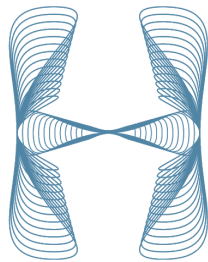


THE S.E.O. BLUE PRINT

BY



HARMENING
M A R K E T I N G
S O L U T I O N S

Table of Contents

Chapter 1 Google Power.....	4
Chapter 2 The Google Measuring Stick.....	6
Chapter 3 The SEO Blueprint.....	8
Phase 1 The Website Audit.....	10
Phase 2 The User Experience Audit.....	11
Phase 3 Webmaster Tools Audit	12
Phase 4 Keyword and Ranking Audit	14
Phase 5 Audit Delivery and Game Plan Meeting	16
Phase 6 Onsite SEO & Content.....	17
Phase 7 Social Media and Training	19
Phase 8 Mobile and Local SEO	20
Phase 9 Content, Monitoring, & Reporting	21
Phase 10 More Content, Social Media, Links & Updates	24
SEO Blueprint Summary	25
Chapter 4 Putting It All Together with the SEO Cycle	26
Can we help you with your SEO campaign?	27

Let's Talk Marketing

Schedule a Free 30-Minute Discovery Call

www.harmentingmarketingsolutions.com



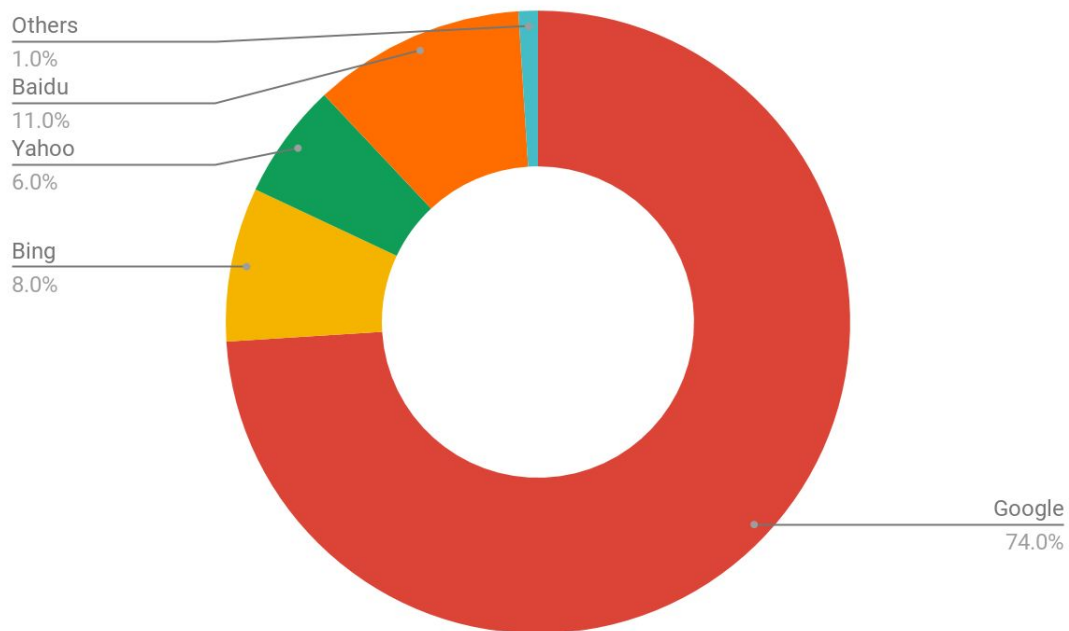
Warning! This Report is the NO BULL Blueprint and Checklist for a Successful SEO Campaign!

I'll cut to the chase quickly! You're a business owner, you've probably got a ton of things to do and don't have time for a lot of FLUFF. This eBook is our company's blueprint for SEO. It is our step-by-step checklist to make sure our clients' websites gain more traffic and ultimately increase sales. If you follow and do everything on this list, you will see your website, traffic, and sales increase. ***SEO is NOT rocket science!*** Don't let any "guru" fool you. It is a measurable marketing method. There are rules to this system and when you play by the rules, you are rewarded with more and more sales. As you read through and follow the checklist, you'll see we're not fans of Google. WHY? Because Google continues to make it difficult for small businesses to succeed with their online marketing. They continually change the rules of Search Marketing forcing more and more people onto their paid-search platform, AdWords. It is for this reason that we give this report away for FREE. We want you to win the game of SEO, see your sales grow, and stick it to the man (Google) :)

Joshua R. Harmening
Founder & CEO
Harmening Marketing Solutions, LLC



Chapter 1 Google Power



Is Google your friend? Or are they kindred to the devil himself? We prefer to think that they are a distant second cousin to the man with horns. WHY? **Because every time Google changes their algorithms their Advertising Revenues SKYROCKET!!!**

Fred... Penguin...Possum... on and on it will continue. Every time Matt Cutts, the director of Google's spam team, releases a change, panic strikes, and business owners wonder if their business will win or lose in the rankings game. While we know that Google is doing what they must do to protect their Advertising revenues, they have made rankings a mystery to most businesses and webmasters.

Remember, Google isn't a friend to small business. They have made these changes to protect their "baby," Google AdWords, which accounts for 90% of Google's billions of revenues! They want the WORLD to love the search results found on Google so that the WORLD will continue to CLICK ON ADS! This is GREAT for GOOGLE, but NOT for SMALL BUSINESSES who can barely afford to pay \$20.00 per click to gain a visitor.

FREE organic traffic isn't guaranteed anymore! If we will get this ORGANIC and FREE traffic we must earn it by doing what Google demands. Play by their rules and you'll be rewarded. Ignore them, and your site will be penalized. No, it isn't fair. No, we don't like it. But



this eBook is about getting FREE organic SEO traffic. **And while there are other ways to say “SCREW YOU” to Google and get traffic from other places, there is no other website on earth that can potentially bring you thousands of dollars in sales, every single day, without spending money for each visit!** What you might not realize is that SEO has changed dramatically over the last ten years. And NO, it surely isn't as easy as it used to be. You're going to need to change your paradigm and see that SEO is no longer about keywords and large quantities of backlinks. **IT IS ALL ABOUT WHAT GOOGLE SEES...**

The Google Chrome Browser

Since the Google Chrome browser is growing as a choice for many internet users, Google has the inside scoop on how the general public perceives websites. In a recent survey, 58% of all internet users said that they used Google Chrome for browsing. Google can now determine how many pages a person visits, what social media actions are taken, and even how long they spend on a website! Google Chrome is a game changer for SEO! Google now can determine the value of a website simply by measuring the data collected from their free internet browser.

Penguins, Pandas & Penalties

Google was just getting started with Chrome! In 2010, they enlisted the help of thousands of Google quality testers to see how they respond to websites. They then accumulated this data and built it in as part of their algorithms. Once Google could see what users didn't like, they changed their search engine results to reflect their preferences and effectively penalized sites that didn't comply with lower rankings. What's worse, Google and Google alone determines what website technology (or lack thereof) should be penalized. This means that website technology used last year could become Google's next penalty and no one can stop them. The impacts can be devastating to small businesses dependent upon their



website to generate leads. In this Blueprint, we've listed the things that Google is looking for and measuring! This is our BLUEPRINT for success for our SEO Clients. Sometimes prospects come to us looking for an easy fix! However, SEO is NO LONGER EASY!

Growing your traffic isn't a matter of a few small changes to your website and adding a few new links. Unfortunately, it is going to take TIME, MONEY, and a major EFFORT on your part.

Chapter 2 The Google Measuring Stick

“SEO is no longer JUST about your website, but about your website and the entire internet bubble surrounding it.”

So what exactly is GOOGLE looking for? Here's a list of qualifiers that every website owner should remember and focus on:

1. **Time on Site** – Do people come to your site and stay? Do they read your content? Do they browse through a few pages? Do they come back? These factors are signals that your site provides value. This now means your design and content are CRITICAL to success. For some of you reading this, it means that your website's design, navigation, and entire structure may need to be changed.
2. **Traffic Sources** – Are people coming only from organic search traffic? If so, you're in trouble. Google gives higher ranking to sites if there are direct visitors. That means they type your domain into their browser and show up on your site. Secondly, do you have referral visitors coming from social media? Google is looking for real websites and NOT sites that create weak content just to attract traffic.
3. **Social Signals** – Do people share your content? If they don't, that could be a red flag. Google gives higher weight when a site is shared on any one of the main social websites. Many businesses have put off using social media. They can no longer afford to do so if they want organic traffic from Google.
4. **Backlinks** – Yes, linking is still important. But it has to be handled slowly, carefully, and with a wide variety of keywords. You can no longer pay guys from India \$2.50 an hour to



build backlinks to your site! It will RUIN your rankings as many found out through the Penguin updates.

5. **New Unique Content** – If you aren't providing the Google bots with fresh unique content, watch out! There is no mistaking that Google loves blogs and fresh content. If your site is a 10-20 page site, you're already miles behind this trend. Sites with blogs that drip exciting new content slowly, almost always outperform static sites with limited or duplicate content.
6. **Mobility** – Is your site mobile ready? Yes, this is something new Google's been focusing on. I'm talking about your website being friendly for the people visiting on smartphones. Responsive websites are here to stay and are a perfect way to ensure your website looks good in any browser!
7. **Over Optimization** – Did your last SEO company over optimize your website? Did they go crazy with your keyword density? Did they build 10,000 backlinks? If you've seen a big dip in rankings over the last two years, this is probably the problem. For many sites, this means removing backlinks, de-optimization, and much more.
8. **Compliance** – Google insists that quality websites will be rewarded with higher rankings and their webmaster area lists dozens of no-noes. These include things such as slow load times, video use, sitemaps, canonicalization, and site structure.

Chapter 3 The SEO Blueprint

“By taking a systematic approach to SEO, we can guarantee that nothing slips through the cracks for our clients.” —Josh Harmening

By now you probably understand that ranking isn't as easy as it used to be, but there is still hope! On the following pages, we've listed our SEO BLUEPRINT. This is our company's internal checklist for SEO that we use for every client that comes through the door. We're sharing this with you so you'll have the insider's scoop on what Google is looking for and can build an SEO campaign that generates results. You'll find that having a checklist will make the process of reviewing your website easier. On the following pages, we've included a bulleted checklist for the items we review when working on an optimization project. Yes, it can seem overwhelming at first. But take it one step at a time and you'll get it.



Phase 1

The Website Audit

- o Review of design aesthetics, code, and site structure
- o Review of page load times
- o Review of mobile user experience
- o Review and check for duplicate content
- o Review of page naming structure
- o Review of keyword usage and keyword densities
- o Review of keyword themes and opportunities
- o Review of internal linking structure
- o Review of content use
- o Review of onsite SEO and metadata
- o Review of robot.txt files
- o Review of sitemap.xml files
- o Review of browser compatibility
- o Review of flash usage
- o Review of blog and content marketing usage
- o Review of security and monitoring of site
- o Review of privacy policy and webmaster compliance
- o Review of social media use and social properties
- o Review of Penguin penalty and negative link building



The initial audit allows us to see if there are major changes that need to be addressed. The goal of the audit is to determine the overall health of a website. With most new clients, we find that the website will require some changes to make it more SEO friendly. While the initial phase exposes that there is a problem, it doesn't resolve the problems immediately. The audit is our initial review and allows us to begin to open up communication with our clients about the severity of the problems and the effort that will be required to fix it. Through this phase one review, we can see if the site needs a lot of work or just a little. Remember, every site is different and needs to be looked at objectively. **There is no ONE SIZE FITS all SEO campaign!** That is why this is the foundation for the game plan.

Phase 2

The User Experience Audit

- o Review or install Google Analytics tracking code
- o Review of site and page bounce rates
- o Review of pages visited and time on site
- o Review of new versus returning visitors
- o Review of mobile user experience and bounce rates
- o Review of onsite social media conversions
- o Review of social media traffic referrals
- o Review of other website traffic referrals

In phase two, we dig into what the end user or visitor might be experiencing and thinking when they visit the site. This is where we really look at the raw data in Google Analytics. When going through Google Analytics, we can quickly see how people are responding to your content and what they might think about it. We can also see referral traffic, direct traffic, and current keyword trends on your website. During this phase of review, we will begin drafting a content game plan on how we can engage your visitors through the use of video, better copywriting, social media, and content marketing. The goal is to allow your website to keep your visitors engaged and spend more time on your website. After completion of Phase Two, we can see how traffic is responding to your website which will further solidify the changes that should be made. During this phase, our project managers compose custom reports, armed with Google Analytic data and screenshots, allowing us to assemble a winning user-experience game plan.



Phase 3

Webmaster Tools Audit

- o Review of indexed pages versus pages in the sitemap
- o Review of structure and formatting of the sitemap
- o Review of crawl errors and broken HTML links
- o Review of duplicate metadata
- o Review of short meta descriptions
- o Review of missing title tags
- o Review of duplicate title tags
- o Review of queries and overall site keyword theme
- o Review of CTR trends and queries
- o Review of incoming links

In phase three, we dig into the technical side of how Google crawls and sees your website. By adding the site to [webmaster tools](#), we can determine many different factors about the site and if it is in good standing with Google. Google Webmaster tools are free resources where Google reviews your site for quality and reports the findings in the webmaster tools portal. Obviously, if we're trying to rank better in Google, then we need to know exactly what Google thinks about the site. The webmaster tools audit data is also compiled into reports which will be shared with our client during our "game plan" meeting. By now, you're probably wondering when we'll start optimizing the website, but the truth is that the optimization process requires a significant amount of research before a project begins. It should be a **GIANT RED FLAG** when any SEO Agency or consultant is quick to make SEO changes without doing a thorough analysis. For example, a few years ago we met a client who had just switched over her website to WordPress on the advice of a consultant. When they moved the site over, they didn't correctly plan out the 301 redirects, and this client lost 25,000 visitors over the course of two months, effectively crippling her business. This could have been avoided with better research and a more knowledgeable SEO team.



Phase 4

Keyword and Ranking Audit

- o Review of current ranking positions
- o Review of competitor ranking positions
- o Review of ranking feasibility for tougher keywords (KEI Review)
- o Review of long tail keyword rankings
- o Review and suggestion of new content for keywords
- o Review of Keyword Themes
- o Review of ranking positions versus competitors

In step four, we start reviewing the desired keywords, where they are currently ranked, and what can be done to improve the rankings. Much of this work requires an SEO tool such as WEBCEO or MajesticSEO. However, it is incredibly helpful to see where you're measuring up, especially compared to your competition.

Every good SEO campaign requires keywords. Any SEO company or consultant who ignores this point doesn't serve their clients well. Yes, some keywords are harder to rank for than others! You might be surprised, but sometimes it is better to COMPLETELY IGNORE extremely difficult keywords and capitalize on a larger amount of long tail keywords.

This is why a Keyword and Ranking Audit is so important to success.

A few years ago we had a prospect who wanted a guarantee that he would rank for the keyword "iPad" because he sold iPad accessories. Our advice was to target a larger number of long tail keywords, where ranking was very probable. Misled by another SEO company, he told us that he was going to work with someone else that would guarantee him a #1 ranking position. About a year later he emailed us asking if we could take the project on because he never saw a traffic boost and never ranked higher than position 35 in Google for the keyword "iPad".

Most websites will require a considerable amount of new content in order to achieve rankings for a large number of keywords. This is because most web pages can only rank for one or two primary keywords.



We're often amused by prospects who tell us that another SEO company is guaranteeing rankings for any 100 keywords of their choice for some small amount of money. Yes, a few years ago that could work by simply building links. However, in today's SEO world, keyword ranking is going to take AMAZING content, links, social media, and a website that retains its visitors.

The FIRST FOUR PHASES of our company's SEO process consume dozens of hours of research, analysis, and strategy-building. The next phase is to develop and present a game plan to our client and discuss the process for growth.

Phase 5

Audit Delivery and Game Plan Meeting

- o Review of all suggested website changes for SEO growth
- o Review of all suggested social media practices for SEO growth
- o Review of Google Analytic data & suggest changes for better user experiences
- o Review of webmaster tools data and suggested changes for SEO
- o Review of keyword data and opportunities
- o Review of content marketing suggestions
- o Review of Google penalties and suggested fixes

You might be wondering why we spend so much time researching a project before we begin to make changes on a site. Many of our newer clients are actually VERY SURPRISED at how much time and detail we put into this research and the reports we deliver. But remember, all SEO campaigns are unique. There is no "one size fits all" approach to SEO. To see significant success in your SEO campaign, you can't simply fix a website's technical flaws, update your meta tags and start a blog. You have to see the big picture and look at your website and SEO STRATEGICALLY. When we deliver Phase 5 to our clients, we provide a detailed STRATEGIC PLAN that describes how we are going to improve search rankings. The plan will include a detailed list of recommended target keywords, a content marketing plan, and the technical fixes to make your site more search-friendly.



Is that everything that we do? No! Not by a long shot. There is still much more that needs to be done to a client's website before the project is completed, but the first five phases are all about research and planning. While it may seem trivial to those looking for a quick fix, we realize that charting a course for our clients' SEO strategy is worth every effort in order to attain the desired results. As we've stated before: **THERE ARE NO SHORTCUTS TO SEO SUCCESS.**

Depending on the size of a website and the SEO goals of a client, the audit phases can take from two weeks to two months or more. When working with a new client, we always start with the first five phases of research and deliver the SEO Strategic Plan BEFORE we ever lift a finger to optimize your site. In fact, we believe so much in the research and planning that we won't take on a new client unless they are willing to let us complete the research first! Once we've completed the first five phases of research and meetings, we're then able to start on the SEO effort. The second portion of our SEO blueprint is the steps that we'll take to actually make the SEO campaign a success.

Phase 6

Onsite SEO & Content

- o Commence major repairs of website to improve overall SEO
- o Implement social media strategy and new social media designs
- o Assignment to writers for rewriting of existing duplicate content
- o Assignment to writers for new content for SEO keywords
- o Building and indexing of new landing pages with new content
- o Design & launch of WordPress blog & content scheduling for long tail keywords
- o Implementation of social media automation for new content campaign

Content is the cornerstone of good SEO. Phase Six starts with a major content overhaul. Any duplicate content is removed from the website so that the website passes all checks in CopyScape. We also begin the writing process for the new content pages which will be required for better rankings for your target keywords. In most cases, these pages are published pretty quickly once the content is approved by our client.



This phase also includes correcting any major technical issues like broken links, internal linking structure, de-optimization, and updating any sitemaps and robot.txt files. Once the site is correctly optimized with the new pages added, we will integrate a blogging platform which will host more content for your company, focusing on longer tail keywords. The blog can be a separate site hosted on a subdomain or integrated as part of your main site. Our writers will then begin writing monthly content for your website so that you can take advantage of having a much larger footprint online.

Finally, we look at your offsite optimization and how people link to your website. If there are major issues with your backlinking structure, then those links would be removed or disavowed so that you are not penalized by Google for toxic backlinks links.

Phase six is a very crucial part of the project. Onsite SEO fixes can take a few days to a month or longer depending on the size and scope of the project. The silver lining is that onsite technical fixes are identified by Google rather quickly and clients will typically see improved traffic results promptly after correction.

Phase 7

Social Media and Training

- o Twitter Integration and Training
- o Facebook Fan Page Integration and Training
- o LinkedIn Integration and Training
- o YouTube Integration and Training
- o Vimeo Integration and Training
- o Instagram Integration and Training

Social media? What does that have to do with SEO? Everything in today's world! If you remember in phase 6, we set up these platforms for our clients. This is the creation of the accounts and scheduling of content to go onto these properties. However, in Phase 7, we now implement a consistent campaign to add social media posts for our clients.



All new content that we create in the content marketing campaign, will automatically be shared on most of the social media properties. We also work with our clients to come up with a winning social media marketing campaign which will increase the number of visits to the site from social media sites such as Facebook, LinkedIn, Instagram, and Twitter.

This phase also fine-tunes the graphic designs for our clients' social media properties so that they are appealing and brand-consistent. We then work with several scripts to help them gain more likes and follows. The goal is that our clients' social media presence will continue to grow. This is of tremendous value to the content campaign and the overall SEO campaign because Google ranks sites with social media backlinks higher than other websites.

In Phase 7, our clients typically continue to see growth in traffic and repeat visitors because of the implementation of social media.

Speaking of social media, we often hear "Nobody is going to click LIKE on my company page... We're in the _____ business." Yes, we hear this all the time. But Social Media is still important. Just think of it this way, if your industry doesn't use social media very often and YOU DO, it will be that much easier for you to beat your competitors when it comes to SEO.

Remember, this is a BLUEPRINT for SEO. Social media and SEO now go hand in hand. Social Media must be a part of a winning SEO campaign and for that reason, we will NOT take on any client who isn't willing to implement a social media strategy for their business. Social media is that important to SEO!



Phase 8

Mobile and Local SEO

- o **Mobile Website Integration**
- o **Mobile redirect Script Integration**
- o **Mobile Content Testing**
- o **Claim Local Directory Listings including Google Places and Google Plus**
- o **Addition and Verification of Local Directory Citations**
- o **Install KML File for locations**

The WORLD IS GOING MOBILE... and your website must measure up to Google's standards if you want to capitalize on this FREE traffic. In 2015, Google began to penalize websites that weren't mobile-friendly. Today, that penalty is in full-effect and if your visitors can't use your website on a smartphone, then your rankings will soon be in trouble.

Fortunately, if your site isn't mobile-ready, there are some easy ways to fix that. Many of our clients who have websites built on WordPress are able to move to a responsive theme which can be viewed perfectly on either a mobile phone or desktop PC. There are also dedicated mobile websites which are mobile versions or condensed versions of a website. There are also WordPress plugins that will create a mobile version of your existing site.

In phase 8, we also connect all the local citations from various local directories for our clients. This includes Yelp, Yellow Pages, Angie's List, Google My Business, and various other directories. Google gives these directories a higher ranking value and thus it gives our clients' websites new backlinks and also better rankings in the local listings on the first page of Google.

This is an ongoing service that we do for our clients and we work very hard to keep these citations up to date with our clients' contact information. By confirming our client data often, we receive higher rankings in the local listings categories.



Phase 9

Content, Monitoring, & Reporting

- o Final review and start of social media automation
- o Final review of content marketing campaign
- o Final review of onsite SEO and WordPress site
- o Final review of Google webmaster tools
- o Review Rankings and Fine Tune Onsite SEO

By now, we may have spent as much as six months on an SEO campaign and hundreds of hours with a client. All the work has been steady and has taken our team and our clients' staff members a considerable amount of time and resources. In almost every case, our client is thrilled with the growth they have received. But the truth is, the SEO campaign isn't fully operational just yet. Rather, we've really just laid the foundation for success.

In phase nine, we do a final review to make sure that everything is in tip-top shape. The content marketing campaign is moving along nicely, the social media campaign is driving traffic, and all the metrics look clean in webmaster tools.

We now look at the rankings and traffic again and set up monthly reports so we can measure the ongoing growth. If you remember correctly, we checked rankings way back in the beginning of the campaign in phase 4. By this point, we should be able to see substantial growth in the SEO campaign and rankings. Now we're going to watch the rankings and the traffic a little closer and check them every two weeks. We'll be able to see exactly how the traffic is growing and how the content campaign is helping your sales and conversions. These are set up in reports which are delivered via email every two weeks to our clients.

In Phase Nine, we also set up some monitoring tools to make sure your site doesn't get hacked! Hacked sites tend to not only hurt your traffic and reputation, but they can be disastrous to your traffic and rankings if not repaired quickly.

Lastly, we are also steadily distributing content to both social media accounts and to your blog on a regular basis. You now have a website that is growing in relevant, keyword-targeted content and is "healthy" in Google's eyes. The result: improved rankings, more traffic, and more conversions.



Phase 10

More Content, Social Media, Links & Updates

- o Ongoing release of new content and social media
- o Ongoing health checks, fixes, and HTML improvements
- o Ongoing slow one-way backlink building
- o Ongoing release of link bait and Infographics
- o Ongoing reviews of phases 1-9

It has been a long road, but we're not done yet. We've made great strides and the website is VERY SEO friendly and nearly perfect in Google's eyes. Now it is time to ramp up the plan and continue to add new content, link bait, social media follows, and new incoming links. Even though the website may have doubled in traffic already, the key to a good SEO campaign is to continually make modifications and grow. SEO isn't a "one-time" project, but an ongoing process to keep the traffic growing.

In this last phase, the maintenance portion of our SEO Blueprint, we are continuing to add fresh new content to the website. This is critical to success. We are also reviewing all the phases frequently to be sure that the site's code is SEO Friendly. We're creating link bait, building (very few) inbound links and working hard to keep the site as SEO friendly as possible.

Each month, our clients receive summary reports about important SEO metrics like inbound links, page rank changes, keyword performance, traffic from referral sites, social links and much more.

SEO Blueprint Summary

As you can see, a complete SEO Program isn't nearly as easy as it used to be. We provided this ebook as our way of trying to help business owners and the general public with their search engine optimization. If you follow all of these steps, and put them into the SEO Cycle, you'll see great success and you will accomplish more than 90% of businesses who are ignoring SEO best practices. While it might not be easy, it is worth it! Good optimization takes time, money and patience but in the end, it will result in significant growth for your business or organization.



Chapter 4

Put It Together: The SEO Cycle

Having a well-defined process to grow your website traffic is an important part of digital marketing and our SEO Blueprint is a time tested method to help you achieve the results you want. As we have discussed, success with SEO comes in the long game. While you might realize an uptick in organic traffic shortly after you implement the SEO Blueprint, the only way to achieve **COMPOUND GROWTH** is by implementing the SEO Cycle.

The SEO landscape is constantly changing and demands that you keep up or pay the price, literally, through lost traffic. Sites and pages that rank for certain keywords today may not rank at all in 6 months for any number of reasons. For example, you may have a new competitor in the space who is optimizing for the same keyword or you may be using website technology that Google penalizes. In any regard, the web is constantly changing and driving traffic to your site organically will require a long-term commitment to a recurring process, i.e. a cycle.

Fortunately, adopting the SEO Cycle is a snap. Simply make SEO part of your daily or weekly routine and stick to it. You will see results if you follow and repeat the process.



Can we help you with your SEO campaign?

The answer is: MAYBE. We know that sounds vague, but it really depends on you. Every day we receive phone calls from prospective clients who are looking to hire us. They go to our webinars, read our eBooks, watch our videos, read our emails, and call in requesting help. They lack two things: A budget and a commitment to the process!

Our company does things a lot different than most SEO companies. Before you think about hiring us, you need to be aware of how we do things to see if we'd be a good fit for you and your company.

We don't hide all the things we're going to do like it is a big mystical secret. The Blueprint WORKS! It takes our team a lot of time, dedication, and hard work! If you've read our blueprint, then you know what is going to happen and the exact steps we'll take to bring you to success.

We won't promise you the first position on Google. What we can promise you is that if you allow us to complete this Blueprint for your business, your traffic and revenues will grow. NOT OVERNIGHT, but systematically through intentional execution of best-practice SEO.

You must be willing to meet and work with us. That seems logical; however, you would be surprised at the number of clients who either insist on us doing everything or, conversely, bind our hands and allow us to do nothing. A successful SEO campaign requires a collaborative approach that is both tactical and strategic. **Every client we work with MUST participate in periodic team meetings and be engaged in the process**, especially during the critical first few months of a project.

Recall that SEO requires **time, money and patience**. You'll get the best return on your investment by spreading your budget over many months and years. Our most successful clients have been spending money on SEO for years. Those are the ones who OWN THEIR KEYWORD SPACE and reap generously from the steady flow of free traffic. You can start off fairly small and upgrade later as you see success, but the key is to plan for a monthly SEO expense and a small monthly time commitment. If our approach to SEO sounds like a good fit for your company, we invite you to schedule a FREE 30-minute consultation at www.harmeningmarketingsolutions.com.



Let's Talk Marketing

Schedule a Free 30-Minute Discovery Call

www.harmentingmarketingsolutions.com

