable to execute all the necessary changes.**



Google Tag Manager



Google Analytics

Search Console Setup

Google Search Console is the most important SEO tool - it tells us a lot about your website's health in regards to how Google wants it formatted.

For that reason, we do a standalone GSC audit to uncover all issues and suggestions, including:

- Schema review
- Sitemap check
- Robots.txt review
- Messages, issues, warnings
- Past link disavows and link penalty

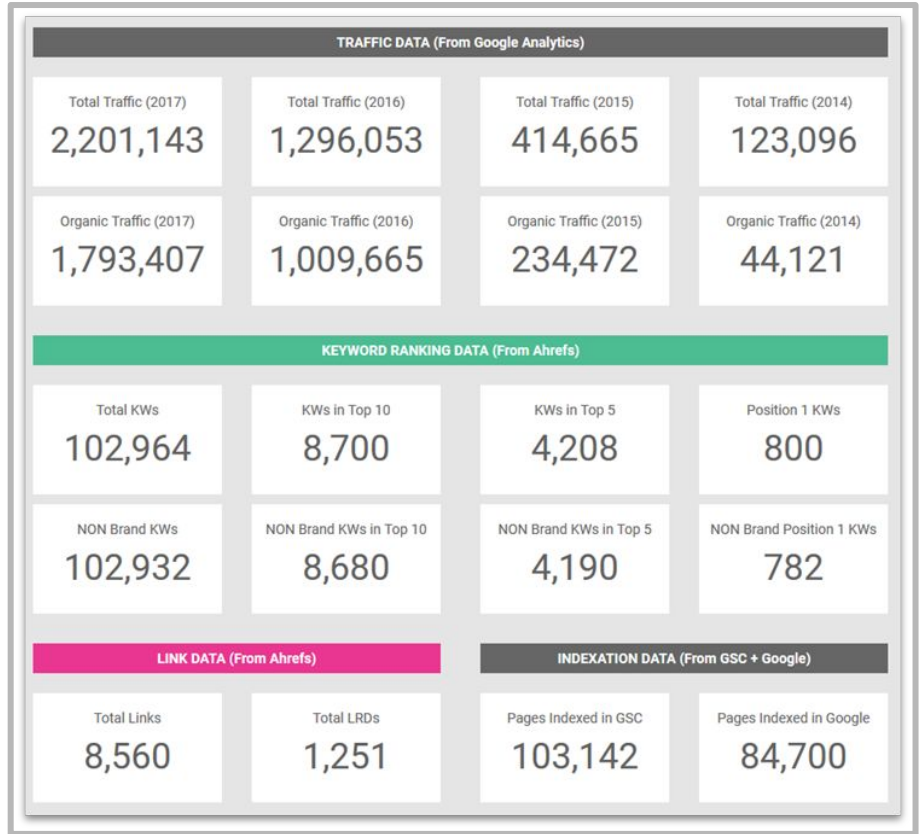
Our team will deliver an itemized checklist of issues and recommended action. **Our team is also capable to execute all the necessary changes.**



Benchmarking Analysis

It's vital that your business understand the impact of our services. We put together a "benchmark" analysis report that snapshots your data before working with us. The custom report includes:

- Organic traffic insights from Google Analytics
- Indexation and sitemap status checks from Google Search Console
- keyword rankings (branded and non branded)
- backlink profile analysis



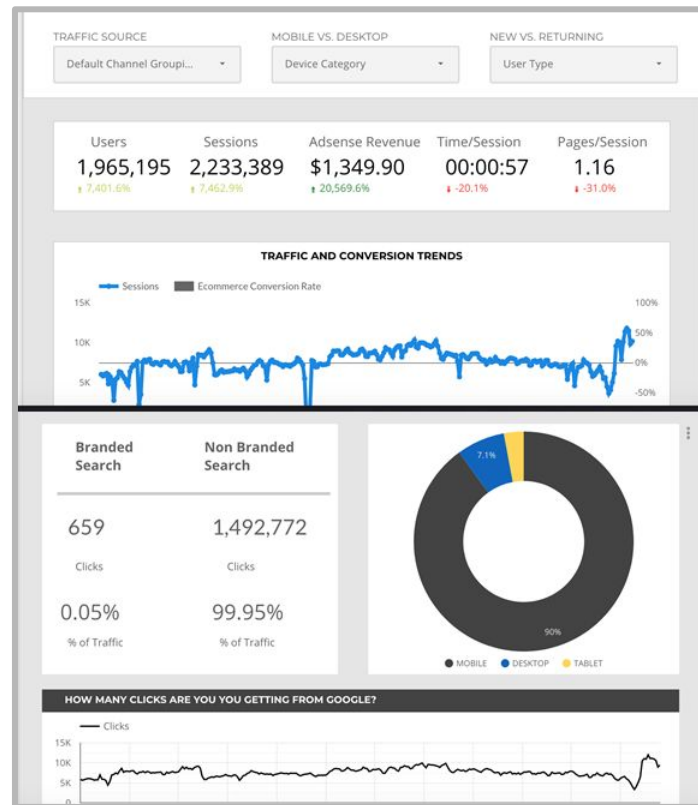
Google Data Studio Dashboard Setup

After we've benchmarked your current state of organic search and ensured your Google Analytics and Search Console are configured properly, the next step is to build a comprehensive live dashboard that pulls together all of your data.

The purpose of the dashboard is to provide a real-time glimpse into the entirety of the organic performance of your site.

At a glance, you will be able to know exactly how the site is performing at both a high and individual-page level.

You will also be able to determine exactly how much each page and keyword associated with your site is producing in terms of revenue, and how those figures have changed over time.



Advanced Technical SEO Recommendations + Implementation

In order to capture any hidden issues with your website, we will run a full technical audit, checking the site for:

- Google Structured Data
- Accessibility / findability hindrances
- URL structure, site architecture and navigation
- Page titles, metas and on page content
- Hidden canonical and noindex tags
- Page status codes (301, 302, 404, etc)
- Crawl rate analysis

Our technical audit results in a detailed report with the recommended course of actions for all issues.

```
1 <!DOCTYPE html>
2 <html>
3 <head>
4   <meta http-equiv="X-UA-Compatible" content="IE=Edge"/>
5
6   <meta charset="utf-8"/>
7
8   <title>Designers Edge | Home</title>
9   <meta name="fb_admins_meta_tag" content="">
10  <link rel="shortcut icon"
11    href="https://static.parastorage.com/media/ef407c_36d867d3abc241558d50c8b4f8b40284872mv2.png/v1/fill/w_32x32Ch_32x32Cl_132Csm_0.66_1.00_0.01/64d07c_3d867d3abc241558d50c8b4f8b40284872mv2.png" type="image/png"/>
12  <link rel="apple-touch-icon"
13    href="https://static.parastorage.com/media/ef407c_36d867d3abc241558d50c8b4f8b40284872mv2.png/v1/fill/w_32x32Ch_32x32Cl_132Csm_0.66_1.00_0.01/64d07c_3d867d3abc241558d50c8b4f8b40284872mv2.png" type="image/png"/>
14  <link rel="alternate" type="application/rss+xml" title="designersedge" href="http://www.designersedge.us/feed.xml">
15  <script type="text/javascript">
16    var santaBase = 'https://static.parastorage.com/services/santa/1.2108.6';
17    var clientSideRender = true;
18  </script>
19
20  <script defer src="https://static.parastorage.com/services/third-party/requirejs/2.1.15/require.min.js"></script>
21  <script defer src="https://static.parastorage.com/services/santa/1.2108.6/app/main-r.min.js"></script>
22  <link rel="prefetch" href="https://static.parastorage.com/services/santa/1.2108.6/packages-bin/skins/skins.min.js">
23  <link rel="prefetch" href="https://static.parastorage.com/services/santa/1.2108.6/packages-bin/components/components.min.js">
24  <link rel="prefetch" href="https://static.parastorage.com/services/santa/1.2108.6/packages-bin/core/core.min.js">
25
26  <link rel="preconnect" href="https://static.vixstatic.com/">
27  <link rel="preconnect" href="//fonts.googleapis.com">
28
29  <meta http-equiv="X-Wix-Renderer-Server" content="app203.vae.aws"/>
30  <meta http-equiv="X-Wix-Meta-Site-Id" content="22591f68-f6ac-4f6a-ea49-bca52e266a20"/>
31  <meta http-equiv="X-Wix-Application-Instance-Id" content="222eb3be-efb8-43a8-af19-f2f3417c3944"/>
32  <meta http-equiv="X-Wix-Published-Version" content="247"/>
33
34  <meta http-equiv="etag" content="9a6d784cb6e2c64352391383680dd43"/>
35  <meta property="og:title" content="Designers Edge | Home"/>
36  <meta property="og:type" content="website"/>
37  <meta property="og:url" content="http://www.designersedge.us/as-built-surveys"/>
38  <meta property="og:site_name" content="Designers Edge | Home"/>
39  <meta name="SKYPE_TOOLBAR" content="SKYPE_TOOLBAR_PARSER_COMPATIBLE"/>
40
41  <meta id="wixMobileViewport" name="viewport" content="minimum-scale=0.25, maximum-scale=1.2"/>
42
43  <meta name="google-site-verification" content="580-JipPOCNeNsWUQ5s1-p0S39yiv1mH1cGtKuY"/>
44
45  <script>
46    // BEAT MESSAGE
47    try {
48      window.wixBiSession = {
49        initialTimestamp : Date.now(),
50        viewerSessionId : 'xxxxxxxx-xxxx-4xxx-yxxx-xxxxxxxxxxxx'.replace(/[xy]/g, function(c)
51          { var r = Math.random()*16|0, v = c == 'x' ? r : (r&0x3|0x8); return v.toString(16); }
52        )
53      };
54      (new Image()).src = 'http://trog.wix.com/bt?sr=29sevid=36pn-1&et=1&v=1.2108.6&mid=2f591f68-f6ac-4f6a-ea49-bca52e266a20&vsi=' + wixBiSession.viewerSessionId +
55        '&url=' + encodeURIComponent(location.href.replace(/http(s)??:\/\//www\./, '')) +
56        '&isp=1&st=2&ts=0&c=' + wixBiSession.initialTimestamp;
57    } catch (e){}
58    // BEAT MESSAGE END
59  </script>
60
```

Competitive Analysis

Deconstructing what your competitors are doing well (and poorly) helps us identify the best way to attack your campaign. We audit a number of your competitors:

- **SEO data.** Domain age, inbound links, on page targeting.
- **Content overview.** General quality, velocity, promotional strategies.
- **Social analysis.** Total follower count, estimated traffic, engagement rates.
- **Paid traffic insights.** where they're advertising, cost of advertising.
- **Links landscape.** Velocity, quality, reverse engineering opportunities.

	A	B	D
1	Category	Aspect	http://www.predatornutrition.com
2	Business	Business name	Predator
3	Business	Age of domain (years)	8
4	Business	Are there opt ins / lead magnets on the site?	No (popup upon landing)
5	Business	Blog URL	http://blog.predatornutrition.com
6	Content	Are they actively creating content?	No
7	Content	How many blog posts per month?	None since Nov '15
8	Content	Are they creating video content?	No
12	Content	How many words on their product/services pages?	2146
13	Content	Main keywords on target pages?	Yes
14	eCommerce	What are their shipping options and prices?	Free delivery on orders 25
15	eCommerce	Where are their call to actions, and how obvious are they?	Top of page
16	eCommerce	What are their top eCommerce pages (traffic)?	https://goo.gl/4RQC5s
17	eCommerce	How do similar products compare in pricing?	Specify Product
18	PPC	Ads traffic	1.1K
19	PPC	Ads traffic price	961
20	PPC	Display ads (amount)	262
21	eCommerce	Pricing (if available)	Specify Product
22	eCommerce	Do we offer the same products?	Specify Product
24	SEO	Domain Authority	34
25	SEO	Trust Flow	46
26	SEO	Citation Flow	40
27	SEO	# of Links	13.4K
28	SEO	Link velocity (Nositewide last 60 days)	495
29	SEO	URL Rating	46
30	SEO	SE traffic (UK only)	11.4K
31	SEO	SE traffic price	11K
32	SEO	Number of KWs ranking in top 8 positions	250
33	SEO	Top 10 organic keywords (by traffic)	https://goo.gl/dmitj1
34	SEO	Pages indexed	7820
36	Social	Facebook URL	https://www.facebook.com/predatornutrition
37	Social	Facebook fans	80K
38	Social	Facebook updates per month	Track in FB insights
39	Social	Twitter URL	https://twitter.com/PredNutrition

Website Quality Audit

A proprietary report that pulls in data from dozens of sources allowing us to understand **the quality of each page on your website.**

- **Google Analytics.** Organic traffic data, traffic changes, sales, leads and conversions from organic traffic.
- **Google Search Console.** Organic CTR, impressions and a full list of your Sitemap.xml file.
- **Screaming Frog.** Page depth, status code, type title, meta, word count and complete list of website URLs.
- **SEMRush.** Keyword rankings and volume for all the pages on your site.
- **Ahrefs.** Backlinks volume and quality.

This data is crosswalked at the URL level, where we make a **detailed decision about what to do with every page on your website.**

	A	B	
1			
2	URL Action #1	URL Action #2	URL
3	1. Leave As Is	1. Leave As Is	http://webris.org/bl
7	1. Leave As Is	5. Canonicalize	http://webris.org/bl
8		5. Canonicalize	http://webris.org/bl
10	2. Update "On Page"	5. Canonicalize	http://webris.org/bl
21	3. Target w/ Links	5. Canonicalize	http://webris.org/bl
23	4. 301		http://webris.org/5-
30	5. Canonicalize	4. 301	http://webris.org/5-
35		4. 301	http://webris.org/5-
41	6. Block Crawl	4. 301	http://webris.org/5-
45	7. No Index	4. 301	http://webris.org/5-
52	4. 301	4. 301	http://webris.org/5-
53	4. 301	4. 301	http://webris.org/5-
55	2. Update "On Page"	3. Target w/ Link	http://webris.org/5/
56	1. Leave As Is	1. Leave As Is	http://webris.org/6-
59	3. Target w/ Links	Update "On Pag	http://webris.org/ar
62			http://webris.org/bl
65			http://webris.org/tv
84			http://webris.org/ul
85			http://webris.org/ul
86			http://webris.org/yc

Keyword - Building Your Keyword MAP

- Another proprietary report, the Competitive Keyword identifies and exports keywords of your competitors in order to identify gaps in your website's targeting.
- The keywords will be grouped according to topic. Next they will be prioritized based on user intent and aligned at a keyword level to a specific target url.
- The goal of this deliverable is to produce suggestions for macro-level changes to your site architecture as well as to advise upon the creation of new pages/sections of the site to target gaps in your current keyword footprint.

	Position	Keyword	Average Monthly Search	Average CPC	Search Intent	Keyword Categories	Root I
4							
5	1	free po	55,600,000	\$0.20	Transactional	Purchase Order (PO)	shopify
6	2	free po	55,600,000	\$0.20	Transactional	Purchase Order (PO)	aymax.c
7	3	free po	55,600,000	\$0.20	Transactional	Purchase Order (PO)	free-pr
8	4	free po	55,600,000	\$0.20	Transactional	Purchase Order (PO)	zobo.co
9	5	free po	55,600,000	\$0.20	Transactional	Purchase Order (PO)	spendm
10	6	free po	55,600,000	\$0.20	Transactional	Purchase Order (PO)	eventbr
11	7	free po	55,600,000	\$0.20	Transactional	Purchase Order (PO)	templat
12	8	free po	55,600,000	\$0.20	Transactional	Purchase Order (PO)	formaw
13	9	free po	55,600,000	\$0.20	Transactional	Purchase Order (PO)	nola.co
14	10	free po	55,600,000	\$0.20	Transactional	Purchase Order (PO)	formvil
15	1	barcode scanner	1,000,000	\$0.43	Informational	Barcode Scanner	play.go
16	2	barcode scanner	1,000,000	\$0.43	Informational	Barcode Scanner	play.go
17	3	barcode scanner	1,000,000	\$0.43	Informational	Barcode Scanner	play.go
18	4	barcode scanner	1,000,000	\$0.43	Informational	Barcode Scanner	appbrai
19	5	barcode scanner	1,000,000	\$0.43	Informational	Barcode Scanner	scandit
20	6	barcode scanner	1,000,000	\$0.43	Informational	Barcode Scanner	online-l
21	7	barcode scanner	1,000,000	\$0.43	Informational	Barcode Scanner	github.4
22	8	barcode scanner	1,000,000	\$0.43	Informational	Barcode Scanner	itunes.a
23	9	barcode scanner	1,000,000	\$0.43	Informational	Barcode Scanner	barcode
24	10	barcode scanner	1,000,000	\$0.43	Informational	Barcode Scanner	waspsa
25	1	barcoding scanner	1,000,000	\$0.43	Informational	Barcode Scanner	play.go
26	2	barcoding scanner	1,000,000	\$0.43	Informational	Barcode Scanner	barcode
27	3	barcoding scanner	1,000,000	\$0.43	Informational	Barcode Scanner	barcode
28	4	barcoding scanner	1,000,000	\$0.43	Informational	Barcode Scanner	appbrai
29	5	barcoding scanner	1,000,000	\$0.43	Informational	Barcode Scanner	thebarc
30	6	barcoding scanner	1,000,000	\$0.43	Informational	Barcode Scanner	online-l
31	7	barcoding scanner	1,000,000	\$0.43	Informational	Barcode Scanner	scandit
32	8	barcoding scanner	1,000,000	\$0.43	Informational	Barcode Scanner	en.wiki
33	9	barcoding scanner	1,000,000	\$0.43	Informational	Barcode Scanner	amazon
34	10	barcoding scanner	1,000,000	\$0.43	Informational	Barcode Scanner	amazon
35	1	barcode scanners	1,000,000	\$0.43	Informational	Barcode Scanner	barcode
36	2	barcode scanners	1,000,000	\$0.43	Informational	Barcode Scanner	play.go
37	3	barcode scanners	1,000,000	\$0.43	Informational	Barcode Scanner	amazon
38	4	barcode scanners	1,000,000	\$0.43	Informational	Barcode Scanner	zebra.ci
39	5	barcode scanners	1,000,000	\$0.43	Informational	Barcode Scanner	waspsa
40	6	barcode scanners	1,000,000	\$0.43	Informational	Barcode Scanner	staples
41	7	barcode scanners	1,000,000	\$0.43	Informational	Barcode Scanner	honeyw
42	8	barcode scanners	1,000,000	\$0.43	Informational	Barcode Scanner	officec
43	9	barcode scanners	1,000,000	\$0.43	Informational	Barcode Scanner	newegg
44	10	barcode scanners	1,000,000	\$0.43	Informational	Barcode Scanner	barcode
45	1	barcodescanner	1,000,000	\$0.43	Informational	Barcode Scanner	play.go

Content Strategy: Topical Research

We use a “funnel model” for keywords. “Bottom of funnel” keywords get mapped to your sales pages, mid and top funnel keywords get mapped to content (i.e. blog posts, resource guides, FAQs, etc). Our team will:

- Build out a list of “mid” and “top” funnel keywords based on what people are searching for before they’re ready to convert.
- Generation of topics to build out new content on your site.
- Total search volume and opportunity for each page based on the keywords.
- Content type and formatting recommendations (i.e. long form video, resource guide, blog post, etc).



Content Strategy: Calendar & Management

A content calendar is the most effective way to plan and monitor content creation. It not only dictates what / when content goes live, but documents audience, stage in funnel and promotional strategies.

We will build a calendar to leverage the research of previous deliverables to ensure we're creating engaging, relevant, highly searched content that will rank quickly in organic search.

This calendar is tracked in a live environment in Google Sheets, allowing us to collaborate ideas, schedules and writers in real time.

Go Live Date	Stage	Topic	Keywords	Comp	Traffic	Content Tactic
8/9/2016	Discover	Ways to borrow money with no credit	ways to borrow money with bad credit ways to borrow money fast with bad credit best way to borrow money with bad credit borrow money no credit check borrow money no credit check online different ways to borrow money	36%	2160	Expert Guide
8/23/2016	Consider	Credit building loans	credit building loans build credit loans do loans help build credit loans that improve credit scores can loans improve credit examples of loans that build credit	56%	6090	Expert Guide
9/6/2016	Discover	Wedding loans and financing	wedding loans wedding financing options loan for a wedding bad credit wedding loans how to get financing for my wedding	32%	4330	Curated Roundup
9/12/2016	Discover	Natural Bodybuilding Diet	natural bodybuilding diet natural bodybuilding food natural bodybuilding nutrition food for bodybuilding best food for bodybuilders	20%	1000	Curated Roundup
9/24/2016	Discover	How To Get Big If Your Skinny	how to put on weight fast too skinny how to gain weight quickest way to put on weight how to gain weight fast for skinny guys how to gain weight for skinny guys	45%	3000	Curated Roundup
9/12/2016	Discover	Overdyed rugs http://blog.rugknots.com/overdyed-rugs/	overdyed rugs overdyed turkish rugs overdyed persian rugs nloom overdyed rugs overdyed rugs interior design overdyed rugs inspiration overdyed rugs in home vintage overdyed rugs	34%	5000	Updated Winner
9/13/2016	Viral	Funny slogans	Hilarious slogans Funny political slogans Funny product slogans Ideas for funny slogans	23%	2300	Skyscraper
9/23/2016	Discover	fun adventures to do with your boyfriend	fun things to do with boyfriend in summer fun things to do with boyfriend outside fun adventures to do with boyfriend fun things to do with boyfriend at home	26%	1000	Curated Roundup
			hard money loan requirements			

“On Page” Improvements For Existing Pages

Based on the results of the keyword matrix, we know every keyword that should be included on your website.

The next step is to act - we do so by mapping those keywords to existing pages on your website and drawing out improvements to existing pages on your site. Recommendations include:

- Rewritten page titles, meta descriptions and H2 - H6 tags
- Use of multimedia to improve page quality
- Rewritten body text with improved keyword targeting and semantics
- Internal and external links to include on the page

	A	B	C	D
2	GENERAL NOTES:			
	- These pages are poorly written. Content is really branded and sometimes duplicated across pages. - The lack of UX makes the site really difficult to navigate. - Most of the pages are targeting the wrong type of keyword and OVER using the main keyword on a single page. Ex. Homepe			
3	***All these flaws make the website less trustworthy, which is an extremely important fact within the online "title loans" indus are really spamming. - We recommend to REWRITE all pages based on the NEW Page structure we will provide to you. - There are a couple of pages we will need to redirect since they are not adding ANY value to the website.			
4	Creation Status	Pages	URL ACTION	PAGE STRUCTURE
5	Scheduled on CM	Page #1	REWRITE Page	-The content on this page is the same as the one in the "how car ti work". - All services pages should contain information about what you go benefits, processes. We recommend to structure the page as follows: 1. Intro to Car Title Loans: mention what a title loan is, and quick dk of your competitive value. (100 words max). 2. Benefits: List and define (100 words max per benefit) all the ben will get by getting a car title loans with TFC - You can Keep and Drive your Car - Use your Title as Collateral - Get the Top Value of your Car - No hidden Fees - Low Interest Rate - Adaptable Repayment Plans - Same Day Cash Loan ETC.... 3. Your Process: Use the info from "our process" page here. We rec create a visual infographic with this info. - The info on this page is really similar to "Our-process" page whic them compete against each other for the same keywords. When go "duplicated" content it rather not crawl the pages cause it doesn't k one is more relevant to the searcher. - An "Apply" page is the one of most important page on a website l searches clicking here are probably ready to give their information need to provide them with the RIGHT info to make them convert. - Ex better UX and conversion, we recommend

Link Prospecting and Outreach

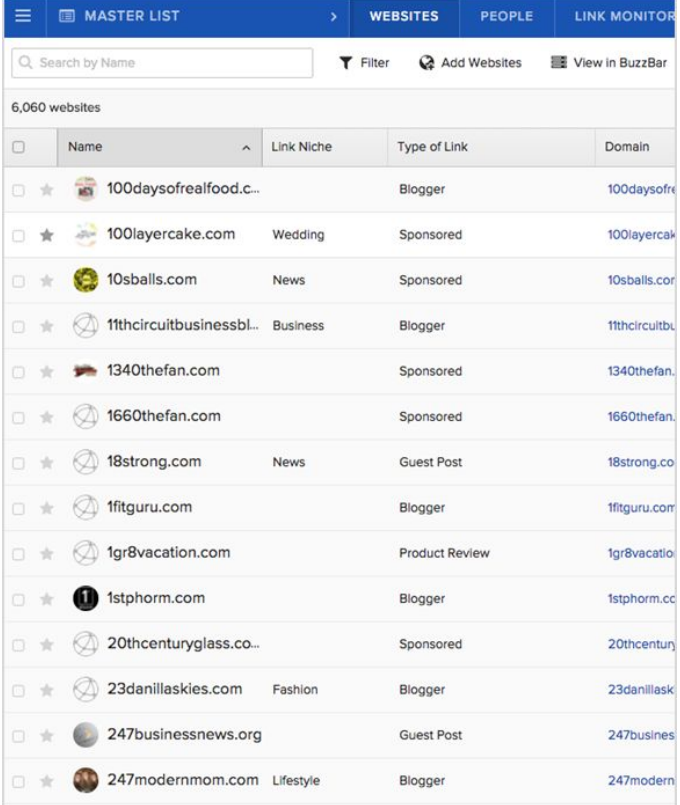
Inbound links pointing to your website are [the #1 ranking factor with search engines](#). To acquire these links, we use 100% “white hat” tactics, based on research and outreach.

Our process focuses on finding relevant, authority website and blogs using a variety of tactics. The main types of links we target are:

1. Guest posts
2. Resource pages
3. Broken link building

The links we build are from relevant and trustworthy websites that we share openly with you via Google Sheets.

NOTE: We charge an EXPENSE fee for each link acquired



	NAME	LINK NICHE	TYPE OF LINK	DOMAIN
<input type="checkbox"/>	100daysofrealfood.c...		Blogger	100daysofr...
<input type="checkbox"/>	100layercake.com	Wedding	Sponsored	100layercak...
<input type="checkbox"/>	10sballs.com	News	Sponsored	10sballs.cor...
<input type="checkbox"/>	11thcircuitbusinessbl...	Business	Blogger	11thcircuitbu...
<input type="checkbox"/>	1340thefan.com		Sponsored	1340thefan...
<input type="checkbox"/>	1660thefan.com		Sponsored	1660thefan...
<input type="checkbox"/>	18strong.com	News	Guest Post	18strong.co...
<input type="checkbox"/>	1fitguru.com		Blogger	1fitguru.com
<input type="checkbox"/>	1gr8vacation.com		Product Review	1gr8vacatio...
<input type="checkbox"/>	1stphorm.com		Blogger	1stphorm.cc...
<input type="checkbox"/>	20thcenturyglass.co...		Sponsored	20thcentury...
<input type="checkbox"/>	23danillaskies.com	Fashion	Blogger	23danillask...
<input type="checkbox"/>	247businessnews.org		Guest Post	247business...
<input type="checkbox"/>	247modernmom.com	Lifestyle	Blogger	247modern...

Detailed Project Plan.

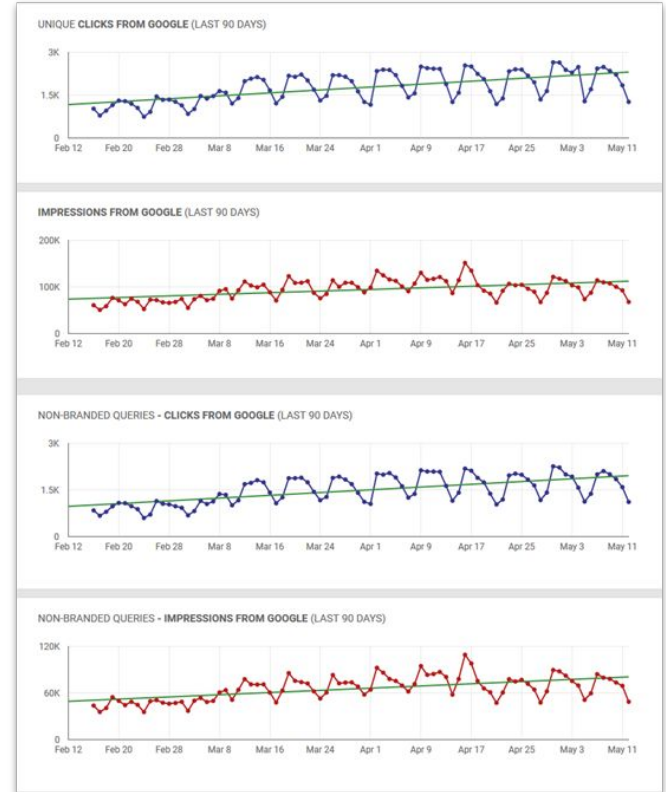
- There's a lot of moving pieces to execute to get your campaign off the ground - **we never miss deadlines.**
- Your campaign will have a full time, local **project manager** who makes sure everything gets done on time.
- We will build a comprehensive project plan that details every item in your campaign.
- This plan is shared with you via **Google Sheets** for your reference throughout the life of our work.

Due	Doer	Reviewer	Project (AUTOFILLS)	Deliverable	Task	Status
1/22/2019	AM / PM	AM / PM	DNEX Beauty Group	Client onboarding sequence	Send onboarding email + schedule calls	Scheduled
1/14/2019	Offshore	Analyst	DNEX Beauty Group	Kickoff report / analysis	Run data analysis Data Studio template	Scheduled
1/14/2019	Offshore	Analyst	DNEX Beauty Group	Competitive analysis	Run competitive landscape audit	Scheduled
1/14/2019	Offshore	Analyst	DNEX Beauty Group	Competitive analysis	Build deck and send to client	Scheduled
1/14/2019	Offshore	Analyst	DNEX Beauty Group	Website Quality Audit	Run Website Quality Audit (WQA) + classify page categories	Scheduled
1/18/2019	Analyst	Analyst	DNEX Beauty Group	Website Quality Audit	Define URL actions (WQA) + build WQA deck	Scheduled
1/20/2019	Analyst	Strategist	DNEX Beauty Group	Action tracker	Integrate "Action Items" into tracker	Scheduled
1/29/2019	Analyst	Strategist	DNEX Beauty Group	Keyword research	Find keywords + data // 50 Pages	Scheduled
2/8/2019	Offshore	Analyst	DNEX Beauty Group	Target pages	Build Campaign Target Pages file	Scheduled
2/10/2019	Offshore	Strategist	DNEX Beauty Group	Monthly report	Month 1 report due	Scheduled
2/14/2019	Offshore	Analyst	DNEX Beauty Group	On page corrections	On page SEO checklist document (checklist, next steps)	Scheduled
2/19/2019	Analyst	Strategist	DNEX Beauty Group	On page corrections	Complete "On page" (content, internal links, H1 - H6, new KWs) // 50 P	Scheduled
2/26/2019	Analyst	Strategist	DNEX Beauty Group	Technical SEO audit	Perform technical SEO audit (checklist) + Update Action Tracker (review)	Scheduled
3/1/2019	Analyst	Strategist	DNEX Beauty Group	Keyword research	Find keywords + data // 50 Pages	Scheduled
3/9/2019	Offshore	Strategist	DNEX Beauty Group	Schema improvement	Creation of Schema Recommendations File (sitewide)	Scheduled
3/12/2019	Offshore	Strategist	DNEX Beauty Group	Monthly report	Month 2 report due	Scheduled
3/17/2019	Analyst	Strategist	DNEX Beauty Group	On page corrections	Complete "On page" (content, internal links, H1 - H6, new KWs) // 50 P	Scheduled
3/21/2019	Analyst	Strategist	DNEX Beauty Group	Content audit	Content audit (existing posts) use WQA	Scheduled
3/26/2019	Offshore	Strategist	DNEX Beauty Group	Keyword gap analysis	Keyword gap analysis	Scheduled
4/10/2019	Analyst	Strategist	DNEX Beauty Group	Content topic ideation	Keyword Mapping	Scheduled
4/12/2019	Offshore	Strategist	DNEX Beauty Group	Monthly report	Month 3 report due	Scheduled
4/14/2019	Analyst	Strategist	DNEX Beauty Group	Keyword research	Find keywords + data // 50 Pages	Scheduled
4/18/2019	Analyst	Strategist	DNEX Beauty Group	Link building strategy	Link audit + strategy deck buildout	Scheduled
4/18/2019	Offshore	Analyst	DNEX Beauty Group	Google Search Console audit	GSC audit + update "Action Tracker" // Quarterly status check	Scheduled
4/26/2019	AM / PM	AM / PM	DNEX Beauty Group	Content management	Publish 2 - 3 pieces of content per month	Scheduled
4/27/2019	Analyst	Strategist	DNEX Beauty Group	On page corrections	Complete "On page" (content, internal links, H1 - H6, new KWs) // 50 P	Scheduled
5/1/2019	Offshore	Strategist	DNEX Beauty Group	Monthly report	Month 4 report due	Scheduled
5/16/2019	Analyst	Strategist	DNEX Beauty Group	Keyword research	Find keywords + data // 50 Pages	Scheduled
5/26/2019	AM / PM	AM / PM	DNEX Beauty Group	Content management	Publish 2 - 3 pieces of content per month	Scheduled
5/26/2019	AM / PM	AM / PM	DNEX Beauty Group	Link building management	Secure 7 - 10 links per month	Scheduled
6/3/2019	Analyst	Strategist	DNEX Beauty Group	On page corrections	Complete "On page" (content, internal links, H1 - H6, new KWs) // Sect	Scheduled
6/16/2019	Analyst	Strategist	DNEX Beauty Group	On page corrections	Complete "On page" (content, internal links, H1 - H6, new KWs) // 50 P	Scheduled

Monthly Reporting, Analysis and Insights

You will get a monthly SEO report designed by Google Data Studio
This report will show you how our SEO campaign impacts your website. This report will include:

- Summary page: Major deliverables completed, Open action items, Summary of increases, (or decreases)
- Overall marketing performance report
- Organic traffic summary
- Organic traffic detail
- eCommerce conversion and revenue analysis
- eCommerce product performance
- Lead generation and conversion analysis
- List of organic queries and CTR
- Keyword rankings report



Pricing

The background features several abstract geometric shapes. In the top-left corner, there is a large orange shape with a blue outline. In the top-right corner, there is a dark blue shape. In the center, there is a yellow circle with a blue outline. To the right of the center, there is a cluster of three yellow hexagons. In the bottom-left corner, there is a small orange circle with a blue outline. In the bottom-right corner, there is a dark blue arrow pointing right. The word "Pricing" is centered in a bold, dark blue font.

Pricing

Item	Price
SEO & Content Monthly Fee	2000 SAR Per Month

SEO Tools	Free
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- Links are not included in this pricing. We charge a fee for each link acquired that cost ranges .anywhere from 25\$ - 350\$, depending on the quality of the link (and your guidance). We recommend 5 links per month. Will be exactly defined when analyzing the link gap for keyword level and competitors link velocity.
- If additional work is needed we simply add to the scope. This done easily over email.



Analysis and Insights



Search Console Report

Total clicks

399K

Last 6 months

125K

Previous 6 months

Total impressions

8.55M

Last 6 months

3.2M

Previous 6 months

Average CTR

4.7%

Last 6 months

3.9%

Previous 6 months

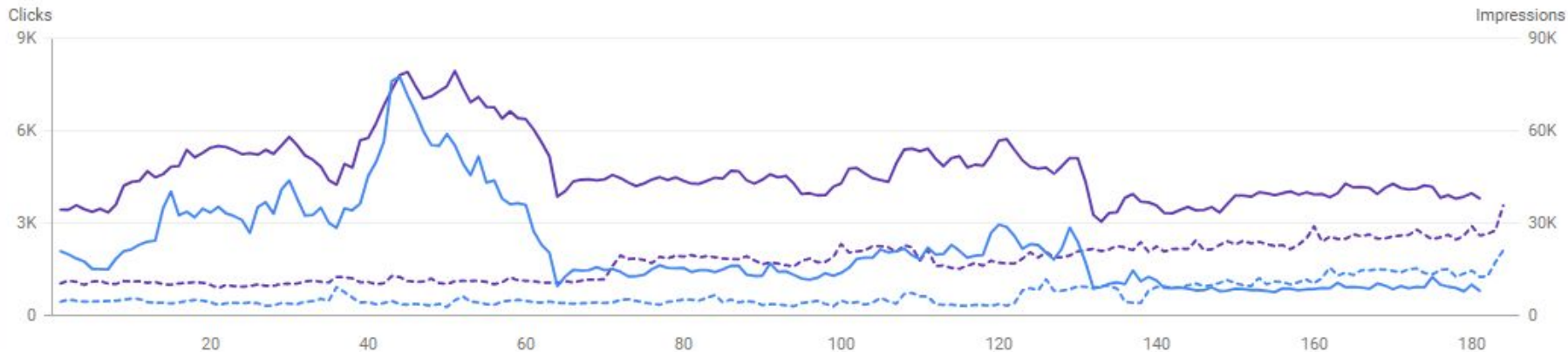
Average position

13.6

Last 6 months

16

Previous 6 months



Search Console Report

Total clicks

27.4K

Last 6 months

8.39K

Previous 6 months

Total impressions

3.53M

Last 6 months

818K

Previous 6 months

Average CTR

0.8%

Last 6 months

1%

Previous 6 months

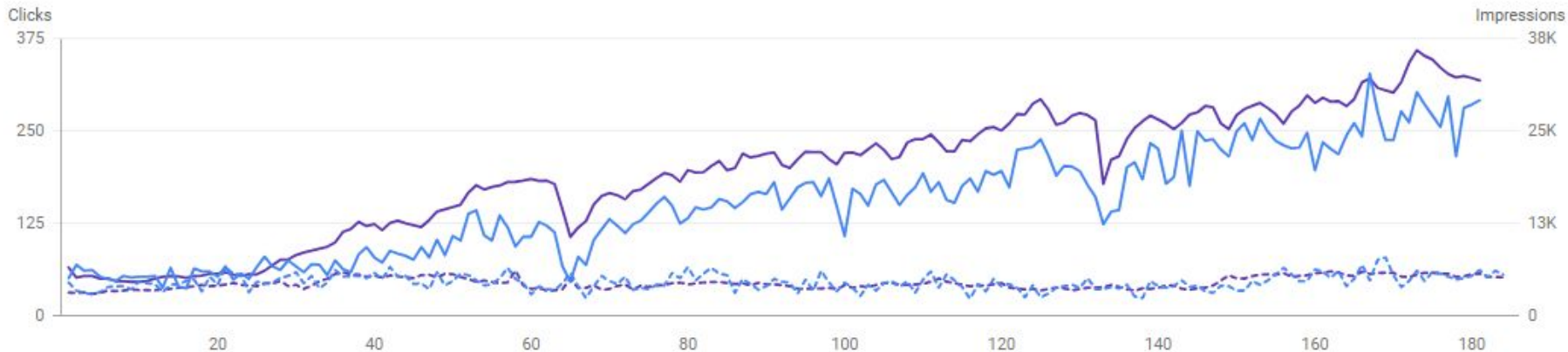
Average position

10.8

Last 6 months

16.8

Previous 6 months



Search Console Report

Total clicks

42.5K

Last 6 months

19.9K

Previous 6 months

Total impressions

1.99M

Last 6 months

638K

Previous 6 months

Average CTR

2.1%

Last 6 months

3.1%

Previous 6 months

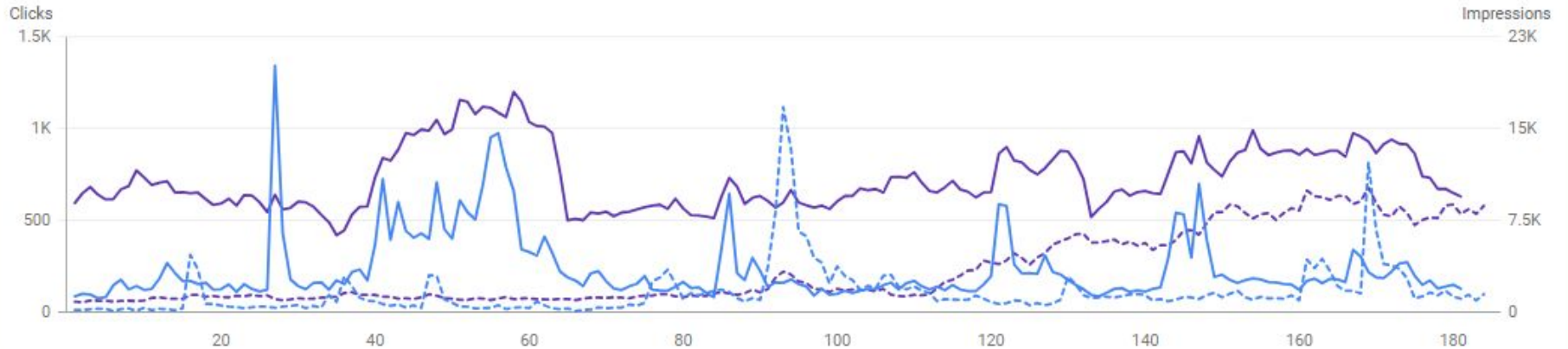
Average position

8.7

Last 6 months

9.5

Previous 6 months



Search Console Report

Total clicks

5.55K

Last 6 months

242

Previous 6 months

Total impressions

546K

Last 6 months

68.1K

Previous 6 months

Average CTR

1%

Last 6 months

0.4%

Previous 6 months

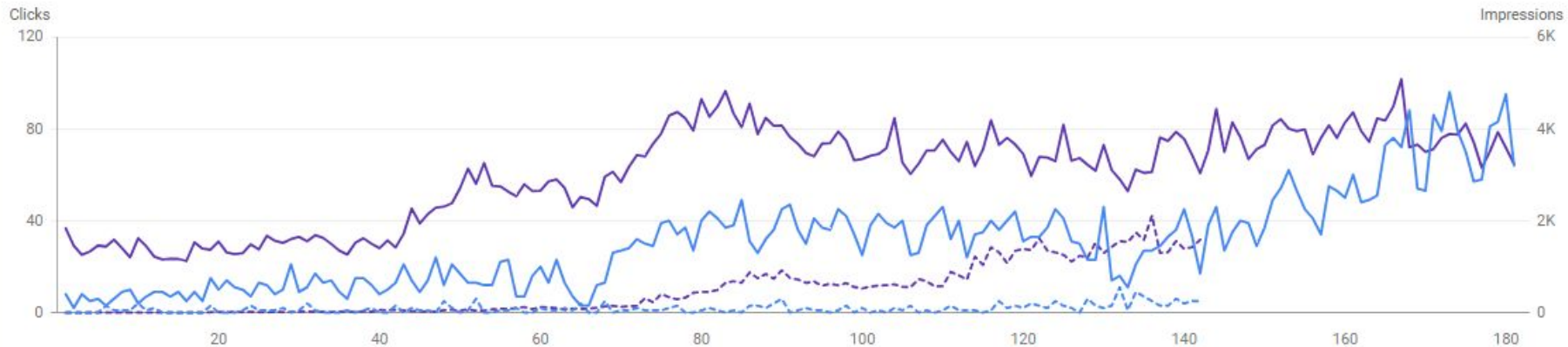
Average position

37.6

Last 6 months

51.3

Previous 6 months



Search Console Report

Total clicks

10K

Last 6 months

87

Previous 6 months

Total impressions

470K

Last 6 months

583

Previous 6 months

Average CTR

2.1%

Last 6 months

14.9%

Previous 6 months

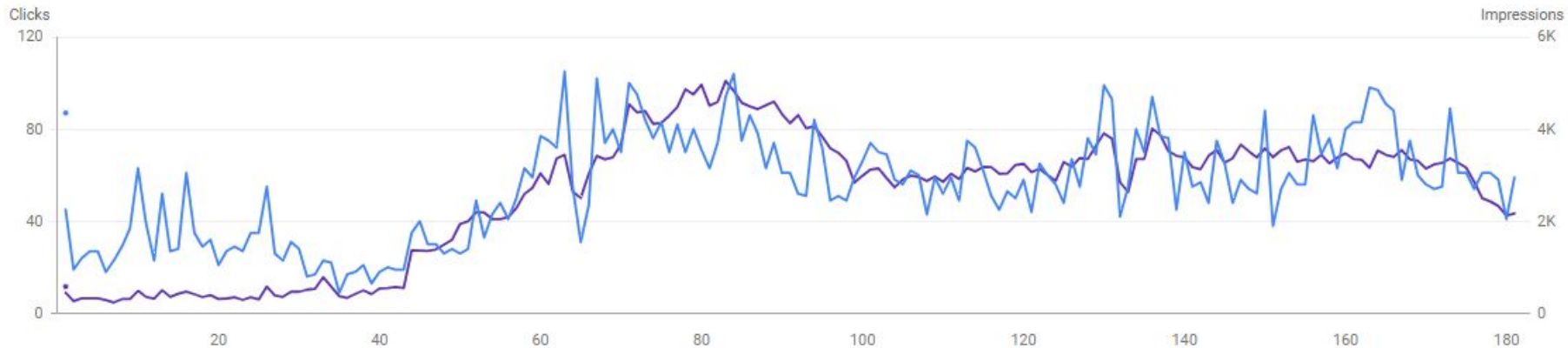
Average position

10.2

Last 6 months

2.9

Previous 6 months





Thank You
Future Voice