



# SEARCH ENGINE OPTIMIZATION MARKETING PROPOSAL

**OXFORD PIERPONT**  
BUSINESS DEVELOPMENT SERVICES

# SEARCH ENGINE OPTIMIZATION MARKETING PROPOSAL

Thank you for taking the time to review this Search Engine Optimization Proposal. My name is Bob Hunter, and I am the Operations Director who will be overseeing the methodic development and execution of your SEO Strategy.

I believe that every SEO Strategy should be customized to the needs of the individual business, but in practice, the standards our teams will follow are always consistent. Our methodology has been outlined in this proposal for your careful review in advance of your first in depth consultation.

As soon as you are available, let's further discuss the needs of your business, and customize your strategy as we prepare to move forward.

I look forward to working with you!

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SEO can help a business control their presence and narrative in the digital marketplace”



## SERVICES



Business Development Consulting



Marketing & SEO Management



Website Design & Development

Oxford Pierpont provides Business Development & SEO services to well established companies seeking to compete aggressively online.

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## PURPOSE & EXPECTATIONS

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At Oxford Pierpont, we practice holistic white-hat SEO, which is an extremely detailed and complex form of the process. Essentially this means that we are not trying to “trick” Google into ranking your results, but instead, will rank your business by legitimately proving to be the most relevant result for a given query. While this approach to SEO takes longer and requires more effort from all parties involved, it is also significantly more robust and proves to be profitably effective for the long term.

With that said, please understand that this document is in no way intended to serve as a training on the fundamental principles of SEO, and the tasks lists provided are not comprehensive.

The purpose of this document is to offer a general overview of the objectives that our teams will follow in delivering Oxford Pierpont’s Search Engine Optimization services. Furthermore, this document provides a long term roadmap that should guide your expectations as we work through the steps necessary to deliver tangible results to your business. Most importantly, the purpose of this document is to aid in your decision making process as you determine what course of action is right for your business.

Please feel free to contact either me, or your Project Manager directly if you have any questions or concerns.

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# PRELIMINARY SEO RESEARCH

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At the start of the process, our focus is on competitive research, client analysis, and strategic planning. During this time, our goal is to learn about your business and your industry by understanding:

- Why you feel like your business needs to undergo Search Engine Optimization.
- Where your business is currently succeeding, and failing.
- What factors are making your top competitors more successful than your business.
- What hypothetical steps your business needs to take to equal and eventually surpass your competition.

Before we begin, we would like to have an intensive 1-hour meeting to discuss your goals, target demographic, competitors, Key Performance Indicators (KPI's), etcetera.

## Preliminary SEO Research Task List

### 1. Foundational Consultation

Intensive 1-hour meeting with the client to discuss the fundamentals of the business, develop the Buyer Persona, and identify the KPI's for the business.

#### Objectives:

- ☐ Identify who the company intends to target through SEO, and develop the hypotheticals for the target demographic.
- ☐ Develop the Buyer Persona
  - Who have you successfully done business with in the past?
  - Who is your "ideal" customer?
  - Where can your ideal customer typically be found online?
- ☐ Identify your monthly revenue goals after performing 6 months of SEO.
- ☐ Identify and note any pitfalls that you may have already experienced in your industry.
- ☐ Identify the top 5 competitors that you may already be aware of.
- ☐ Gather your 10 keyword suggestions, based on your industry knowledge and experience.
- ☐ Gather content and engagement suggestions based on your industry knowledge and previous experiences.
- ☐ Establish your definition of a "successful" SEO campaign.
- ☐ Establish reasonable expectations and KPI's based on the supporting information.

### 2. Competitive Analysis, & Client SEO Audit

Here, we will perform the initial keyword research and measure current SEO rankings on Google to identify the top 5 competitors. Based on these findings, we will then perform the initial Competitive Analysis so that we can thoroughly audit and document existing rankings, link profile, internet presence, and social media metrics.

#### Objectives:

- ☐ Identify the top 5 competitors to the client, as seen on the Search Engine Results Page (SERP).

- ❑ For each competitor, identify:
  - Overall rank
  - Domain authority
  - Count of backlinks and list of top 10 backlinks
  - Count of referring domains and list of top 10 referring domains
  - Count of organic keywords & PPC value
  - Measure of organic traffic
  - Estimation of traffic value
  - List of top 5 competing domains
  - Top 10 ranking keywords for the competitor
  - Record Social Media presence and engagement
  - The 5 top ranking organic blog posts created by the competitor
  - Assess competitor's SCHEMA Markup & Metadata
- ❑ Cross reference the data from the top 5 competitors and identify trends in links, domains, and keywords.
- ❑ Deliver completed Competitive Analysis to the client.

### 3. Client Website Audit

Conduct a thorough review of the client's existing website to determine the current site's strengths and weaknesses and identify potential challenges.

#### Objectives:

- ❑ Assess the website's sitemap (if existing)
- ❑ Assess SCHEMA Markup and Metatags
- ❑ Assess heading tag distribution
- ❑ Assess asset labeling (e.g. Images, videos, audio, etc.).
- ❑ Assess current keyword density levels
- ❑ Assess Readability
- ❑ Assess overall parent/child site structure
- ❑ Assess overall site health
  - Page speed
  - Mobile friendliness
  - Image compression
  - JavaScript compression
  - Expires Headers
  - Server speed
  - Dead links
  - 301 Redirects
- ❑ Conduct a follow up meeting with the client to discuss the findings, action items, and recommendations that fall outside the scope of this project.
- ❑ Discuss SEO Keyword Planning objectives.



# SEO KEYWORD PLANNING & DEVELOPMENT STRATEGIES

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The second part of the research phase is centered around SEO Keyword Planning. The information acquired during our initial research informs our understanding of who your target audience is, and therefore, what their most likely methods of search will be.

Armed with this information, we will conduct further research to determine the 10 most likely medium-tail keywords that an individual will use as they search for your products or services. This is one of the most important parts of the SEO process, and this list grows by 10 keywords every month for the life of your SEO campaign.

## SEO Keyword Planning & Development Task List

### 1. Identify the target keywords for the initial campaign

Initially, we identified the top 10 keywords being used by your top 5 competitors, and now it is time to assess that data and determine which keywords overlap competitors. These will be the basis of our first campaign.

#### Objectives:

- ☐ Average the top 10 keywords being used by the top 5 competitors.
- ☐ Create a keyword matrix and identify the 10 overlapping keywords among competitors.
- ☐ Create a spreadsheet of related long-tail keywords for the initial list of 10 base keywords.
- ☐ Identify the 10 medium-tail keywords upon which to base the initial campaign.
- ☐ Create a keyword distribution spreadsheet to track keyword usage on the website.

### 2. Write the content development strategy

Based on our initial findings from the research on Google, and the information from your top 5 competitors, we can identify the content that will be most relevant to your audience, and schedule the development of that content for consistent delivery of results.

#### Objectives:

- ☐ Create a list of topics that are relevant to the target audience.
- ☐ Identify the best form of media for each of those topics – text, images, videos, etc.
- ☐ Collect existing content that you may already have.
- ☐ Determine who will be responsible for creating new content.
  - Please note that content creation (copywriting, video editing, photo editing, graphic design) is not included as part of our SEO service by default, and is offered as a separate billable service.  
Alternatively, you may choose to have your content created by your staff or a third party.
- ☐ Create a content delivery schedule and predetermine when each future post should be published – e.g. A new blog post published on the first Tuesday of every month.



### 3. Write the link building strategy

Link building creates domain authority for your website and gives credibility to your business as you are supported more and more by your peers in the digital marketplace. Through link building, we will systematically build that authority for your business.

#### Objectives:

- ☐ Create a list of potential backlinks.
- ☐ Create a back-linking schedule
- ☐ Identify third party registrations to complete during the Off-site Optimization phase of the process.
- ☐ Ensure that the link building efforts exceed those of the top 5 competitors.
- ☐ Coordinate the link building schedule with the content creation schedule.

### 4. Write a landing page development strategy

Every Standard SEO plan from Oxford Pierpont includes the development of at least 1 new landing page every month, with the first 10 landing pages pre-planned and coordinated with the list of medium-tail keywords.

#### Objectives:

- ☐ Based on the keyword research list of the top 10 medium-tail keywords, assign one keyword to every landing page for the following 10 months.
- ☐ Ensure that the client can provide content for each month's keyword landing page on time.
  - o Alternatively, you may wish to retain Oxford Pierpont's content creation services.
- ☐ Develop the appropriate landing page according to the schedule.
- ☐ Prepare to optimize each new landing page.
  - o Metadata
  - o SCHEMA Markup
  - o Keyword density
  - o Link structure
  - o Submission to Google

At this point, the planning phases are over and the onsite optimizations will begin. Our primary objective will be to correct any failures discovered during the initial website audit. Then, we will work to complete the first implementations of the Keyword Planning & Development Strategies.

### Onsite Optimization Task List:

#### 1. Asset Access & Verification

Collect the client's login credentials for the various assets required for the project, and create new credentials when possible.

##### Objectives:

- ☐ Receive completed Asset Credential Spreadsheet from the client.
- ☐ Test logins for accuracy.
- ☐ Create administrative website access on the client's website.
- ☐ Create administrative access on social media platforms (when applicable)
- ☐ Create administrative access on other relevant accounts or third party sites.

#### 2. Website Optimization

Thoroughly work page-by-page to optimize the site, correct errors, and prepare the website for indexing by Google.

*NOTE: Larger websites which require these activities on more than 10 webpages will incur additional billing to reflect the greater scope of work.*

##### Objectives:

- ☐ Correct all headings site wide with proper H1, H2, H3 tag structure.
- ☐ Label all website media with proper names, alt tags, descriptions, and captions.
  - o When possible, we will include your keywords in the media metadata
- ☐ Complete site wide image compression.
- ☐ Create proper parent/child site structure.
  - o When necessary, we will resolve newly created 404 errors with server site 301 redirects
- ☐ Assign dedicated keywords to existing content pages/blog and record changes on the Keyword Distribution Spreadsheet.
- ☐ Achieve 20% keyword density on each page.
- ☐ Check the content for fluid readability.
- ☐ Create new metadata and assign social media friendly images to each page or blog post.
- ☐ Create appropriate SCHEMA Markup & Metatags for each page or blog post.
- ☐ Redesign pages that did not pass the Google Mobile Friendly Test.
- ☐ Resolve all 404 errors and create 301 redirects.
- ☐ Compress the JavaScript files.
- ☐ Add the Expires Headers.
- ☐ If possible, improve the server speed.
- ☐ Create/update the website's sitemap.

### 3. Landing Page Development

Once the core of the website has been properly developed and optimized, it is time to add new landing pages to the site that correspond with specific keywords, in accordance with the Landing Page Development Strategy.

#### Objectives:

- ☐ Create new landing page(s).
- ☐ Submit the new page(s) to the client for approval.
- ☐ Optimize each new landing page.
  - Metadata
  - SCHEMA Markup
  - Keyword density
  - Link structure

### 4. Content Development

Following the schedule outlined in the Content Creation Strategy, receive, post and publish the new content to the site.

#### Objectives:

- ☐ Publish new content to the site where appropriate.
- ☐ Check content for keyword density.
- ☐ Check media for correct labeling and size optimization.
- ☐ Create new metadata for the content.
- ☐ Create new SCHEMA Markup code for new content.
- ☐ Assign tags and categorize new content.

In many ways, the internet is a giant popularity contest, and when your website has more third party sites pointing to your content, Google perceives you as being more credible and having more domain authority. By implementing the Link Building Strategy, we can systematically develop this domain authority over time.

### Off-Site SEO Optimization Task List:

#### 1. Submit the updated website to Google, and complete third party registrations

In order to speed up the indexing process, we will manually submit each page of your website to Google. We will also post links to your updated website on various third party website and business directories.

##### Objectives:

- ☐ Manually submit the entire website to Google for re-indexing.
- ☐ Referencing the Website Link Building Strategy, register the business & website on third party business directories.
- ☐ Submit the website to Google Business and optimize the Google Business profile.
- ☐ Submit the website on the client's social media profiles (if available).

#### 2. Begin Off-site Link Building

In accordance with the Link Building Strategy, begin systematically submitting the website links to third party sites. This process will continue for the life of your SEO campaign.

##### Objectives:

- ☐ Following the content strategy, post the links in:
  - o Forums
  - o Blogs
  - o Comment sections
  - o Competitor websites
- ☐ Aim to create 30 backlinks and referring domains per month.
- ☐ Record the backlinks on the Backlinking Spreadsheet.

#### 3. Share new content to third party sites

Following both the Link Building and Content Creation Strategies, we will begin publishing some of your content to third party sites to further build your domain authority.

##### Objectives:

- ☐ Guest posting on high domain authority, high traffic websites such as Forbes.com
- ☐ Creating Q&A's forums on sites like Reddit
- ☐ Participating in relevant wikis like Wikipedia
- ☐ Publishing how-to content on sites like eHow
- ☐ Weekly publishing to the Google Business Profile
- ☐ Sharing content to social media (if available)

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## ONGOING MAINTENANCE & ANALYTICS

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The first three months laid the initial SEO foundation upon which to build your website's authority with the search engines. To keep the momentum going, it is essential to continue posting and promoting fresh content on a regular basis and monitor your SEO strategy each month. During this phase of the process, we will also carry out the development strategies prepared during the initial planning process.

### Ongoing Maintenance & Analytics Task List

**1. Complete a performance audit on the previous month's activity.**

Similar to the audit conducted at the start of the SEO process, we will now assess the overall health of your SEO campaign and compare the data to that of the previous month.

**Objectives:**

- ☐ Measure Google rankings for the 10 target keywords.
- ☐ Measure website traffic and engagement.
- ☐ Review bounce rates
- ☐ Review conversion rates and revenue targets
- ☐ Review other KPI's

**2. Audit the keyword performance of the previous month.**

Determine which keywords performed well, and which keywords had the least engagement. Then use this information to determine which keywords to keep as part of the strategy, and which to replace.

**Objectives:**

- ☐ Perform keyword audit
- ☐ Replace underperforming keywords from the overall strategy
- ☐ Create the list of new keywords for the coming month
- ☐ Update the Keyword Distribution Spreadsheet

**3. Perform Onsite and Off-site updates.**

Based on the strategies written at the beginning of the SEO process, we will update the website, content, and links according to the schedule.

**Objectives:**

- ☐ Create new landing pages for the new keywords.
- ☐ Publish the new content to the website, and to third party sites when appropriate.
- ☐ Create new backlinks to point to the new content.
- ☐ Revise previously published content when necessary.
- ☐ Submit the new landing pages and content to Google for indexing.
- ☐ Maintain activity on the Google Business profile.

# THANK YOU!

Thank you for reviewing our proposal. If you need assistance, or have questions, simply contact us immediately and someone will be happy to help!

## **Oxford Pierpont**

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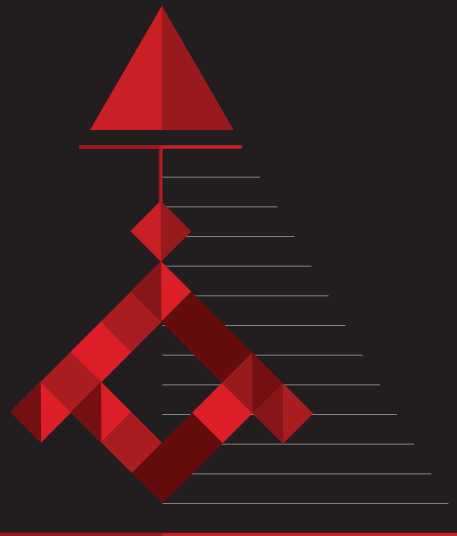
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