TOTAL SEO PLAN

Analysis

› Business analysis
› Competitor analysis
› Keyword research

Website Audit

› Google "Panda" audit - site quality
› Page load time benchmarking
› Google "Penguin" audit - link quality

Keyword Finalisation

› Initial keyword selections
› Keyword mapping

Site Promotion

› Web 2.0 authority properties
› Social bookmarks
› PR Submissions
› Hi PR Guest Posts

On-Page Optimisation

› URL structure
› HTML tags
› Content
› Navigation structure
› Page load time optimisation

Configurations

› Google Analytics
› Webmaster Tools
› Sitemaps

SEO Expansion

› Monthly organic keyword tracking
› Identify new keyword opportunities
› Incremental On-page optimisation
› Ongoing site promotion