



## HubDo Intensive SEO Service

---

### Summary

This service includes the following:

1. A Dedicated SEO Specialist
2. Keyword Research and Keyword Targeting Plan
3. Metadata creation and application to the website
4. Fundamental & Advanced SEO Task Completion - Technical updates for the website and domain
5. Technical SEO Strategy Fixes and Improvements
6. Local & Social Citation Building
7. Weekly/Monthly auto reports
8. Historical comparison of visitor data, landing pages, keywords and more
9. Comprehensive End-of-Month Progress Report compiled by your SEO Specialist
10. Recommendations for client completion
11. Monthly Strategy plan
12. Keyword Ranking Report
13. Citation Report - for 'Local' SEO Clients only

## Product Description

### General Definition

Search Engine Optimisation (SEO) is the process of tuning a website to increase the odds of achieving higher rankings in the major search engines. Advanced or Intensive SEO Services are designed to address technical issues that will improve the performance of your website overall. There are no tricks or shortcuts to Search Engine Optimisation. Success ultimately depends on creating a site that is easy-to-use and has valuable content for users. A dedicated SEO Specialist uses their extensive knowledge and experience to accomplish urgent fixes and optimisation tasks that follow Google Approved SEO best practices including local search marketing strategies.

Search optimisation should be considered a long-term project — as the search engines evolve and your competitors improve their own positions. It makes sense to view your site as a live entity that needs to grow and adapt.



## HubDo Product Definition

Alongside our Foundation SEO DFY Service (ideal for Local Businesses) some competitive industries require a more intensive customised approach in order to get the business into the spotlight on Google's Organic Search results. Hence the additional tasks and technical updates included in Intensive SEO delivers over and above these fundamental tasks.

HubDo Intensive SEO builds onto these tasks by adding the strategic experience of an SEO Specialist to analyse data and foresee any changes and issues. Your assigned SEO Specialist will analyse the competitive landscape and progress attained each month, setting out a month by month focus and reporting each month on the results achieved. Intensive SEO includes custom reporting, dedicated SEO Specialist, recommendations and strategic plan, generated for you during the first week of each month.

### **Below is listed some (of many) tasks we undertake month on month:**

- Creating and connecting Google Tools & Google My Business Page.
- Confirming or creating the Sitemap & submitting for indexing
- Submission to Google of XML sitemaps for reindexing
- Testing of robots.txt file
- Setting up of correct canonical domain URL
- Creation of Structured Data for indexing
- HTML audit and recommendations for improvement if needed
- Setting up of Goals in Google Analytics
- Recommendations for http and https setting - SSL certificate (additional service)
- Review and recommend on the Page Load Speed performance using Plugins etc. (Speed Upgrade additional service)
- Keyword research and Plan
- Target keyword mapping for Metadata
- Metadata creation - Page Title and Description - commencing with Main Menu pages and building out month on month to subpages and blogs
- Creation, setup of Bing Webmaster Tools account
- Bing submission of XML sitemaps for reindexing
- Technical audit monthly for broken links, broken images, server and site speed, SSL errors
- Clarifying the target audience and rankings for the business
- Reviewing competitors
- EOM Reporting with details Recommendations & achievements

Note: As Technical errors occur the SEO Specialist has the freedom to defer tasks in preference of fixing errors and broken items on the website.



## Product Pricing

Estimates based on standard template implementation:

### **Value Point Pricing - 3VPs:**

1. Advanced SEO Monthly Service
2. SEO Project Manager Support

## How To Order

### Pre-sales (For New Consultants)

1. Contact HubDo using our contact us page in the website
2. Our Controller will send you an invite to HubDo Basecamp project as an agency/consultant. This will contain all the information you need to get started with HubDo

### Order Confirmation

1. Add a to-do item under the "Project & Deals" to-do list in Basecamp
2. Address the job request to our Global Services Manager (Jay) and our Controller JJ, to process your order. <https://www.hubdo.com/adding-new-service-checklist>
3. Fill up the necessary information via this intake brief - <https://goo.gl/forms/YG2JctWwSMwshSJs1> or go to our <https://www.hubdo.com/briefs> page of the website - 'Search Engine Optimisation' section.