



# SEO SERVICES

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2017



# Support Small Business

Support Small Business is more than just a business name. It is a command! Small businesses form the backbone of any society. Yet, statistics reveal that most small businesses experience challenges to the extent of failure.

Support Small Business is a business dedicated to helping small business owners grow their businesses by providing business and online marketing expertise, guidance, support and online visibility.

Support Small Business focuses primarily on small businesses seeking to grow their businesses with the latest online marketing strategies as well as business process re-engineering.

Support Small Business offers coaching, consulting and training services where small business owners can learn about online marketing and general business management best practices.

- Our mission is to maximize the volume of inbound organic traffic from search engines to a website.
- We are online marketing professionals that take pride in hard work, expertise, and a focus on exceeding the expectations of our clients.
- Search engines are evolving and we stay relevant within the industry with a culture of ongoing learning.
- Assisting you to grow your business is what matters to us
- We help you to implement solutions based on proven marketing strategies.
- We are SEO experts who have the expertise to know what will work best for your business

# Search Engine Optimization

**Search Engine Optimization (SEO)** is the method used to optimize a website, within the actual code and content, for purposes of driving more organic (not paid) traffic to the website.

A Website that is search engine optimized and maintained daily will assist in ranking well on various search engines. The goal is to rank well, for purposes of lead generation, especially on Google aiming for the first position on the first page. For Google, 18% of organic clicks go to the #1 position, 10% of organic clicks go to the #2 position and 7% of organic clicks go to the #3 position.

Google ranks websites based on two primary processes namely onsite optimization and offsite optimization.

**SEO** will reduce the marketing cost of a business significantly as SEO leads have a 14.6% close rate and is the #1 driver of traffic to content sites, beating social media by more than 300%

## **ON PAGE OPTIMIZATION ACTIVITIES INCLUDE:**

Site Analysis, Keyword Research, Keyword Density, Title tags, Meta Tags, Meta Description, H1 Tags, ALT Tags, URL Structure, Internal Linking, Original and Effective & Keyword Reach Content, Sitemaps, Robot.Txt, Blog installation & posting, W3C Validation, Track of target keywords

## **OFF PAGE OPTIMIZATION ACTIVITIES INCLUDE:**

Directory submission, Classified Submission, Social bookmarking, Article Submission, Press Release Submission, Blog submission, RSS Submission, Forum posting, Link Building, Reciprocal linking, Do Follow, Blog Commenting

# Comprehensive, Professional SEO Services

**Keyword Analysis:** Analysis of the most popular keywords used in the industry and the approximate number of times that a keyword is searched for.

**Keywords Targeted:** Target up to 10 primary keywords (based on our analysis) including a few variations of each primary keyword

**Sitemap.xml file:** Creation and optimization of sitemap file, which is like a roadmap for search engines telling them which pages should be indexed and the priority of each page.

**Robots.txt File:** Creation and optimization of Robots.txt file which gives the search engines direction in terms of what files to index and which should not be indexed and ranked.

**Competitor Analysis:** Analyzing competitors' websites and identify their online marketing strategies and keywords used

**Onsite-Optimization:** Optimizing every page on the website, editing the HTML code, adding primary and secondary keywords as well as Internal link building linking the various pages to relevant content within the website.

**Off-site Optimization:** Add website to high traffic websites, most popular directory submissions, leave comments on blogs and forums at our discretion, build relationships for reciprocal links

**Website Analytics & Tools:** Implement analytics and tools to analyze, monitor and report on the performance of the website including tracking where visitors are coming from, going to, their behavior on the website and report on possible problem areas.

**Monthly SEO Reporting:** Monthly reporting on the website performance and SEO progress will be available.

# Timeline for results – Outcomes not Outputs

SEO's focus should not be on achieving the first position on the first page. The goal should always be LEADS! But it will take time. See diagram below for expected activities and outcomes

## Support Small Business SEO Strategy and Implementation

### ● SEO START

Research and discovery, website audit, keyword strategy, and planning.

### ● MONTH 3

All focus now on content, html code, adding keywords and the distribution thereof.

### ● MONTH 5

Continue with content and technical SEO plus engage in some PR or media outreach. Expect more traffic and your leads should now start growing as a result.

### ● MONTH 2

Start technical SEO work, making modification to the website based on site audit results, this of itself can take months. Also start the link profiles . No results can be expected yet, since the changes being made will only start to have an impact once they're finished.

### ● MONTH 4

Continued content SEO, technical optimization of the website, and development of a healthy link profile including cleaning up low quality links. Expect to see a marked increase in rankings, traffic, and lead generation.

### ● MONTH 6

The goal is to now at least have 2500 and more visits to the website. DON'T STOP SEO NOW! SEO now enters the maintenance phase advising the business on lead conversion improvements

# Pricing

Many companies underestimate how much time and money it takes to be successful with SEO. Success by any standard rarely comes within the first 3 months.

Many companies get started the right way, but quit after 2 to 3 months dissatisfied with the results. This only happens due to unrealistic expectations.

SEO is a long term marketing tactic, and shouldn't be seen as a way to generate sales quickly. **SEO is a marketing tactic with one of the best ROIs available.**

SEO done the right way will also be a huge cost and time saver for any business. This is where digital marketing should start –**SEO!**

It is for this reason that Support Small Business offers superior SEO services at a affordable monthly fee where long term commitments are now possible.

SEO Services	Upfront Monthly Payment	R 1495
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To get started today send us an email requesting the service at:

[info@supportsmallbusiness.co.za](mailto:info@supportsmallbusiness.co.za)

No lengthy monthly contracts!

Upfront payments!

# Contact

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*“Good SEO is needed more than ever today.  
Someone has to clean up the bad SEO”*

Warren Whitlock

For more information on our services visit  
our website at:

<http://supportsmallbusiness.co.za>

