# SHiLabs Digital
Empowering Businesses

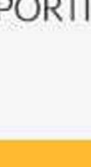# METHODOLOGY, LIFE CYCLE & EXECUTION of a CAMPAIGN
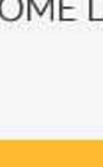
- SIGN UP
- CONSULTATION
- ACTION PLAN
- REPORTING
- CAMPING LUNCH & CRO
- WELCOME LETTER

## OUR METHODOLOGY

### PRE SEO CHECK UP (HISTORY)

**90%** SEO Succeeds if PRE SEO History check up is done.

**65%** Customers do not share Pre SEO data.

**80%** SEO companies don't do Pre SEO Check Up.

- Website Analysis (Vital)
- Competitive Analysis
- Keyword Analysis
- Back Link Analysis
- Google Warning Check Up
- Google Analytics Traffic Check Up
- UNEXPECTED TRAFFIC FALL

### ON PAGE SEO

**70%** of ranking success in small markets is attributed to page factors.

**80%** of small business don't have proper meta data on their site.

**90%** of a campaign's success is built on proper keyword research.

- Keyword Research & Mapping
- On Page
- Keyword Density Check Up
- Content Optimisation
- Schema Tag Inclusion
- Social Search Optimisation
- Make it Well Optimisation
- Image Optimisation
- Website Loading Time

### OFF PAGE SEO

Backlinks still contribute to over

# 60% - 70%

of the rankings in search results.

- Blog Outreach
- Content Publication
- Press Release
- Social Links
- Magazine Feture
- Link Reinforcement
- Local Business Listing
- Social Content
- Social Content
- Image Promotion
- Video Promotion
- File Sharing

### SOCIAL NETWORKING

**OVER 86%** of marketers stated that social media is important to their business

- Profile Creation
- Content Sharing
- Community Activity & Group Sharing
- Increasing Social Signal toward the website
- Integration of Plug-in in to website

### CONVERSION RATE OPTIMIZATION

**80%** SEO compay doesn't know conversion rate optimization

**90%** or more doesn't have conversion rate optimization in their service

| User Interface Optimization | Website Traffic Behaviour |
|---|---|
| • Website Layout | • Time on Site |
| • Loading time | • Pages per Visit |
| • Easy Navigation | • Bounce Rate |
| • Mobile Compatibility | Management |
| • Call to Action Button | • Traffic Sources |
| • Clickability | • Potentiality |
| • Responsive Design | • Goal Conversion |
| | • Geo Location |
| | • Potentiality of Traffic & Keywords |

### REPORTING & ANALYTICS

**OVER 99%** accuracy is always reported with 100% transparency

- Bank Link Report
- Keyword Ranking Report
- Traffic Report

## EXECUTION & WORK FLOW



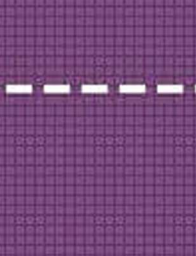WEBSITE CODE OPTIMIZATION — ON PAGE SEO — SOCIAL SEARCH OPTIMIZATION

- SEO WEBSITE AUDIT
- SEO WEBSITE ANALYSIS
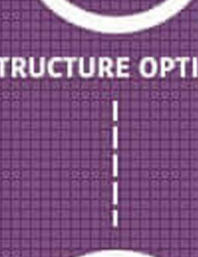- SCHEMA TAG OPTIMIZATION
- RICH SNIPPET TAGS
- LINK STRUCTURE OPTIMIZATION
- META DATA OPTIMIZATION
- SEO WEBSITE OPTIMIZATION
- SOCIAL SEARCH OPTIMIZATION
- LOCAL SEARCH OPTIMIZATION
- FOOTER OPTIMIZATION
- SOCIAL PLUGIN INTEGRATIONS
- GMB
- APPLE MAPS
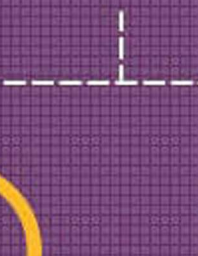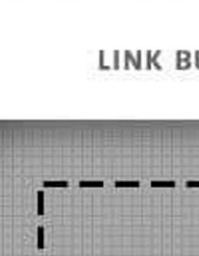
CONTENT MARKETING STRATEGY — OFF PAGE SEO — LINK BUILDING STRATEGY
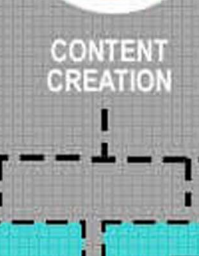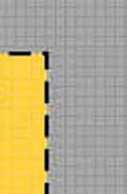
- CONTENT CREATION
- CONTENT SUBMISSION
- BLOG MARKETING
- LINK TARGETING
- UNIQUE ARTICLES
- REVIEWS
- WEBSITE CONTENT
- SOCIAL ENGAGEMENT
- FORUM MARKETING
- LOCAL AD LISTINGS
- SOCIAL SEARCH SEO
- PRESS RELEASE
- BLOG POST
- PRODUCT DESCRIPTION
- WORDPRESS
- LIVE JOURNAL
- TUMBLR
- META DATA
- SITE PAGES
- PRODUCT DESCRIPTION
- TWITTER
- BLOGGER
- MAGAZINE
- MONTHLY FB POSTS
- UNIQUE TWEETS
- INSTAGRAM POST
- FACEBOOK NOTES
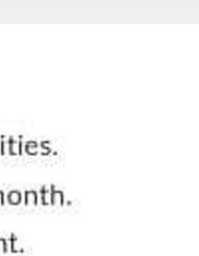- MAGAZINE COMMENTS
- QUALITY COMMENTS
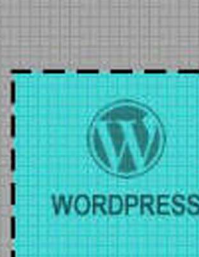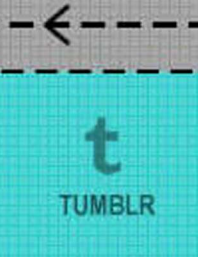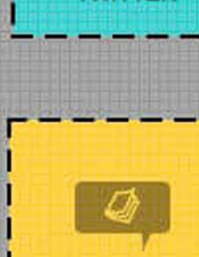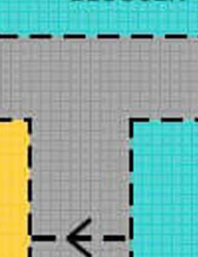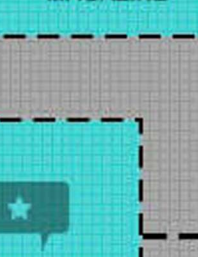
## PHASE 1 — PRE SEO
Vital analysis of the website is being performed along with competitor analysis. Have you done SEO before? What are the backlinks? Are they qualitative? Did Google warn you of something? Have you notice a sudden traffic fall?

## PHASE 2 — CAMPAIGN ROADMAP
SEO team lead creates monthly roadmap for all the SEO activities. Our workforce team leader schedules SEO activities for the month. Scheduling a detailed & roadmap of all tasks are set to the client. Strategic SEO planning is the single most important part of online marketing.

## PHASE 3 — ON PAGE SEO
Our SEO team lead created 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. On page factors are the aspects of a website that influence search rankings.

## PHASE 4 — CONVERSION
Getting traffic is not just the aim of our SEO. Are you getting potential traffic to your website? Do you have bounce rate under control? Are you getting a better ROI? Fixing website UI helping to convert normal traffic into customers?

## PHASE 5 — REPORTING & ANALYTICS
Our analytics team creates executive reports every month. Work reports are sent monthly via client dashboard. Reporting & Analytics are how you measure your website performance against goals.

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