



## HubDo 'Done For You' (DFY) SEO Service

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### Summary

This service includes the following:

1. Access to HubDo Portal SEO Workflow & Reporting Tool
2. Keyword Research and recommendation on Primary Keyword for Homepage focus
3. Access to the Social Posting Feature - similar to Hootsuite
4. Completion of the 200+ Fundamental SEO tasks by an SEO team member
5. Completion of 80+ Local & Social Citation Submissions - (Geo Location based)
6. Weekly and Monthly Automated Reporting

## Product Description

### General Definition

Basic SEO DFY Services are designed to lay the groundwork that will lead to long term search engine visibility of a website. The SEO team member uses their extensive knowledge to accomplish the portal tasks that follow SEO best practices, including local search marketing strategy. This SEO service makes the basic foundation of the website in terms of search engine standards and requirements.

### HubDo Product Definition

Built on the extensive set of marketing tasks, customised for your particular industry, HubDo Portal contains hundreds of tasks to optimise your online marketing. The HubDo Global Centre of Excellence (GCOE) team has extensive experience, efficiently completing tasks week by week throughout the month. Reports are generated from within the portal to show tasks completed and online growth. \*This is a basic SEO fundamentals service and does not include SEO Specialist services or reporting.

### About HubDo Portal

HubDo Portal provides the foundation layer for building a websites online visibility. Containing hundreds of tasks customised as a workflow to suit your location and industry, HubDo Portal supports a Do-It-Yourself (DIY) approach using your own time and resources,



or a full Done-For-You (DFY) SEO service where a member of the GCOE SEO team complete these tasks for you.

Each Portal task has a section which describes the steps needed to complete the task, estimated time required to complete the task and a point value to show the impact the task will have on the online visibility of the website. **\*\*PLEASE NOTE: The point values DO NOT relate to the number of tasks completed. Points relate to the VALUE each task has on impacting the online visibility of the website. (DIY Support via <https://help.hubdo.com/> only).**

HubDo Portal provides complete transparency of reporting for tasks completed each week. With comprehensive daily, weekly and monthly reporting it is your one-stop portal for completing and measuring your marketing progress.

## DFY SEO Product Deliverable

The HubDo DFY SEO Service includes an experienced SEO team member to undertake the completion of tasks in the Portal. To complete the whole service may take up to 6 - 8 months depending on the size of the website and industry competition.

## Product Pricing

### **Value Point Pricing -**

**Setup = 1VP**

**Monthly Service = 2VPs**

1. Basic SEO Monthly Service as described
2. SEO Project Manager Support - limited.
3. Access to Help via <https://help.hubdo.com/>

## DIY Product Pricing

### **Value Point Pricing -**

**Setup = .5**

**Monthly = .5**

1. HubDo Portal account - access to all tools and tasks as described
2. Access to Help via <https://help.hubdo.com/>

## How To Order

### Pre-sales (For New Consultants)

1. Read the necessary information about the product in the HubDo SEO DFY page



2. Contact HubDo via our Contact form and our Controller JJ will be in touch to setup your request service and Agency Basecamp

## Order Confirmation

1. Accept our invitation to use Basecamp for our service communications
2. Add a new client item under the "Project & Deals" to-do list in Basecamp
3. Address the job information with our Global Services Manager (Jay) and our Controller JJ, to process your order.  
<https://www.hubdo.com/adding-new-service-checklist>
4. Fill out the necessary information needed by HubDo via this intake brief -  
<https://goo.gl/forms/zvqfZk5bwjUohm2l1>
5. Await confirmation and further details from the team