

# DRIVING YOUR BUSINESS TO ONLINE SUCCESS



## OUR METHODOLOGY

Discover the methodology behind our successful marketing campaigns.

### Did You Know?



That 93% of online experiences begin with a search engine?

That search still is the #1 driver of traffic to content sites?

That 75% of users never scroll past the first page of search results?

That 70% of the links users click on SERPs are organic?

That content marketing brings up to 2,000% increase in blog traffic  
and 40% increase in ROI?

That over 39% of customers today come from search?

“We believe that SEO holds tremendous power to change and grow businesses.”

Through our five-phase methodology, we help maximize the potential of your website as a business tool, build your brand reputation and establish your name as the leader in your industry.

## PHASE 1

## Keyword Research

- Our keyword research team will create classification of keywords.
- Create report to ensure that keyword density is evenly distributed.
- 90% of a campaign's success is built on proper keyword research.

## PHASE 2

## Campaign Roadmap

- SEO team lead creates monthly roadmap for all the SEO activities in the campaign.
- Our workforce team leader schedules SEO activities for the month.
- Scheduling calendar & roadmap of tasks are sent to the client.
- Strategic SEO planning is the single most important part of online marketing.

## PHASE 3

## On-Page SEO

- Our SEO team lead creates an on-page optimization report.
- Operations SEO team is assigned to the campaign and begins work.
- Special Ops team is assigned to do site audits for deep dive analysis.
- 70% of ranking success in small markets is attributed to on-page factors.

## PHASE 4

## Off-Page SEO

- SEO team starts the link building campaign and content publication.
- Inbound link acquisition is strategically acquired through positive PR.
- We get you published in the top online magazines and news publishers.
- Backlinks still contribute to over 60% of the rankings in search.

## PHASE 5

## Reporting & Analytics

- Our analytics team creates executive reports every month.
- Work reports are sent monthly via client dashboard.
- Over 80% ROI opportunity is found through analysis and reporting.

## ON-PAGE OPTIMIZATION

- Keyword Research & Mapping
- On-Page Roadmap
- Content Optimization
- Schema Tag Inclusion
- Social Search Optimization
- Local Listing Optimization
- Google+ Authorship MarkUp

## OFF-PAGE OPTIMIZATION

- Blog Outreach
- Content Publication
- Press Release
- Social Links
- Magazine Features
- Link Reinforcement
- Local Business Listings
- Social Content

## REPORTING & ANALYTICS

- Executive Summary Report
- Keyword Ranking Report
- Social Media Publishing Calendar
- Panda / Penguin Audit Reports
- Free SEO Analysis
- Local SEO Reports
- Implementation Reports
- SEO Metrics Report

## Questions? Ready To Begin?

For your FREE WEBSITE SEO AUDIT,  
simply give us a call or email us today  
or visit [www.ebwaycreative.com](http://www.ebwaycreative.com)

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