Service Annex for SEO Services

Introduction:
The scope of work for SEO services involves optimizing a website to improve its search engine visibility and organic traffic. The following tasks will be performed:

Initial Phase: Keyword Research

1. **Comprehensive keyword research**: Identify relevant keywords based on commercial intent, informational intent, navigational intent, and transactional intent.
2. **Commercial Intent**: Identify keywords that indicate a user’s intention to make a purchase or engage in a transaction.
3. **Informational Intent**: Identify keywords used by users seeking information or answers to their questions.
4. **Navigational Intent**: Identify keywords that users search for when trying to find a specific website or brand.
5. **Transactional Intent**: Identify keywords indicating a user's readiness to complete a transaction or convert.

Selection of Keywords
Based on the keyword research, select a targeted set of keywords that align with the client's goals and objectives.

1. Consider factors such as search volume, competition, relevance, and commercial value when selecting keywords.
2. Identifying Pages or Suggesting Pages for Keywords

Analyze the existing website structure and content to determine which pages are suitable for targeting specific keywords.

1. If needed, we will suggest creating new pages to target relevant keywords based on the client's content strategy and goals.
2. Onsite Optimization

Perform onsite optimization, including:

1. **Geo-tagging images**: Add geographical metadata to images for local SEO purposes.
2. **Internal link building**: Optimize internal linking structure to improve website navigation and distribute link equity.
3. **Technical optimization**: Optimize website elements like title tags, meta descriptions, headings, URLs, and site speed for better search engine crawling and indexing.

Offsite Optimization:
Implement offsite optimization strategies, such as:

1. Building high-quality backlinks from reputable websites to improve the website's authority and visibility.
2. Promoting the website through content marketing, social media, and online PR to increase brand awareness and attract organic traffic.

Monthly Reports:

1. Provide monthly reports that include key performance metrics, such as organic traffic, keyword rankings, backlink profile, and website analytics.
2. Present insights, analysis, and recommendations for ongoing SEO improvements and strategy adjustments.
Timeline:
The timeline for SEO services can vary depending on factors such as the size of the website, the competitiveness of the industry, and the specific goals of the client. However, a typical timeline may include:

1. **Initial Phase: Keyword Research** - 1 to 2 weeks
2. **Selection of Keywords and Identifying Pages** - 1 week
3. **Onsite Optimization** - 2 to 4 weeks
4. **Offsite Optimization** - Ongoing (continuous efforts over several months)
5. **Monthly Reports** - Provided at the end of each month

It’s important to note that SEO is an ongoing process, and achieving optimal results usually requires consistent effort and continuous optimization over an extended period.