



SEO approach & milestones

I. Website analysis for SEO readiness

We analyse the website of our client for its SEO readiness in terms of on-page and off page optimisation. A sample website analysis report is given along with this document.

II. Competitive analysis

Based on the competitive set given by the client in the SEO brief we analyse 3-5 competitive websites, understand the sector in which the client's website is operating. Understand the level of optimisation by the competitors, learn from competitors and use these learnings during the websites' optimisation to beat the competition. In case a website, which has not been given by the client in the competitive set but comes up on page 1 on Google for common important keywords associated with the clients website we include this in the competitive analysis.

III. Website optimisation

Optimisation of a website involves on-page (content) optimisation and off page optimisation during set up followed by monthly work for building links to the website on an ongoing basis.

Initial SEO setup

- Competitor analysis
- Keyword research, analysis & recommendations
- Editorial or content optimisation
- Technical optimisation
- Off-page optimisation
- Initial website statistics

Monthly on-going work

- Link building
- Ranking and statistics monitoring
- On going changes to keep high ranking
- Monthly website statistics

We have outlined the milestones involved in each of these processes

Keyword Research, analysis & recommendations

Keyword research, analysis & recommendations – initial client brief

- Client fills the keyword brief from their understanding of their business. It should contain the probable keywords, which the target audience might use to search for the client's products / services on the internet.

Keyword research, analysis & recommendations – brainstorming session

- Brainstorming session with the client, amongst the sapnagroup team working on the project, to collect all the possible search terms without bias. Try to involve different team members from different areas of the business to get unbiased inputs.

Keyword research, analysis & recommendations – competitor's research

- Expand the keyword list by adding keywords used by competitive websites in the title, meta tags and visible page copy from competitors' websites.

Keyword research, analysis & recommendations – website statistics/ AdWords campaign

- Add keywords / key phrases used by visitors to the website as reflected by data mining websites statistical packages such as Awstats, Google analytics. In case the website uses the AdWords programme the data from this campaigns can be a very good source to understand consumer behaviour.

Keyword research, analysis & recommendations – related keywords suggestions

- Expand the keyword list using related keyword search, lateral meaning and synonyms of existing keywords and phrases using the comprehensive search of Wordtracker. At this stage, add longer key phrases, which are highly specific to the list rather than single keywords even if the search / predict scores are low. Longer key phrases are easier to rank and have better conversion rate.

Keyword research, analysis & recommendations – check AdWords competition and search scores

- Using AdWords keyword suggestion tool arrive at each keyword's competitiveness and search among AdWords live database. The competitive scores indicated only as - "Very High", "High", "Average", "Low" and "Very Low". Google gives the number of times a keyword is searched per month from its live database. We will choose that keyword which has high search scores and low competition.

Keyword research, analysis & recommendations – overall analysis

- Based on all the parameters such as Wordtracker search score, Google competition, AdWords search, AdWords competition and relevance to website offering, we shortlist the keyword list and arrive at the final keyword list which will be grouped theme wise.

Keyword analysis and selections – theme wise grouping

- Create theme wise groups of keywords deepening on the website sections or website theme pages. Use the most competitive keywords from amongst these, for the home page.

Keyword research, analysis & recommendations – client feedback

- Discuss the selected keywords with clients and change based on client's feedback.

Keyword research, analysis & recommendations – create final keyword recommendation list

- Create the final list of keywords on which the website pages will be optimised.

Keyword research, analysis & recommendations – approve final keyword recommendation list

- Client to review and approve list provided with the final keyword recommendation list.

Editorial optimisation

Editorial website optimisation – page title

- This is one of the most important on page optimisation factor.
 - Weave the selected keywords / phrases for each of the pages in the respective title.
 - Ensure that the important keywords come at the beginning of the sentence.
 - Ensure that the title is not a sentence consisting only of keywords but says something about what the page is about.

Editorial website optimisation – meta description tags

- Search engines use website's meta description as the basis of the description that will be displayed in their search results, so it is important to choose the copy carefully. Need to repeat the important keywords from the title. Each page should have each own meta description.

Editorial website optimisation – meta keyword tags

- Meta keywords have lost their importance in the search engine algorithm. As they are still used by some smaller engines we make sure that they are added to each webpage.

Editorial website optimisation – body copy

- Ensure that body copy is written with the visitor in mind and not the search engine spider. Enrich the content with keyword / key phrases. Be careful not to be excessive in using the keywords.
 - Target to have anything between 300 - 500 words in the body copy.
 - Talk to the visitors about the objective of the website and what services are provided by the website.
 - Talk to the visitors about how this website is useful to them or how it will answer the queries, they were looking out for or how the website will solve the problems, they wish to solve.We will provide suggestion for key pages how the copy would have to change.

Editorial website optimisation – header tags

- There are different ways of defining a headline on a web page. For SEO it important that they are specified using H1 header tag and that keywords / key phrases are worked into the headlines. Only if necessary use H2, H3, and H4 tags.

Editorial website optimisation – interlinking of pages

- We will recommend how the various pages of the website can be interlinked through the copy. More the interlinking of the pages better it is for optimisation.

Technical optimisation

URLs with keywords

- Change URLs to include keywords and have a proper file extension, e.g.
www.yoursite.com/index/article.php?id=51 becomes www.yourwebsite.com/about-us.html

Changing CMS to allow manage keywords

- Changing the CMS to allow specifying the keywords in ALT tags and HTML titles, meta descriptions for each page and meta keywords.

List of pages inaccessible by search engines

- If a website has a search function (e.g. job search) search engines cannot access the results as they cannot perform a search. We will create a page with links to all possible search results, e.g. all jobs so that they can also be spidered by the search engines.

Google site map

- Create and submit Google site map

Check for broken links

- Run link checker tool to check if any of the links are broken and get them rectified.

Site map

- Have a website map which is linked to from the home page and which links to all the major internal pages. A site map will give users a quick overview of the content of the website. It will also give the spiders another route through the website. The site map should be quick loading, light on graphics and very simple.

Off-page optimisation – setup

Major directory listing

- We will do a research on major directories and register the website with them in the correct category. Having a link to a major directory can greatly improve a website's ranking.

Initial website statistics

- Statistics before optimising the website is noted to measure the success of SEO. This can include the following; any other statistics can be added as per the client's specific requirement.
 - Number of visitors
 - Registrations / sales
 - Ranking of selected keywords / key phrases
 - Links to client's website

Monthly on-going work

Link analysis – competitive link research

- Each keyword is entered into the search engine find box. For each keyword, top 10 sites will be catalogued.
 - Inbound and Outbound links to each of the top websites are analysed and catalogued.
 - For each of the websites extract and analyse links in terms of quality and quantity. See which of the links can be used for our own website.
 - Understand what type of content on a particular website is attracting links.

Link analysis – collate potential inbound link partner

- Explore and collate the possible list of link partners such as trade associations, trade magazines, industry experts etc.

Link development – email / post templates

- We would suggest copy we would use to contact potential link partners and to submit posts to forums / message boards. It needs to be reviewed / approved by the client before we start using it.

Link development – industry specific directories

- Research on industry specific directories / listings and adding client's website to these directories / listings.

Link development – suppliers, clients, industry associations

- Research on suppliers, clients, industry associations and contacting them to request links to client's website

Link development – forums / message boards

- Research on relevant forums / message boards and adding relevant posts with links to client's website

Every month after the initial SEO setup, we work on building links to the website and at the end of the month give a monthly report, which outlines the progress of the work done and outlines the next month's activities. A sample monthly report is being sent along with this document.