



# **MindZap Solutions**

**Web, Apps, ERP & Digital Marketing**

# Standard Operating Procedures (SOP)

**Purpose:** This document includes the standards and guidelines that we adopt for the clients.

**Scope:** This SOP applies to the Search Engine Optimization Team. This document will contain the relevant procedures and methods that we will be used for SEO.



# Objectives

- Get easy access to Website over web.
- Establish & Grow Online Business.
- Reach out maximum patients.
- Cater Local Business and increase the sale.
- Boost traffic/month
- Enhance social media presence
- Scale up number of footfall



# PHASE I

# Initial Phase of Work

## **Step 1** Collect key metrics before stepping in to SEO:

- 1) Website Admin Panel Details
- 2) Website cPanel Details
- 3) FTP Details
- 4) Google Analytics Login Details or access on our mail id - nickgenero445@gmail.com
- 5) Google webmaster (Google Search Console) account access on the same id.
- 6) Google my business account access
- 6) An Email ID on the domain like seo@speedyourranking.com or marketing@yourbrandname
- 7) SEO Report by the previous agency
- 8) Any photos or videos to promote (if any)

# Detailed Analysis Of Website

An SEO audit is the process of analyzing how well your web presence relates to best practices - it is the first step to creating an implementation plan that will have measurable results.

The purpose of the audit is to identify as many foundational issues affecting organic search performance as possible. The SEO audit will reveal:

- Technical SEO issues
- Website structure issues
- On-page SEO issues
- Potential off-site problems
- User experience issues
- Content gaps and opportunities
- Competitive marketplace insights

# Technical Audit

- Indexation analysis
- Status Codes
- Redirects
- Page Speed
- URL Structure
- Robots.txt
- XML Sitemap
- Canonical Tags
- Duplication
- Crawlability
- Legacy Domain Issues
- Off-page Analysis
- Mobile SEO analysis
- Mobile Test
- AMP Implementation

# On Page SEO Audit

Here we primarily work on the website, front end and back end. This makes the path to our website smooth for the search engine crawlers. We ensure there will be no complex structures for the search engine crawlers. They are able to find our website easily.

- Website Navigation Analysis
- Site Content Structure
- Keyword Research
- Page Copy Theme Analysis
- Keyword Use
- Meta Data Analysis (Page Titles, Meta Descriptions, Heading Tags)
- Schema
- User Experience
- Images & Video
- Internal Linking & HTML Sitemap
- GA Code Check
- Webmaster & GMB Setup
- Page Wise Site Assessment
- Structuring of Website
- Heading(H1/H2)Tags Optimization
- New Page Creation Suggestions
- Broken Link Check & Removal
- Content optimization
- 404 Page Suggestion Implementation
- Integration of sitemap in Google Webmaster
- URL Structure Optimization
- Social plugin review
- Competition Analysis
- RSS Feeds
- Java Script & CSS Minification Test
- Footer & Sidebar Sections Check
- Call To Action Buttons



# Keyword Analysis

Keyword research is the process of discovering words and phrases that people use in search engines with the ultimate goal of optimizing content around those terms and ranking for those terms in search engines.

## Important for SEO?

Keyword research impacts every other SEO task that you perform, including finding content topics, [on-page SEO](#), outreach and promotion.

- Keyword analysis using certain tools and Google research
- Filtering it through a two-level filter process (Search Volume & Keyword Difficulty)
- Sharing the keyword suggestion list with Client
- Finalizing the keyword list based on Client's inputs and discussions
- Preparing the current ranking list of final keywords

# Competitor Analysis

Competition analysis is the process of evaluating how the top rankings fare when it comes to the most important SEO factors, including their use of specific keywords. The goal is to get a panoramic view of what you're up against and where your opportunities are.

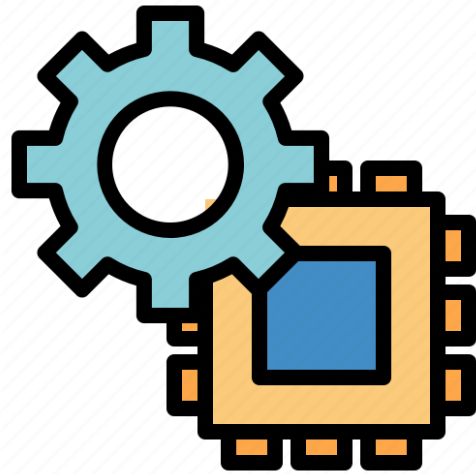
**Identifying your competitors with SEMrush to see the list of keywords they're using**

**Using Spyfu to get a list of keywords they are bidding for**

**Using Keyword Planner to get a list of possible keywords related to a primary term**

# Competitor Analysis Process

- Identify Your SEO Competitors
- Evaluate Keyword Difficulty
- Look for New Keyword Opportunities
- Analyze On-Page Optimization & On-Site Content of Competitors
- Dig into Competitor Backlink Profiles
- Examine Competitor's Site Structure & UX
- Learn How They're Leveraging Social Media



# PHASE 2

# Execution Process

To execute the plan of Phase 1 we will work on continuing to optimize more webpages, adding improved Title Tags & Description tags

Expanding overall content topics with detailed topical coverage

Complete the interlinking process of all pages

We need to spend more time on Google Analytics, webmaster tool & Google My Business

We will come to Off Page Strategy

Social Media Optimization

# Step by Step SEO Actionable Process

All Google Accounts will be fully developed – Google Webmaster Tools – Google Analytics – Google My Business – Documentation of incoming links reported in Search Console

Complete the optimization of title Tags, Description Tags , Heading Tags & Image alt Tags

Optimize the Footer & Side Bar section with important factors & CTA

Add Content based upon Google Ranking Momentum

Start Strategic Link Building Activities

Track the SEO Activities of Business competing with Clients Business

# OFF Page SEO

Here we populate online platforms which have high flow of traffic. We want our content to be seen on so many other platforms and found on hundreds of places other than our own website and social pages. We want people to be able to discover us conveniently and easily.

## OFF Page Activities

- |   |  |
|---|--|
| <ul style="list-style-type: none"><li>•Article content Generation</li><li>•Article Content Dissemination</li><li>•Blog Posting</li><li>•Slide Submission</li><li>•Social Bookmarking</li><li>•Classifieds Submission</li><li>•Profile Optimization and Sharing</li><li>•Google Local Listing and Submission</li><li>•Social Sharing</li><li>•Business Listing</li><li>•Google My Business Posting</li><li>•Infographics Submission</li><li>•Podcast Links</li></ul> | <ul style="list-style-type: none"><li>•Image Posting</li><li>•Link Building</li><li>•URL Pinging</li><li>•Press Release Submissions</li><li>•Forum Postings</li><li>•PPT Postings</li><li>•Event Sharing</li><li>•Content Sharing</li><li>•Guest Post</li><li>•Broken Link Building</li><li>•Blog Commenting</li><li>•Q&amp;A Websites</li><li>•Video Submission</li></ul> |
|---|--|

# Content Marketing

Quality and intriguing content tends to keep intelligent audiences engaged. It is a very powerful media for audience engagement and at the same time keeps our online presence/collaterals ranked much higher as compared to peers.

**Recommendations:** Strong structuring and strategic placement of content on website. Here are a few unique strategies to beat our competitors.

- Conversational Marketing
- Blog Marketing
- Educative Articles
- PR write ups
- Discussion Forums
- Q&A Portals



# Content Marketing

Marketing our content on a few websites which serve the purpose of PR and marketing. These are neutral sites which have high flow of traffic and are ranked higher because of generic, neutral and informative content.

We will target our content and blogs to place in online magazines which have high viewership from our target audience ( few of them may be editorial, and others may be advertorial)

Creating content is one part of content strategy and publishing it right is another 50% part of it.



# PHASE 3

# Ongoing Search Engine Optimization Program

SEO changes constantly, so it's important to stay up to date on what's happening in the world of search engines. Ongoing SEO analyzes the results of the services initially provided to make sure they are working and updating and optimizing our seo strategy.

- Phase III will always include expanding incoming links to meet the competitive challenge
- Link Building Strategies for successfully competing online
- Further optimization and conversion analysis to optimize click- troughs to key landing pages
- Social Media Optimization will definitely become a key element of website visibility strategy
- Reviewing Google analytics data to keep track of the traffic on website.
- Keeping tabs on our competitors for more keywords and backlinks opportunities.

# SEO Report

The first report will be shared with the client after 3 weeks of signing up with Speedyourranking. Thereafter all the reports will be sent after 2 weeks.



THANK YOU

# MindZap Solutions

Web, Apps, ERP & Digital Marketing