

Andrew Berz Advanced SEO Services

Scope of Services Summary

technical / onsite / offsite / keyword campaigns / Google Page 1 Rankings
superior technical skill, customer service and reliability

SCOPE OF SERVICES

I. Table of Contents: The Six Core SEO Services Andrew Berz SEO Provides

The six core SEO services we provide in our SEO Services include, but are not limited to:

- A. Full Site SEO Audit and Analysis
- B. Technical SEO
- C. Onsite SEO including site improvements with client pre-approval
- D. Offsite "White-Hat" SEO expert optimization and Daily Quality Build of Organic Backlinks
- E. Advanced 20 Keyword Campaign
- F. Mobile Specific Scope of Services

II. Scope of Services for A-F in detail:

A. COMPLETE WEBSITE AUDIT, ANALYSIS AND REPORT

We begin each SEO campaign with a full, comprehensive analysis and audit of your website. This audit includes a report to you on all of the major components currently impacting the optimization and visibility status of your website. If we are designing and creating the website for you, we will run this audit after the new site launches to ensure proper functionality.



This audit will include a full design review and recommendations on potential improvements. We will fix any and all issues that the audit reveals. The tasks completed in this service include:

- Technical Audit
- Indexation analysis
- Status Codes
- Redirects
- Page Speed
- URL Structure
- Robots.txt
- XML Sitemap
- Canonical Tags
- Duplication
- Crawlability
- Legacy Domain Issues
- Off-page Analysis
- Mobile SEO analysis
- International SEO analysis
- On-Page Audit
- Site Content Structure
- Keyword Research
- Page Copy Theme Analysis
- Keyword Use
- Meta Data Analysis
(Page Titles, Meta Descriptions, Heading Tags)
- Schema
- User Experience
- Images & Video
- Internal Linking & HTML Sitemap
- Server Log Audit
- Crawl Budget Analysis
- User Agent Analysis
- Competitor Analysis or Non-Competitor Baseline Analysis. We also include comparisons with up to three (3) competitors.

After the audit and analysis, we begin our technical and onsite (on-page) SEO work.

B. TECHNICAL SEO

We handle all of these technical tasks which can cause your site to be underperforming and negatively impacting the way you are viewed by Google, Yahoo and Bing so they send prospective clients to other websites in their organic search rankings. We will identify, fix and correct them, and provide you written reporting when each of these improvements is complete. These technical SEO tasks include:

- Meta Tagging all pages
- On Page content
- Keyword Density Header Tags
- Google Analytics and Search Console Setup
- Social Media Check
- Schema Markup
- Goals Setup and Geo Tag Images
- Webpage Cache
- HTTPS Test
- Media Query Responsive Test



- Noindex Tag Checker
- URL Canonicalization
- Image Alt Tags
- Website Crawlability
- Create an XML Sitemap
- Alt Text for Images
- Website Page Speed and Responsiveness
- Delete/Edit
- Website Load Time
- Unassigned Robots.txt
- Favicon
- Internal Links
- Favicon
- URL Structure

C. ONSITE (“ON PAGE”) SEO

1. Ensuring Compliance with Google, Yahoo and Bing Algorithms

Google and other major search engines have algorithms that prevent low quality sites or pages within low quality sites from ranking high in its search results. If your site has enough low-quality pages, the entire site will be lowered in the rankings. We fix this.

2. Address Onsite Duplicate Content Issues

Duplicate content can be caused by technical as well as non-technical reasons. Depending on the situation, we use a variety of methods to get rid of duplicate content.

3. Onsite Thin Content Issues

Thin content is detrimental to good SEO; we will immediately flag for correcting and improvement and work with you to create new fresh content for your site.

4. Strategic Mapping of the Site

This refers to the critically important to the calculated inclusion of our 20 targeted keywords for organic searches related specifically to your business or service. This is a very important core service included in what we provide and this can be a nuanced process to not compromise brand identity or get off message.

5. Address Offsite or Cross-Domain Duplicate Content Issues

We will find out if your content appears on other websites (yours or third-party) and let you know so that you can steps to get the duplicate content removed.



7. Find and Remove Bad Page URLs and 404 Error Pages

A high number of 404 (“page not found”) error pages is indicative of quality issues to search engines and will lower your website’s rankings. We will identify and correct or remove any such links/pages.

8. Addition of “Trust” Pages to the Site

We add privacy policy and copyright notices to your website. Adding these pages to your site is good for SEO and has other benefits if you choose to do other types of digital marketing in the future.

9. Site Design and User Experience Recommendations

We look at your website with a fresh set of eyes as if we were a visitor seeking what you are offering. Great user experience (with specific measurables) is the key to high page rankings. We offer feedback on the site design, colors, flow, spacing, and more, there is no part of the site we don’t analyze and optimize for SEO purposes.

D. OFF-SITE (“OFF PAGE”) / “WHITE HAT” SEO

Backlinks

1. For our core service, we will build 30 organic A+ backlinks each month for your site—no spammy backlinks that cheap or inexperienced providers build. Secure and safe. White hat SEOs rely on honest testimonials, guest blogging, and mutual partnerships to gain backlinks. No gamesmanship. Please feel free to inquire further on our backlinks process.

2. Claiming All Business Listings

3. We set up for you, and do targeting in:

Google Webmasters/ Google Search Console

Google My Business Page

Google Analytics

4. See Mobile Services in Section E, critical to offsite SEO.



E. 20 KEYWORD CAMPAIGN SCOPE OF SERVICES

1. We begin with keyword research. We provide data analysis of the top keywords for web users seeking what you offer and collaborate with you on a data-driven, scientific selection of 20 keywords for your campaign. Keyword research is critical for SEO campaigns as is consultation and collaboration with the owner and a nuanced understanding of the goals and core of the business or site owner.

Our keyword research process will include:

1. Brainstorming to understand your business and who your clients are (we learn this from you and our market knowledge), collaborating on the selection of organic searches your new customers do
2. Determining the nature of keywords (commercial and/or informational) that are best suited for your business
3. Compilation of search volume, competition, and AdWords cost per click data and presenting keyword options to you with recommendations
4. Calculation of Keyword Effectiveness Index (KEI) for each keyword
5. We provide weekly Reports of Keyword Page Rankings, showing you the progress each week and tinkering with campaign and improving it as we grow it
6. We Work on Constant Improvement of the Ongoing Campaign as You Climb up the Page Rankings

F. MOBILE SERVICES

1. Mobile Performance Test

A through check to see if you site is mobile friendly. If it is then to what extent and what else needs to be done to make it perform even better on mobile devices.

2. Finding and Fixing Crawl Errors

We will make sure that search smartphone bots are able to efficiently crawl and index your responsive or mobile site.



3. Making Resources Available to Search Engines

If CSS and JavaScripts are blocked, we will make them available to search engines' smartphone bots to help them better understand your website and render suitable pages in the desktop and mobile search results.

4. Robots.txt Optimization for Mobile SEO

Required for dedicated mobile sites. We will optimize the robots.txt file of your mobile website for improving the site's crawl efficiency.

5. Fixing Faulty Redirects

If your desktop site, when accessed from mobiles, isn't properly redirecting mobile users to relevant pages on the mobile site, we will fix the problem.

6. Mobile Sitemap Creation

Required for dedicated mobile sites. If your site has a specialty that is important for mobile

ADDITIONAL SERVICES

We provide a range of additional digital services:

Custom Web design for SEO clients

Direct Email Marketing

Social Media Marketing (Instagram, Facebook, LinkedIn)

SEM / Adwords / PPC

Other Digital Marketing Services

Please feel free to inquire for any additional information.

Sincerely,

Andrew Berz

Founder & CEO