

SEO Assessment Action Plan

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10 years in business.

528 Years Combined SEO Experience.

350+ Full-time Employees.

82% Renewal rate for our clients after the first 6 months.

Completed over 14,000 individual website optimizations.

90% of our clients would recommend us to a friend.

Managed over \$75 million in Paid Ad Campaigns.

Ranks among top 3 SEO Firms Worldwide.

20%–80% increase in Profit and ROI.

eBrandz delivers Real, Clear Results that grow your business.





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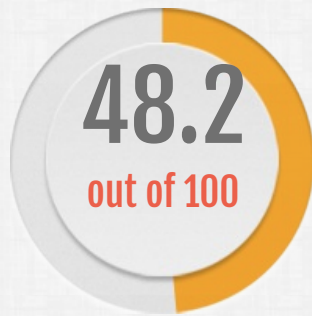
SEO Goals and Objectives

- To increase organic website traffic from search engines and other websites.
- To benchmark SEO and Social Key Performance Indicators using Industry standards like SEOMoz LinkScape and ahrefs.
- Using white hat google approved SEO Tactics to future proof SEO work and enjoy long term benefits of the work we do.
- Provide complete transparency to clients by creating a marketing Dashboard for their website and giving them access to track SEO, Social, SEM and Online Social Reputation.

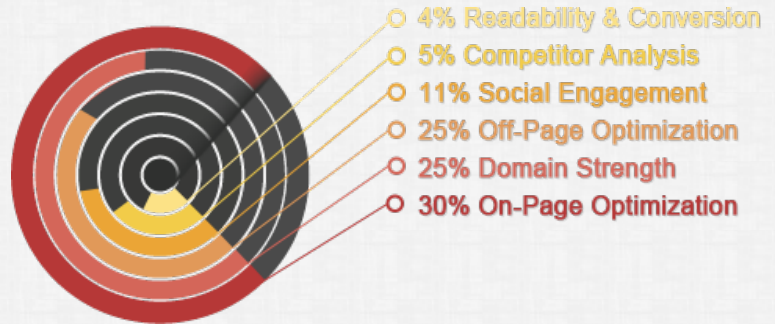


SEO Audit


SEO Score



Score overview

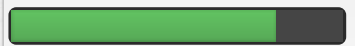


A Domain Strength
11.3 out of 25%




This section checks the strength of your domain using metrics such as Domain Age & Expiry, number of pages indexed by Google and Bing.

B On-Page Optimization
24.0 out of 30%




This section checks various factors like Meta Tags, Word count & density etc for your home page.

C Off-Page Optimization
0.0 out of 25%




This section analyses backlinks to your website. We use backlink intelligence tools like SEOMoz and ahrefs to audit your website's Off Page Optimization.

D Readability Matrics
2.0 out of 4%



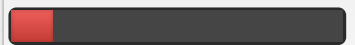
This section checks for the presence of Contact or Conversion form and audits the readability of your website content using 3 most popular readability formulas.

E Social Engagement
10.3 out of 11%



Social signals are becoming more important as part of search engine's ranking algorithm. This section checks Social bookmarking, Social Sharing and Social presence for your website.

F Competitor Analysis
0.6 out of 5%



Analysis of how your website compares with 3 other competitors.

A: Domain Strength



Google Pages Indexed **19**

This is the number of pages of your website, which are present in Google's search engine database. Ideally you should keep adding great content to your website, and each page can bring in new search engine visitors.

Domain Age

2

Years

8

Months

Older Domain name can mean established business. It can be a ranking factor.



Bing Pages Indexed **0**

This is the number of pages of your website which are present in Bing's search engine database.

Time for Domain Expiry

3

Months

4

Weeks

Most experts agree that you should register your domain for a long time, because search engines factor domain "stability" when looking at your website.

B: On Page Optimization (Home Page)

Page Title

Description

H1 Tag

ALT Text

Hyperlink

Word Count

Inline Style

Onpage Javascript

XML Sitemap

Robots File

Google Analytics Code

Canonical Tag

Site Response Code

Site Load Time



On Page Optimization Audit

0
High Priority Problems

Congratulations You Have No High Priority Problems ✓

3
Medium Priority Problems

✗

Pages have robot file

✗

Pages have xml sitemap

✗

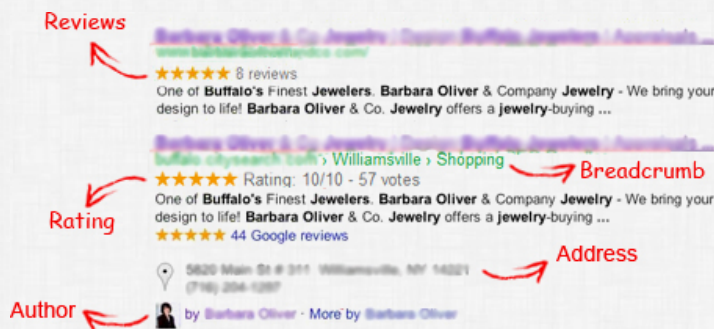
Pages have canonical tag

0
Low Priority Problems

Congratulations You Have No Low Priority Problems ✓

Rich snippets

Using rich snippets like schema tags you can improve your click through rate in google's search results. It's a great way to draw user's attention to your website and increase conversion rates. It gives you distinct competitive edge.



Address

Google can show address in search results. It can also use this information to rank your website in Google Places.

Author

Author tag is a great way to generate trust and authority. Seeing a picture in search results also attracts eyeballs which can increase click through rates.

Breadcrumb

It helps to improve your website navigation. You can showcase important pages and land visitors directly on those pages.

Rating







Ratings are the number one way to draw user attention. It helps establish trust and improves your website's conversion rate.

Reviews

Most web users like reading reviews. If you have them included in search results, it definitely give you an edge over your competition.

Site Security

We have checked 25 pages.

 Blacklisted :	No	 Malware :	No
 Virus :	No	 Drive-By Downloads:	No
 Malicious Downloads :	No	 Worms :	No
 Trojans :	No	 Spyware :	No
 Backdoors :	No		



C: Off-Page Optimization

MozRank

0 out of 10



MozRank represents a link popularity score. It reflects the importance of any given web page on the Internet. Pages earn MozRank by the number and quality of other pages that link to them. The higher the quality of the incoming links, the higher the MozRank.

Domain Authority

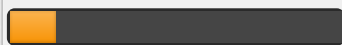
9 Out of 100



Using over 150 ranking signals Domain Authority is SEOmoz's calculated metric for how well a given domain is likely to rank in Google.com's search results. Domain Authority scores on a 100-point, logarithmic scale.

Page Authority

14 out of 100



Page Authority predicts the likelihood of a single page to rank well, regardless of its content. The higher the Page Authority, the greater the potential for that individual page to rank well in search results. Page Authority is scored on a 100-point, logarithmic scale.

0

Juice Passing Links

Links can either be 'juice-passing' or 'non-juice-passing.' In short, a link that passes juice is a link that helps the target page rank better.

0

Total Links

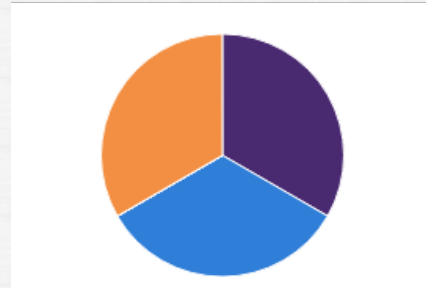
The number of links (juice-passing or not, internal or external) to the url.

- Juice Passing External Links
- Non Juice Passing + Internal Links

C: Off-Page Optimization (Continue..)

Ahrefs Metrics

text	2
dofollow	2
nofollow	0
sitewide	0
not sitewide	2



2 External Backlinks	This is the number of backlinks to your website according to ahrefs database. Ahrefs is one of the largest sources of backlink intelligence tool.
2 Referring Domains	Referring domains are the number of unique domains linking to your website.
2 Referring IP	The same IP can host multiple sites. So this is a unique count of a number of Ips from where websites have pointed links to your site.
2 Referring Subnets	Search engines sometimes discount links coming from sites hosted on the same C class ips. So the more links a website has from different C class subnets, the better backlink diversity it has - which helps the overall SEO.
1	Referring Domain vs Referring Subnets Ideal ratio should be between 1.25 to 1.50

Organic Keywords (US)

We pulled these keywords using Google API which can sometimes be inaccurate. The actual keyword list for a campaign is usually much more comprehensive and will be tailored to the specific targets for your campaign.

#	Organic Keyword	Global Monthly Search	Competition		Your website in Google	Your website in bing
1	emergency dental care parkesburg pa	Less than 100	Less than 20%	Low	1	Not in top 10
2	gum disease pa	Less than 100	Less than 20%	Low	Not in top 10	Not in top 10
3	pediatric dentistry pa	Less than 100	36.97%	Medium	Not in top 10	Not in top 10
4	orthodontics parkesburg pa	Less than 100	Less than 20%	Low	Not in top 10	Not in top 10
5	cosmetic dentistry pa	Less than 100	80.85%	High	Not in top 10	Not in top 10
6	endodontic treatment pa	Less than 100	Less than 20%	Low	Not in top 10	Not in top 10
7	dental implants parkesburg pa	Less than 100	Less than 20%	Low	Not in top 10	Not in top 10
8	oral cancer screenings parkesburg pa	Less than 100	Less than 20%	Low	3	Not in top 10
9	sleep apnea pa	Less than 100	Less than 20%	Low	Not in top 10	Not in top 10
10	snoring prevention parkesburg pa	Less than 100	Less than 20%	Low	1	Not in top 10
11	teeth whitening pa	Less than 100	96.97%	High	Not in top 10	Not in top 10
12	emergency dental services parkesburg pa	Less than 100	Less than 20%	Low	Not in top 10	Not in top 10
13	family dentistry parkesburg pa	Less than 100	Less than 20%	Low	3	Not in top 10

D: Readability

Readability Metrics

Reading Age
9

Your website has an average reading age of **9**. Readability test evaluates the readability of your website text, usually by counting syllables, words, and sentences. TV Guide and Readers Digest are written for reading age of 14. The most popular novels are written for reading age 12. This supports the fact that the average adult reading age is 14.



E: Social Engagement

Facebook

Like Button ✗

Send Button ✗

Business Page ✓

Facebook Like 67

Share 11

Twitter

Share Button ✗




Profile ✓

Share 2

Google

+1 Button Count 0

Competitor Analysis

Compare Metric	Your Website	Competitor 1	Competitor 2	Competitor 3
MozRank	0	4	4	4
Link Saturation				
Google	19	32,700	13,200	214
Bing	0	44,200	1,930	1
SEOMoz Metrics				
Domain Authority	9	19	16	15
Page Authority	14	29	26	25
Juice Passing Links	0	9	5	5
Total Links	0	229	122	108
Juice Passing external Links Vs Non Juice passing + internal Links				
ahrefs Metrics				
External Links	2	494	39	11
Referring Domains	2	122	9	6
Referring IPs	2	128	10	6
Referring Sub Nets	2	123	10	6

Recommended Solution

	Value	Silver
	\$549/Month	\$899/Month
Below deliverables are spread across 6 months.		
Package Recommended For	Moderate	Competitive
Agency Platform Reporting & Customer Dashboard	✓	✓
Conversion Tracking		
Call Tracking	\$15 /month	\$15 /month
Retargeting	\$25 - \$50/mo	\$25 - \$50/mo
Web Form Conversion Tracking	✓	✓
Google Analytics	✓	✓
Website Usability & Conversion Optimization Report	\$499	\$499
On-Page Optimization		
	Up to 30 Pages	Up to 50 Pages
Onsite Recommendations & Implementation	Basic	Moderate
Adding Rich Snippets	✓	✓
Backlink Analysis	✓	✓
Form Builder	✓	✓
Onsite Blog Setup	✓	✓
Inbound Content Marketing (New*)		
Website Content Writing (250 Words Per Page)	6	9
Blog Writing	6	9
Guest Blog Post Writing & Posting	6	9
Guest Blog Post Social Sharing	✓	✓
Informational Content Writing & Posting	12	18
Informational Content Social Sharing	✓	✓
Press Release Writing & Distribution	2	3
Infographic Creation & Distribution	1	2
Premium PR Distribution	✗	✗
Premium Authoritative Directory Submissions	✗	✗

Recommended Solution

Local Search Website Optimization		
NAP Syndication	✓	✓
Google My Business / Bing Local Listing Center Optimization	✓	✓
Local Citation Building	✓	✓
Review Submission	✓	✓
Coupon Distribution	✓	✓
Premium Business Listing	✗	✓
Link Strategy		
Website Social Sharing	✓	✓
Video Creation + Distribution	1	1
Voiceover Video Creation + Distribution	✗	1
Social Profiles	60	60
PPT Creation + Distribution	1	1
Image / Pinterest Submission	✓	✓
DOC / PDF Submission	✓	✓
Social Media Marketing		
Google+ Brand/Business Page Creation	✓	✓
Social Reputation Monitoring	✓	✓
Access To Premium Apps	✓	✓
Twitter & FB Account Setup	✓	✓
Youtube Channel Setup/ Optimization	✓	✓
Facebook Cover Image	✓	✓
Twitter Background Image	✓	✓
Twitter Header Image Background	✓	✓
Content For Facebook Info & Twitter Bio	✓	✓
Content Posting on Twitter & Facebook	12	18
Facebook Welcome Page	✗	✗
Facebook Ads Management*	\$140 /month	\$140 /month
Reporting		
Google Analytics	✓	✓
Weekly SEO Status Reports	✓	✓
Monthly SEO Performance Reports	✓	✓
Customer Support (email, chat & phone)	✓	✓

We also provide A la carte service for \$19 per hour in which you can decide which services you want.
*Premium Business Listing will be covering only 1 business location. If your business have multiple locations, it will cost additional \$50 per month for each business location.



Fee Summary

We recommend Option 2 as it saves money and provides great value.

Option 2

Best Value

Silver Plan with Discount

~~\$899~~ **\$764**
per month

per month

If you make a onetime payment of \$4584 (for 6 months).
(You save \$810)

Option 1

Silver Plan

\$899
per month

Option 3

Value Plan

\$549
per month

 *Here's a big Seal to prove it*

30 DAY MONEY BACK GUARANTEE

If you cancel within 30 days and not completely satisfied we'll give you all your money back. No questions asked.
It's 100% Risk-Free!

Estimated Project Timeline

Month 1

- ❖ Initial Call to Understand Business Model & Industry Competition
- ❖ Explaining the SEO Process, Activities & Timelines
- ❖ Setting up Account on eBrandz Proprietary Reporting & Customer Dashboard
- ❖ Initial SEO Benchmark & Keyword Ranking Report
- ❖ Strategic On Page Analysis & Optimization
- ❖ Off Site Optimization

Week 1

Week 2

- ❖ Analysis of Website Architecture & SEO Critical Elements
- ❖ Confirmed Link Acquisitions via Premium Directories & Social Bookmarking
- ❖ On Site Content Writing & Optimization
- ❖ Initialize Social Media Management
- ❖ Creation of Web 2.0 Video

Week 3

- ❖ Implementation of Critical On Site SEO Elements including Meta Tags, HTML / XML Sitemap and Canonicalization
- ❖ Google Webmaster Tool Account Set Up
- ❖ Google Analytics Account Set Up (If Needed)

Week 4

- ❖ SEO Benchmarking and Monthly Ranking Reports
- ❖ Monthly Progress Report
- ❖ Monthly Traffic Performance Report

Estimated Project Timeline

Month 2

- ❖ Monthly Status Call to Understand Progress of the Campaign
- ❖ Strategic On Page Analysis & Optimization
- ❖ Implementation of Critical On Site SEO Elements
- ❖ Confirmed Link Acquisitions via Premium Directories & Social Bookmarking

Week 1

Week 2

- ❖ Off Site Optimization
- ❖ Web 2.0 Video Distribution Report

- ❖ Off Site Content Syndication
- ❖ Press Release Distribution Report

Week 3

Week 4

- ❖ SEO Benchmarking and Monthly Ranking Reports
- ❖ Monthly Progress Report
- ❖ Monthly Traffic Performance Report



Estimated Project Timeline

Month 3-6

- ❖ Implementation of Critical On Site SEO Elements
- ❖ Confirmed Link Acquisitions via Premium Directories & Social
- ❖ Bookmarking

Week
1

Week
2-3

- ❖ On Site Content Writing & Optimization
- ❖ Off Site Content Syndication

Week
4

- ❖ SEO KPI (Key Performance Indicators) Report — 5th Month
- ❖ SEO Benchmarking and Monthly Ranking Reports
- ❖ Monthly Progress Report
- ❖ Monthly Traffic Performance Report



eBrandz Search Marketing Solutions

eBrandz is your full-service Search Marketing firm, providing integrated Internet marketing solutions for small and large businesses across the globe with customized search marketing service bundles. Our most popular services include:



The Benefits of Working With eBrandz



Best Bang for Your Buck

The same top-shelf SEO service that we provide to 3000+ small business owners, can now be yours for about a tenth of what the other guys charge. SEO Plans start from \$349/Month.



Proven Track Record of SEO Success

eBrandz SEO team is the largest in the world, and highly regarded within the industry and loved by our clients - 85% renew their contracts after 6 months.



Transparency – SEO Dashboard

You can validate all the SEO work we do. Use our proprietary dashboard and track SEO Key Performance Indicators using industry standards like SEOMoz, Ahrefs, Google Analytics etc.



Future Proof your SEO

Google has done a record number of updates in 2012. Many SEO companies have shut down and others have gone into shock. Our clients have been least affected by these updates because of the Future Proof SEO work we have done for them.



Results Oriented SEO Strategies

Real Clear Results that grow your business and your bottom line. 90% of our clients see real progress and ROI well-within their first 6-month engagement with us.

Press / Awards and Recognition

We are proud to be recognized as a top SEO firm and receive these awards by the following organizations:

The World's most respected SEO company, as seen in....

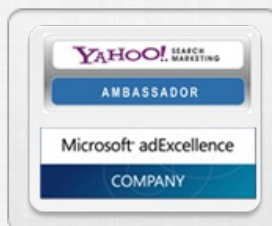
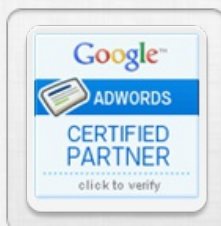
"eBrandz is an example of an SEO company that rivals the best in the world."

THE WALL STREET JOURNAL.

Business Standard



Certification and Membership



Some of Our Client Case Studies / Testimonials



Well, I would say if you want to save about 65% on professional SEO, then you would go with eBrandz. I have experience with other SEO companies that have charged us \$ 100K for a fraction of the work that ebrandz has done. Not to mention that eBrandz is much more professional and thorough. After four months, increase in traffic was about 200-300% and sales shot up by 80%. Our ROI so far is about 300% and growing."

**Lawrence Kreger, Owner,
Steroid Sources**



eBrandz has used all the feed back we had given them about the lead quality, as well as doing their own research to bring our cost per sale down from well over \$200 per sale to less than \$100 per sale.

**Dan Arndt,
Principal of Cardservice Paradise**



My association with eBrandz has been more than delightful. On a scale of 1-10 I would say 8.5! I feel fortunate to be connected with eBrandz. I genuinely believe that I am associated with the best in the business. My interaction with the team has been entirely satisfactory and a pleasure indeed. It's really good to deal with a team of professionals who have the patience to understand things from the client's perspective.

**Amin Ahmed,
CEO & Founder, Travel Industry
Showcase**



We had a wonderful experience working with eBrandz and I did not have any hesitation while signing up with eBrandz. I would whole heartedly recommend eBrandz to other companies except my competitors.

**Nay Phu Tran,
C.E.O. & Managing Director.
Direct Flights International**



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Next Steps

Once you express your interest in working with us, one of our experienced SEO Account managers would work personally with you in order to help you achieve your online marketing goals (rankings and ultimately traffic). Below are 3 simple steps to get started:



Step 1
Sign the agreement



Step 2
Make the payment



Step 3
Project manager assigned

We Accept

