

UBER SEO

Affordable Online Marketing for
Startups & Small Business

What is UBER SEO?

- EBWAY Creative provides SEO, SEM and SMO services, specifically for post revenue startups and small business owners
- Our exclusive UBER SEO packages include cost-effective, real world strategies to help you grow your business online
- Providing full transparency reporting to prove ROI for Paid Search and/or Online Marketing spend
- Receive 24/7 access to our UBER SEO Platform



What will SEO do for my Website?

Google and W3C provides a set of best practice guidelines and checklists for Webmasters to help search engines find, crawl and index your website.

Search Engine Optimization (*aka SEO*) is following these guidelines to create improvements in usability, relevancy and keyword targeting of websites.

These improvements create better rankings and a more positive user experience for customers, leading to more awareness, interest, consideration, purchase and loyalty of customers.



How to Target Online Marketing?

With SEO Packages in a step-by-step strategy

Step 1 - **SEO**

1. Keyword Research
2. Advanced Website Ranking
3. Full Website Analysis
4. Organic Website SEO
5. Local SEO Optimisation
6. SEO Monitoring

Step 2 - **SEM**

1. Adwords Setup
2. Adwords Analytics and Reporting

Step 3 - **SMO**

1. Social Media Setup
2. Social Media Maintenance



SEO - Keyword Research

1. First step in the SEO process is to generate keyword-rich search terms for your website
2. Keyword choice affects the types of customers you attract, the amount of traffic you receive and the potential for visitors to convert
3. Keywords influence your website architecture, navigation, urls and the technical structures of your site, targeting each phrase of the buying cycle on a per-page level

You get a full report of keywords, key-phrases and related terms, search volume estimates for local and global monthly searches, search trends and Adwords search ad cost-per-click price estimates by location.



SEO - Advanced Website Ranking

1. Measure the effectiveness of optimisation efforts to date, and then the ongoing SEO, SEM and SMO implementations (included in SEO Monitoring)
2. Detailed insight into how your website is Ranking in Google, Bing and Yahoo! plus up to 5 other engines of your choice
3. Link Google Analytics account plus Facebook and Twitter social shares, to include traffic and conversion data in this report

You get a download report plus a full interactive report of your Website Rankings including Google Analytics, Links and Social Shares to be viewed on your desktop. Or, login to our UBER SEO Platform and view the reports live!



SEO - Full Website Analysis

1. Based on W3C compliance guidelines and input provided by Google, Bing and Yahoo!
2. 220 point audit based on Industry Standards for quality, searchability and popularity
3. Benchmark your website with 5 sets of keywords and 3 of your competitors (chosen by you)
4. Tests your site against either Local, State or National service areas
5. Identify strengths and weaknesses within your site



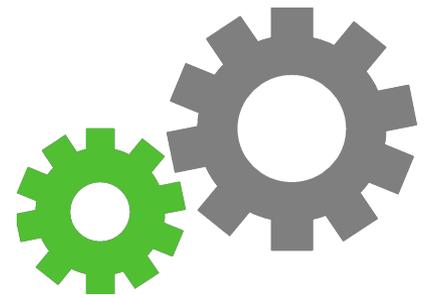
You get a PDF of Analysis and view your full results in your Online Dashboard, allowing you to optimise your site page-by-page tracking your improvements as you go. Get a mark out of 100 for each feature and combined score to see where your site can be improved.



SEO - Organic Website SEO

1. Based on Website Analysis, improvements are checklisted and optimised step-by-step, choosing the best options for keyword implementation and index-ability
2. Ensure pages are technically sound, keyword rich and relevant to your target search queries
3. The on-page text, html programming, link usage, META information, navigation, urls and images must all reflect your keywords, products and service offerings to improve the relevancy of your pages to your target market

You get a PDF re-analysis and view your full results in Online Dashboard to see updates made and the new SEO and Technical scores achieved. Get a mark out of 100 for each feature and combined score to see where your site can still be improved.



SEO - Local SEO Optimisation

1. Over 20% of desktop computer searches on Google and nearly all mobile and tablet searches are location-based using their built-in geotargeting features
2. Top rankings in local searches is through Google+ Local accounts, allowing local Businesses to obtain an enhanced 1st page ranking on Google
3. Your Business should also be listed with local online networks and directories to create a broader customer-base and help drive traffic to your website

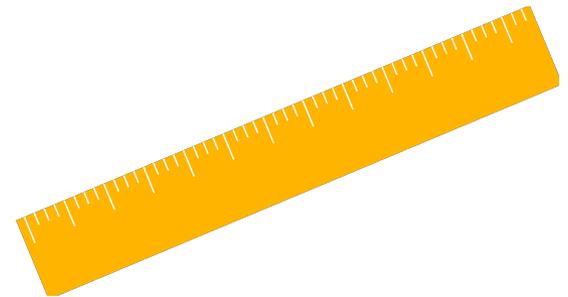
You get a PDF of all Account Access details including usernames and passwords for proof of ownership and future updating purposes.



SEO - SEO Monitoring

1. Improve the sites Popularity, Social Conversations, Listings and overall business rankings
2. Receive regular Website Rankings to graph and plot improvements in search results across Google, Bing and Yahoo! with evolution charts
3. Receive Google Analytics Reports to track visitor data, showing trends in behaviour and measuring traffic and conversions for optimised keywords
4. View Advanced Link Management to track and follow new links that have been implemented

You Account Access details plus monthly reports for Website Rankings and Google Analytics.



SEM - Search Engine Marketing

1. We provide a Google Adwords Campaign setup service for your online business for either Search or Search & Display to get your campaign into full swing
2. We also recommend an Adwords weekly monitoring service of your campaign performance
3. We track how effective keywords and Ad Groups are, and work to improve click-through rates, Ad position and Quality Score to make every click count and convert
4. We are **Company Qualified in Google Analytics**

You get Account Access to your AdWords Account plus weekly reports on campaign performance. We also analyse and monitor your keywords and ad success.



SMO - Social Media Optimisation

- We provide a Social Media setup for your online business and a maintenance service to get your social media into full swing
- Google+, Facebook and Twitter gets your site generating 'likes', 'followers' and 'circles' quickly
- Have a YouTube Channel and LinkedIn Profile setup for Businesses that want to further enhance and extend their reach
- Keep social up-to-date with weekly posts and we track industry news

You get a PDF of all Account Access details including usernames and passwords for proof of ownership and future updating purposes.



Do you need Account Access?

Yes we do. Depending on what service you require we provide step-by-step instructions on how to create System Administrators or Managers of either your Google, Social Media or Adwords Accounts to make the process easy.

CMS Websites (i.e. Business Catalyst, Wordpress)

For Organic Website SEO we need to make adjustments to websites so we do require temporary administrative Access to your Website and your FTP account(s).



How do I get Started?

To get started with SEO, SEM and SMO for your website visit us online -
www.ebwaycreative.com

If you have any queries or would like help setting up your Online Marketing
please contact [Jonathan Hinshaw] at uberseo@ebwaycreative.com

