

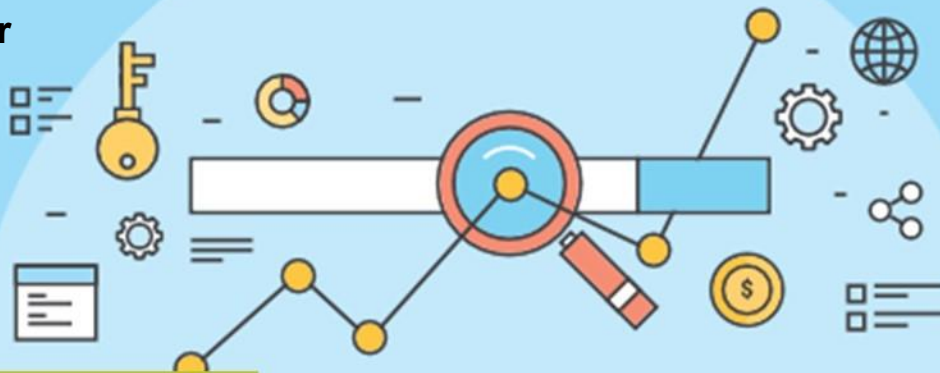
## **DFY SEO CAMPAIGN**

- **Increased Rankings**
- **More Visibility**
- **Holistic Search Traffic Campaigns**
- **Scale Your Organic Reach**
- **Consistent Results**

## **RELIABLE SEO SOLUTIONS THAT WORK FOR YOUR BUSINESS**

Our search engine optimization campaigns include a comprehensive suite of advanced SEO services and tasks. From digital brand building and foundational SEO development to advanced on-page and technical SEO, you can count on Digital Broiler for all your DFY SEO needs. All of our SEO packages are designed to make your organic exposure increase so you can see real results.

Each month we work on your campaign tasks according to our SEO and Online Visibility strategy for the campaign. Our service is comprehensive and moves from technical SEO to on-page SEO and off-page SEO. As tasks are started and completed, you can follow along with the progress with real-time access to the project workbook. We monitor your keywords closely and provide a shared report that you can access to see your rankings at a glance. Every asset or deliverable that we create comes with a complete report and 100% access.



**DFY SEO  
SETUP TASKS  
PART 1**

- **Site Health Check**
- **Anchor Text and Semantic Analysis**
- **Competitor Analysis**
- **Google Search Console Access**
- **Google Analytics Access**
- **Website Access**
- **Onboarding Call**
- **Google Data Studio Report**
- **Site Level Optimization**
- **Page Level Optimization**

**WE CARE ABOUT YOUR CAMPAIGN  
AND IT SHOWS IN OUR SETUP PROCESS**

We track up to five main keywords, 25 Longtail keywords, and Buyer Intent Variations every month. You'll get private access so you can log in anytime and see the site rankings for yourself.

We track the overall progress of our monthly campaign through Google Sheets. We use a dedicated Drive folder to store all of the monthly deliverables and reports, along with our private deliverables dashboard, allowing you to have full access. You'll also get a monthly summary of your campaign.

Our data analytics team is headed by an Analytics Certified Professional, Analytics Advanced Certified, and Analytics Power User Certified engineer with the skills needed to perform high-level analysis. This expertise includes things like funnel visualization, attribution modeling, and audience insights. No need to pay monthly fees on your reporting, everything you need is included in our campaign.

We check for 404 errors, proper robots.txt, and XML sitemaps. We look at any 301, 302, and canonicalization issues, as well as broken link checks. After our full in depth audit, your campaign will begin and all deliverable workbooks, rank tracking and shared files will be sent to you for ongoing reference.



**DFY SEO  
SETUP TASKS  
PART 2**

- **Site Health Check**
- **Anchor Text and Semantic Analysis**
- **Competitor Analysis**
- **Google Search Console Access**
- **Google Analytics Access**
- **Website Access**
- **Onboarding Call**
- **Google Data Studio Report**
- **Site Level Optimization**
- **Page Level Optimization**

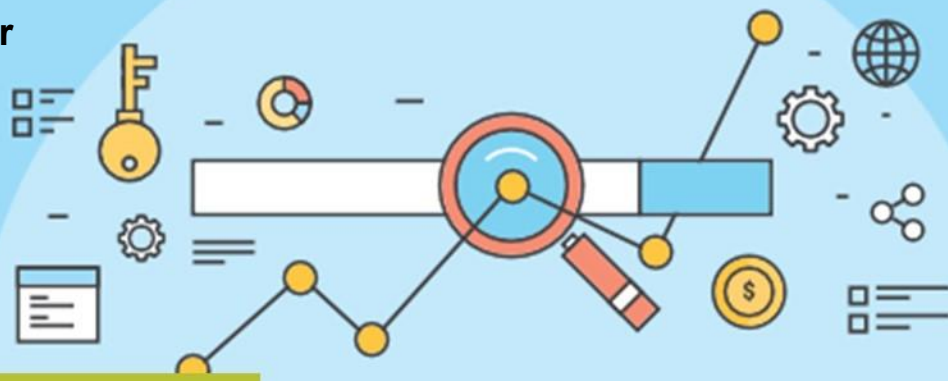
**BEING THOROUGH TAKES TIME  
HERE IS THE REST OF OUR SETUP PROCESS**

In order to create the best link building strategy, we first need to analyze the existing anchor text of the website. We compare the existing anchor text against your top competitors. Next, we run a Competitor Analysis on your target pages and prepare a plan of action on those pages.

We look at the top-ranking competitor for the keyword to get an insight into what Google Search is preferring to rank for that search term. We look at links, anchor text, semantic phrases, brand mentions and profiles, social media activity, and any paid promotion activities. Once we have a holistic view of what the number one competitor is doing, we are equipped to begin our own optimization efforts.

This is the technical SEO and best practice site settings. Briefly, these tasks include Robots.txt File Update, Connect Google Search Console, Google Site Verification, install SEOPress Pro, No Index Author Archives, Sub Archives, and Tags, Submit Updated XML Site Map, and use Data Highlighter.

We perform advanced on-page optimization beginning in month 2 based on the action plans developed during month one. Tasks include Optimizing Title Tags, Metas, H1 and H2 Tags, Image Alt Text, Inner Linking Structure and Anchor Text, Outbound Link Structure and Anchor Text, Create and Validate Organizational Schema Script and Implement our TF-IDF Action Plan on one main targeted page.



## DFY SEO MONTHLY TASKS

- **Content Creation**
- **Content Publishing**
- **Deep Link Building**
- **Authority Niche Placements**
- **Branded Link Building**
- **Tier1 Link Boost**
- **Index Links**
- **Premium Press Release**
- **Google Network Link Building**
- **Video Recap**

## OPTIMIZING YOUR WEBSITE AND HOW WE DO IT

We write and publish high-quality content for your website as either a blog post or another page, thoroughly optimized to target longtail and buyer intent keywords. We submit the article for your approval before posting. The article features correct on-page elements, interlinked using our internal anchor text strategy.

Our premium press release is a quality news release distributed to over 450 news and media outlets, like Google News, CBS, Fox, ABC, CW, NBC affiliated broadcasting websites and more, including Associated Press journalists and through AP Data features services. Your press releases are also distributed to major media outlets, including The Wall Street Journal, NEW YORK TIMES, WASHINGTON POST, USA TODAY, LOS ANGELES TIMES, and the CHICAGO SUN-TIMES. Creating authority brand links and mentions is a great way to launch any campaign.

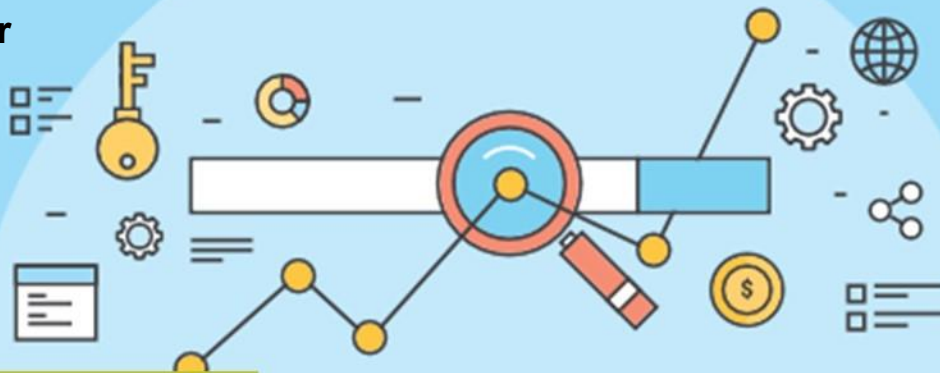
Each month we will acquire high-quality, niche, and relevant backlinks. These will be links on real websites and blogs. Our writing team finds topically relevant blogs and sites, and our outreach team goes to work securing you the best links available.

We promote the entire Google Microsite Network with quality Tier-2 links designed to safely boost the Google properties while funneling additional relevant equity to our target pages.

We use optimized blog posts as the target for additional link building to help funnel link equity to our targeted pages. This promoted blog post strategy helps to capture even more keywords and traffic because the posts will often rank for longtail keywords while serving as a gateway for our link equity.

We continue building brand links to help diversify anchor text and gain links from high authority sites safely. We build about 40 branded links a month, spread across 4 target pages of the website on platforms such as web 2.0's, social sharing sites, media sharing sites, industry directories, and online community profiles.

Every link your site earns is hand submitted to the Google Submit URL tool. This ensures that Google will crawl and evaluate your new links allowing you to get the most out of your SEO campaign.



## **DFY SEO BRAND PROPERTIES & LINKS**

- **Social Essentials**
- **Social Fortress Optimization**
- **Social Ultimate Optimization**
- **Social Power Up**
- **Page Level Optimization**
- **Google Site Microsite**

## **BUILDING BRAND PROMINENCE AND AUTHORITY**

We optimize the brand's Top-15 social and brand profiles and create new profiles if any are missing. Optimization includes ensuring correct business details, adding a website link, keyword-optimized descriptions and tags, uploading logos, photos, and videos, and interlinking existing accounts.

In month two, we continue creating and optimizing the brand's social profiles, including 25+ more must have accounts for your client's digital brand. Optimization methods are completed just like in month one.

We create four hub profiles for the brand and use those to interlink the created social accounts together. This results in a powerful branded network that we promote using Tier-2 link building methods.

We create a custom Google Site's Site with optimized embeds, media, and interlinked to a network of other relevant Google properties. These Google sites are effectively used to push rankings to other brand properties such as the website, a My Map, or an important industry listing or citation.

This strategy expands upon the Google Site created above and includes an interlinked network of Google assets that are publicly indexable and can be used for brand mentions and keyword relevancy, including 12+ Interlinked Public Google Drive Properties that funnel SEO value back to the optimized Google Site.