

# 4 CORNERSTONES OF STRATEGY

CONTENT	LOCAL SEO	TECHNICAL SEO	CONVERSION RATE OPTIMIZATION
<ul style="list-style-type: none"> <li>• Keyword Research</li> <li>• Keyword Identification &amp; Mapping</li> <li>• Content Review</li> <li>• Monthly Content Development</li> <li>• Thought leadership</li> <li>• Lead Gen Magnets</li> <li>• Service pages</li> <li>• Refreshing Old Content</li> </ul>	<ul style="list-style-type: none"> <li>• Google My Business</li> <li>• Directory Submissions</li> <li>• Manual Citation Building</li> <li>• Citation Management</li> <li>• Google Posts</li> <li>• Directory Submission</li> </ul>	<ul style="list-style-type: none"> <li>• SEO Best Practices Review</li> <li>• Search Friendliness</li> <li>• Schema</li> <li>• Titles &amp; Meta Data</li> <li>• Alt Tags, etc.</li> <li>• Google Search Console</li> <li>• Google Analytics Goal Setup</li> <li>• Link Profile Research</li> </ul>	<ul style="list-style-type: none"> <li>• SEO Opportunities Evaluation</li> <li>• A/B testing</li> <li>• Onsite evaluation &amp; improvement to increase site conversions</li> <li>• Behavior Flow Analysis</li> <li>• Competitor Analysis</li> </ul>

## OUR CUSTOM STRATEGY PROCESS

