



## **SEO** | Three little letters that can add up to a big return.

You know the implications of Search Engine Optimization go far beyond page one, but the process itself can be mystifying. To help you leverage and understand ProSites' SEO strategy, we developed a **11-step roadmap** that provides transparency into the process. Strategic consultation is at the core of our SEO packages. We even developed a recurring **30 point improvement process** to ensure everything is covered. Read on to find out more about ProSites' SEO strategy and how we can put it to work for your dental practice.

# PROSITES SEO

## Strategy Roadmap



### 1. CAMPAIGN SET-UP

Your SEO team is comprised of experts who specialize in white hat SEO techniques and best practices to help you achieve top-notch results.



### 2. STRATEGIC CONSULTATION

We evaluate your search engine footprint and leverage your brand opportunities to lay out strategic and tactical plans.



### 3. KEYWORD RESEARCH

We identify the top keywords prospective patients use when searching for your services based on your specialties, location, and best quality traffic.



### 4. CUSTOM CONTENT

We create custom content for your most important website pages to improve your rankings. *Number of custom content pages varies by SEO package.*



### 5. ON-PAGE WEBSITE OPTIMIZATION

To help search engines easily understand your site, we create header tags, descriptions, image alt text, titles, and an XML sitemap. *Elite includes expanded keyword research, tier 2 page optimization, and internal linking.*



### 6. LOCAL BUSINESS LISTINGS

We add your practice on Google, Bing, and Yelp, then optimize those listings to ensure 100% accuracy and thorough information. *Premium and Elite get 10 photos uploaded and optimized.*



### 7. DIRECTORY SUBMISSION

To maximize your visibility, we get you listed on key online business directories. *For Premium and Elite, your practice is submitted to industry-specific professional directories.*



### 8. SOCIAL MEDIA SET-UP

We set-up your profile on today's top social network, Facebook, to display optimized information about your practice. *Available only with Premium and Elite.*



### 9. BLOG SETUP & POSTING

Relevant, high-quality content is an important factor in SEO. We set up your practice's blog and post custom articles on your behalf. *Available only with Premium and Elite.*



### 10. MONTHLY REPORTING

Easy-to-read reports that track key performance indicators such as top ranking keywords, traffic sources, site visits and page views.



### 11. CAMPAIGN MANAGEMENT

#### 30 Point Improvement Process

This ongoing evaluation ensures your SEO strategy is continually performing at its best.

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# CAMPAIGN MANAGEMENT

## ProSites 30 Point Improvement Process

SEO is a complicated moving target. Losing sight of one element can damage your practice's online presence. Our 30 Point Improvement Process is built to ensure continual alignment of SEO components.

### Analyze Gaps

1. Top referral cities
2. Top entrance keyword searches
3. Top landing pages

### Optimize On-page

4. Titles
5. Descriptions
6. Header tags
7. Image alt text

### Check Website Stats

8. Internal links
9. Crawl stats and errors
10. Sitemaps
11. Google index status

### Review Analytics

12. Visits
13. Page views
14. Traffic sources
15. Top viewed pages

### Adjust for Search Engines

16. Google
17. Bing
18. Yahoo
19. AOL

### Optimize Keywords

20. Top keywords
21. Update targeted specialties

### Optimize Local Listings

22. Yelp
23. Google
24. Yahoo
25. Bing

### Review Social Indicators

26. LinkedIn Page
27. Facebook Likes
28. YouTube channel
29. Blog status
30. Blog posting frequency

# Your dental practice is as *unique* as the patients you treat.

We've created three SEO packages, each designed with practice-specific needs in mind.

## ADVANCED

**\$345 /mo**

For small markets, light competition, and/or limited services.

## PREMIUM

**\$495 /mo**

For medium markets, moderate competition, and/or expanded set of services.

## ELITE

**\$795 /mo**

For large markets, heavy competition, and/or large array of services.

	ADVANCED	PREMIUM	ELITE
<b>CAMPAIGN SET-UP</b> <i>Strategic consultation, keyword research, and local search</i>	✓	✓	✓
<b>ON-PAGE OPTIMIZATION</b> <i>Create title and heading tags, image alt text, XML sitemap, and links</i>	✓	✓	✓
<b>ADVANCED TIER 2 OPTIMIZATION</b> <i>Optimize level-2 pages to better support your specialties and sub-specialties</i>	-	-	✓
<b>CUSTOM CONTENT</b> <i>We create custom content for your most important webpages</i>	3	5	10
<b>BLOG SETUP &amp; CUSTOM POSTS</b> <i>We write and publish relevant content that engages online visitors</i>	-	4	6
<b>CAMPAIGN MANAGEMENT</b> <i>Evaluate monthly and take action to ensure your SEO strategy is performing</i>	✓	✓	✓
<b>MONTHLY REPORTING</b> <i>Track key performance indicators</i>	✓	✓	✓
<b>LOCAL BUSINESS LISTINGS</b> <i>Claim and optimize your practice on Google, Bing, Yahoo, and Yelp</i>	✓	✓	✓
<b>LOCAL BUSINESS LISTING PHOTOS</b> <i>Upload and optimize on Yelp, Google, Bing and Yahoo</i>	-	10	10
<b>DIRECTORY SUBMISSION</b> <i>Claim your practice across online directories (i.e. City Search, Yellow Pages)</i>	Up to 15	Up to 20	Up to 40
<b>SOCIAL MEDIA SET-UP</b> <i>Facebook, Instagram, and Google+</i>	-	✓	✓