



EMAX 90-DAY SEO PLAN

Here's a list of SEO things we must do and take into account while creating and optimising EMAX's website.

It also serves as a checklist in order to avoid common mistakes that can cause some difficulties in getting them rank and in improving overall organic performance.

OBJECTIVE

Increase Organic Visits

Key Results

- Increase organic visits by 43%, 14K.
- Collect core keywords
- Increase/maintain page 1 keyword rankings
- Make URLs SEO Friendly
- Use Canonical URLs
- Fix Keyword cannibalisation
- Mind the number of outbound links
- Fix broken links(internal and external)
- Improve Pagespeed
- Setup Structured Data on entire site

ACTION ITEMS

- **Collect core keywords** – A semantic core of a website is a collection of keywords that:
 - a. describe a business (product or service) and
 - b. help promote the site and achieve better SERPs results.
- **Keyword mapping**
 - Identify Important Pages
 - Keyword research
 - Map keywords to URLs
- **Make URLs SEO Friendly** – SEO-friendly URL means that it is easily readable and includes proper keywords:

/how-to-create-good-url instead of /xn--80ajgxi.xn--80aqcc%31bjd0be.xn--p1ai/

An optimised URL lets both users and search robots understand the content of the page right away. This positively affects the page's ranking.

- **Use Canonical URLs** – A lot of of eCommerce sites have pages that contain the same information. Search engines may consider it as duplicated content. An attribute rel="canonical" shows search robots which of the pages with the same content is preferable for indexing.
- **Fix keyword cannibalisation**
 - Perform internal link audit
 - Cleanup internal links for proper keywords usage
 - Implement internal linking to correct target pages
- **Mind the number of outbound links** – If a website has a lot of non-relevant outbound links, search engines can consider its activity as a spam. Thus, the search rankings of the site may drop dramatically.

- **Fix broken links** – Broken links can harm user experience and thus, harm behavioral signals of a website. Non-working links discourage users from further work on the site.

For search engines a broken link means an error. If a site has a great number of such errors search engine robots will mark it as a low quality website and decrease its overall search ranking.

- **Improve Page Speed** – Pagespeed refers to the time needed to load the page content. It is one of the influential Google ranking signals.
- **Update titles and descriptions**
 - Make sure titles and descriptions are using correct keywords.
 - Update/optimize existing metadata optimisation (length, copy)
- **On-Page optimisations**
 - Make improvements/make recommendations on page copy such as optimising for keyword mentions, LSI keywords, use Search Engine Result Pages(SERP) data from competitors for benchmarking.
 - Whenever applicable, add entities.
 - Add internal links
 - Proper header usage (H1, H2, H3...)
 - Make use of lists (ul/ol) on relevant posts
 - Create/update general SEO guidelines for content creators.

- **Additional Technical optimisations**
 - Setup language tags and add alternative language tags for alternate languages.
 - Fix Sitemap errors in Google Search Console
 - Fix 404 errors coming from backlinks
 - Create master list of backlinks with 404 errors
 - 301 redirect broken URLs to relevant pages

- **Schema**
 - Optimise Schema on homepage (site search, company info, ratings)
 - Implement dynamic schema markup on blog pages
 - Implement and optimise schema markup on other pages (Guides, how to's, etc.)
 - Add FAQs on relevant pages
 - Add ratings/reviews on relevant pages

- **Optimise Google My Business Listing**
 - Make sure NAP(Name, Address and Phone number) is consistent
 - Update featured posts
 - Whenever relevant add featured products/services

- **Link Acquisition**
 - Link detox
 - Cleanup and disavow any bad, irrelevant links
 - Submit links to GSC for the disavowment process.
 - Business Listings
 - Ensure NAP is consistent across listings
 - HARO
 - Content Syndication
 - Link outreach
 - Hijack Competitor Backlinks
 - Press Releases

2022 and beyond

Newsletters

Lead nurturing such as Offers, discounts, etc.

BREAKDOWN

- **Keyword mapping** – Identify all pages and the keyword targets for each page. Create a master file for all URLs/Pages and the keywords they should be targeting. Use the current “Keyword Gap” file from the SEO tracker as a starting point and GSC Data.
 - Identify the most important pages for the site to prioritise. – The site has a lot of pages and we need to identify which pages are critical to prioritise them
 - Keyword research – Additional keyword research to identify new keywords and alternatives from our already established keywords.
 - Map keywords to URLs – Map keywords to URLs.
- **Fix keyword cannibalisation** – Identify any pages and keywords that are overlapping and make sure all keywords are optimised towards the correct target pages (such as Internal links, backlink etc.).
 - Perform internal link audit
 - Cleanup internal links for proper keywords usage – correct any keyword anchor text errors.
 - Implement internal linking to correct target pages
- **Update titles and descriptions** – as identified in the site audit, there are titles and descriptions that are over the limits and make sure to use the correct keywords for each page. Prioritise Pages with Keywords on the 2nd page, next are the main and important pages then the rest of the site.
 - Make sure titles and descriptions are using correct keywords. – See keyword map file.
 - Make sure meta data are fully optimised (length, copy) – make optimisations and make sure meta data follow the following:
 - Correct length (use tools such as: <https://seomfofo.com/snippet-optimiser.html>)
 - Has primary keyword in title
 - Has primary keyword in description
 - Has secondary keywords in descriptions
 - Clearly defines/tells what the page is about.
 - Has a call to action.
- **On-Page optimisations** – perform further on page optimisations on existing pages.
 - Make improvements/make recommendations on page copy such as optimising for keyword mentions, LSI keywords, use SERP data from competitors for

benchmarking.

- o Whenever applicable, add entities.
 - o Add internal links
 - o Proper header usage (H1, H2, H3...)
 - o Make use of lists (ul/ol) on relevant posts
 - o Create/update general SEO guidelines for content creators.
- **Technical optimisations** – address any technical issues on the site.
 - o Setup language tags and add alternative language tags for alternate languages.
 - o Fix Sitemap errors in GSC
 - o Fix 404 errors coming from backlinks
 - Create list of backlinks resulting to 404s.
 - 301 redirect broken URLs to relevant pages
 - **Schema** – Add structured data markup for all pages on the site.
 - o Optimise Schema on homepage (site search, company info, ratings)
 - o Implement dynamic schema markup on blog pages
 - o Implement and optimise schema markup on other pages (Guides, how to's, Products.)
 - o Add FAQs on relevant pages
 - o Add ratings/reviews on relevant pages
 - **Optimise Google My Business Listing**
 - o Make sure NAP is consistent
 - o Update featured posts
 - o Whenever relevant add featured products/services
 - **Link Acquisition**
 - o Link detox
 - Cleanup and disavow any bad links
 - Upload disavowed links in Ahrefs for better management of backlinks.
 - o Business Listings
 - Ensure NAP is consistent across all listings
 - o HARO – Connect with journalists and other publishers and become a resource for queries for potential inclusion in their content for backlink opportunities and media coverage.
 - Queries relating to our micro-niche may be limited, but still a great option for backlink opportunities and media mentions when the opportunity

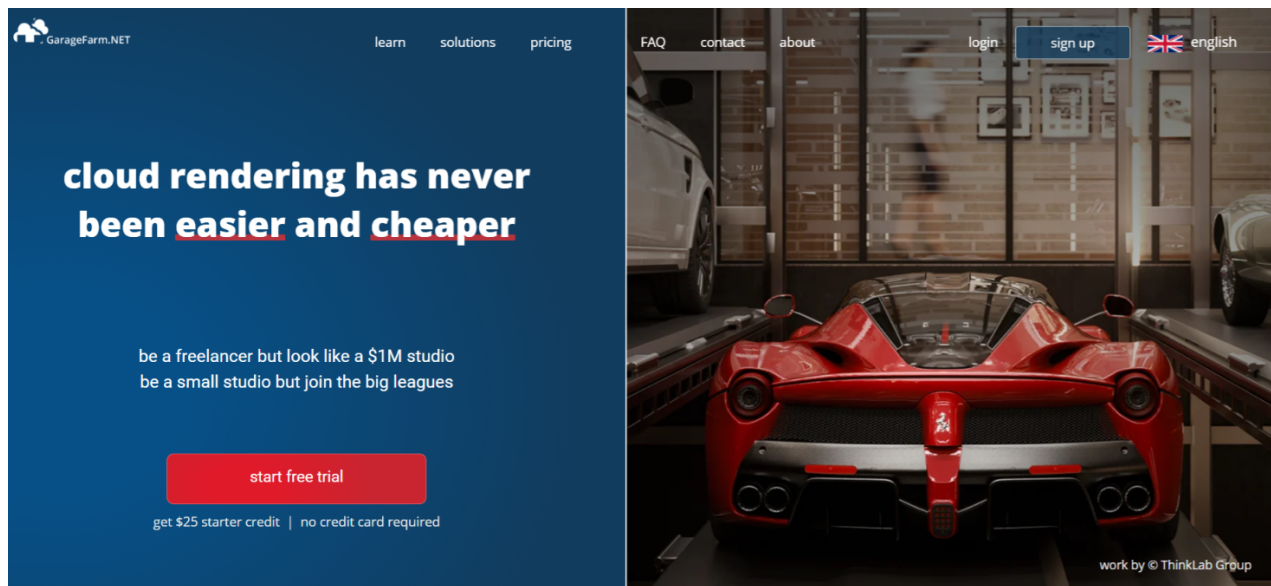
arises.

- o **Content Syndication** – Continue and look for additional content distribution channels for additional coverage and backlinks.
 - Social media channels (Facebook, Twitter, LinkedIn etc.)
 - Content Syndication websites (Medium, Growth hackers, Quora, etc.)
- o **Unlinked mentions** – Research for brand mentions on other websites but do not link back to us and perform an outreach campaign for these unlinked mentions.
- o **Hijack Competitor Backlinks** – Basically perform a link intersect, check competitor backlinks and website linking to them but not linking to us. Then perform outreach to those sites.
- o **Press Releases** – Send out press releases for newsworthy updates or developments in our niche. There are free PR sites but there are also paid PR services that have a wider coverage and often produce better results.
 - PR success will depend heavily on how interesting the release will be.

2022 & BEYOND

- Newsletters
- Lead nurturing
- Discounts

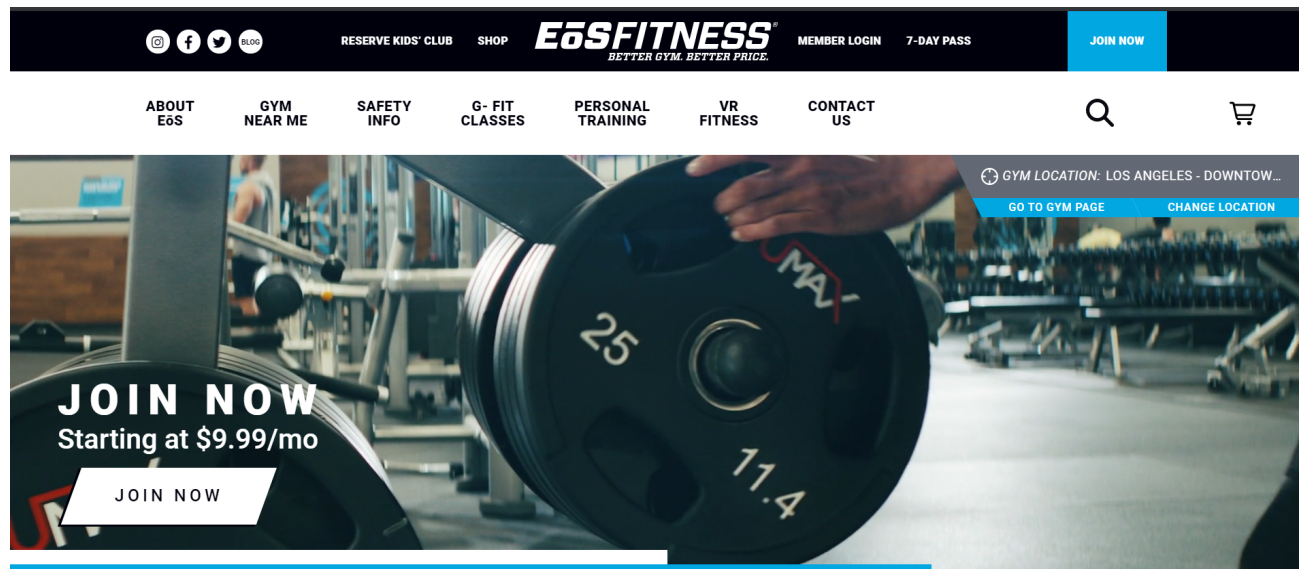
Case Study#1 GarageFarm



A leading cloud rendering company made the great decision to outsource their SEO to improve their rankings in cities across U.S., Japan and Korea. In a little over 3 months, I not only improved their rankings, but also increased the number of new registered customers.

- 76% increased in jobs rendered and revenue share in Q1-2021.
- 24% increased in new registered customers.
- 68% increased in organic traffic share(10 high-search, competitive keywords)

Case Study#2 EOS Fitness Club

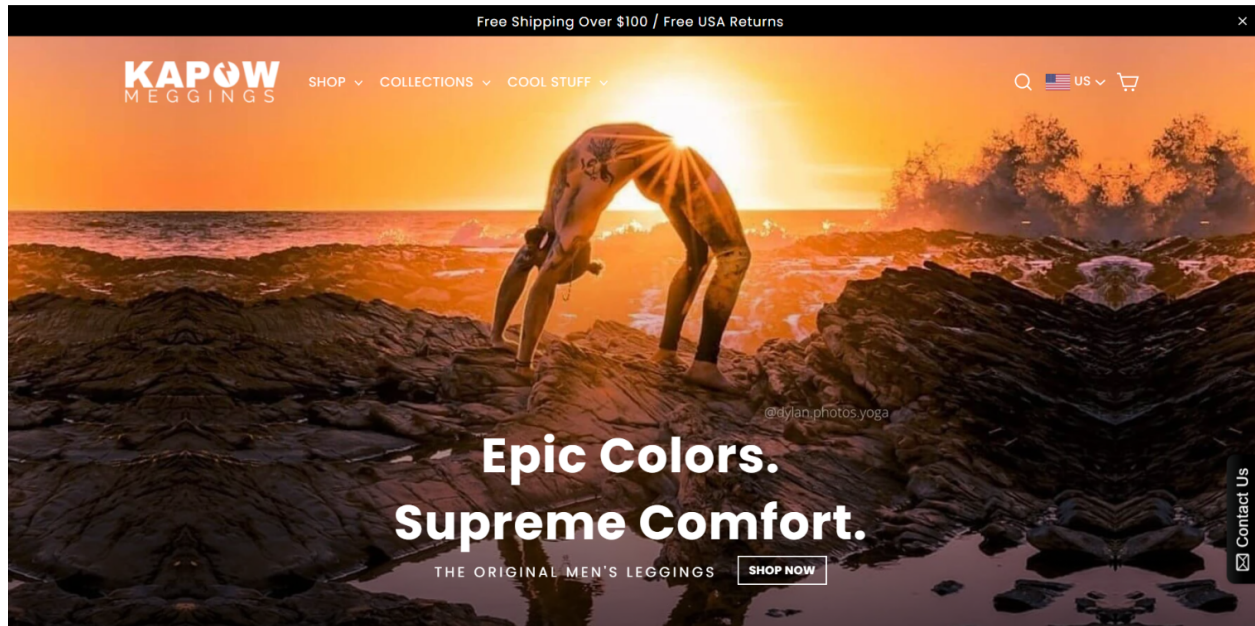


The primary goal of this campaign is to increase brand awareness, customer registrations and improve organic rankings positions. A results based local seo strategy was implemented with a strong on-site and off-site optimisation process to back it up.

The results? 🙌

- Organic ranking for primary keyword: from #41 to #3 in 15 days.
- Google Organic traffic: 17.9% increased in 15 days.
- Online fitness booking registrations: 38.1% increase and made a new all-time high.

Case Study#3 Kapow Meggings



A Shopify eCommerce store selling men's leggings for fitness & fashion. They have online stores in the US and UK – both of these stores are the same, they just service different regions for shipping purposes.

Organic search is not their biggest channel for driving traffic. So, below were the main reasons they hired me for:

- Analyse performance to identify weak areas to improve on and areas of opportunity to explore.
- Monitoring Google Search Console to fix issues and ensure a good website health score.
- Making sure they're ranking for the right keywords, and increasing the number of top position and short-tail keywords they rank for.

After 3 months, I not only improved their Google rankings but also increased the number of organic traffic coming into their stores.