

# SEO expectations

Increasing traffic on your website is the best way to reach new users. SEO (search engine optimization) is the process of doing just that—organically increasing the quality and quantity of website traffic.

## SEO services

Our SEO services include industry best practices. Here's what you can expect from us as we improve your SEO ranking:

1. We'll first start by reviewing the SEO Input Questionnaire provided by you.
2. Next, we'll need access to your Google Analytics account and if already setup, your Google Search Console and Bing Webmaster accounts.
3. Then, we'll begin keyword research to identify target terms that people search for in your area relative to your site content.
4. Following, we'll begin writing custom meta titles and descriptions for each page of your site that is in the scope of our SEO contract.
5. After, we'll provide you with an Excel spreadsheet of meta tags for CMS integration.
6. We'll also provide a validation code so that the website is confirmed with both Google and Bing.
7. Once your website is live, we'll finish with a final submission to Google and Bing.

*If we're also delivering copywriting services, we'll:*

8. Provide keyword research to our copywriter in an effort to support the website copywriting. Since website content influences the search engine ranking, these two services pair well.

There are numerous other elements that can impact SEO success that go beyond the above services. However, these baseline best practices are recommended as part of an initial SEO strategy.

## Ongoing SEO support

Once your new website is live, SEO services should continue to ensure you are putting your best SEO foot forward. SEO is an ongoing process since the market and competition is constantly changing and your goals and website is constantly evolving.

Much of SEO is done behind the scenes. We have outlined the initiatives that will be implemented on a monthly basis as part of your ongoing SEO services:

1. We'll review your Google Analytics, your Search Console, and your ZAG-setup MOZ account to look for trends and to ensure overall organic search strategy is performing well.
2. We'll crawl your website to identify and analyze any technical SEO errors. The most common errors include:
  - 404 errors
  - Title tags and/or meta descriptions missing/duplicates
  - Title tags and/or meta descriptions below/over recommended characters
  - H tags missing/duplicates
  - Pages blocked by search engines
  - Missing schema markup
  - Missing canonical tags
3. We'll correct any necessary errors.
4. We'll integrate updates into the CMS.
5. We'll provide a quarterly report (read more below).

### Quarterly reporting

Each quarter you'll receive an SEO report from ZAG's very own SEO team member. This report includes a description of the services we performed, key organic search metrics, keyword rankings, and any recommendations. The report is organized as follows:

- Services performed
- Recommendations for SEO improvements
- Monthly organic traffic metrics, compared to the previous quarter
- A list of actual Google searches that lead to website traffic
- Current rankings for the key terms we're tracking
- Metrics specific to content changes if applicable
- A monthly SEO goal to focus our efforts
- A list of the top search queries and pages from organic traffic in the last month (from Reporting Ninja)
- A ranking of your domain on search engine result pages for specific keywords (from MOZ)