



CTRL+SHIFT+MEDIA

A SILITSHENA HOLDINGS COMPANY

“Get Seen”

HOW CTRL+SHIFT+MEDIA USES SEARCH ENGINE OPTIMIZATION
TO DRIVE TRAFFIC TO YOUR WEBSITE

Executive Summary



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This is about you, the client, and what we can do to help you grow your business by leveraging the power of the internet and our knowledge of it.

What you will get:

- Measurable gains in meaningful web traffic
- Measurable milestones in terms of converted traffic
- Access to analytics to give you a full grasp on our month-to-month efforts
- Monthly detailed reports of where you have “come from” and where you are “going”.
- A tangible long-term ROI



CAMPAIGN GOALS

Campaign Goals



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Rank in Organic Search – Is your website currently nowhere to be found in Google searches for “money” keywords or is not ranking high? Our top goal will be to push those rankings up to the first page.

Increase Website Traffic – We want to help potential customers find your website when searching for your services. Our goal is to drive as much qualified traffic to your website as possible.

Increase Website Engagement – In addition to overall traffic, it’s important to increase time on site and pages per visit, and decrease bounce rate. These are simple metrics that show quality user interactions.

Build Domain Equity – Over time great SEO will improve the overall authority of your website with search engines. Increased authority = increased rankings.

Increase Brand Awareness – We will create value added content like YouTube and SlideShare documents and rank them in Google. This will help build your brand as an authority in the market.

Increase Leads – The most important part – we want to drive targeted traffic and convert it into qualified leads.



CAMPAIGN DELIVERABLES

Campaign Deliverables



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Custom Analytics Implementation – The only way to make educated decisions about marketing spend is to analyze your web data. We will implement custom events, conversions, funnels, attribution points, Webmaster Tools (GWT) and goals in Google Analytics.

Keyword Analysis – Your company offers a number of services etc. – each of these services has different search demand with a number of synonym keywords. We will use your existing AdWords data in conjunction with keyword research tools to identify the most valuable keywords to your company.

SEO Technical Audit + Optimization – We will use SEO tools (Screaming Frog SEO Spider) to analyze your source code and identify weaknesses from an SEO point of view. We will then work with your development team to correct these instances.

Content Optimization / Site Structure – In order to rank for multiple keywords, we will need to add additional pages to your website. We will work with your development team to set up and structure content into SEO “silos” – aka the preferred taxonomy for search engine spiders.

Campaign Deliverables



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Local Optimization – If you have local (brick and mortar) locations we will set up, optimize and rank these listings in Google Maps (“Local 3 Pack”).

Link Building – Links to your website are Google’s #1 ranking factor. It’s extremely important to build the right links to your website – that’s why we perform it as it’s own individual deliverable.

YouTube SEO / Video Marketing – We don’t want to just rank your website, we want to dominate search results. We will create a custom explainer video, host it on YouTube and optimize it to rank for your keywords.

Authority Property SEO – Web resources like Slideshare also rank very well in Google (when SEO’d). We will work with you to publish killer content on document sharing sites and optimize them to rank for your keywords in Google.

Monthly Reports – We will provide a full website report (pulled from Google Analytics + Rank Tracker) every month detailing campaign performance, goal completions, tasks performed and overall analysis. We will cover the report in depth via monthly status call.



WEB ANALYTICS

1. Google Analytics



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Before we do anything, we ensure your website is set up to track our efforts. That requires a custom Google Analytics implementation and analysis.

Analysis:

- o What are you currently tracking?
- o What are you missing?
- o Where does the majority of your traffic come from?
- o What traffic source is most valuable to your business?
- o What are the important actions on your website that we need to track?

Implementation:

- o Creation of custom events and goals
- o Creation of custom reports
- o Creation of custom dashboards
- o Implementation of additional JavaScript to track all important actions



We are a data driven agency! All decisions are made from hard facts, not theory.

2. Google Webmaster Tools



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Google Webmaster Tools is the backbone of your website. The free tool allows you to monitor key technical aspects like sitemap.xml, robots.txt, Google warnings/updates, and check on rankings.

Setting up and optimizing this tool allows us to get a pulse on the health of your website and analyze the impact of our SEO efforts.



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3. Monthly Reporting



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Some clients don't care about reports. As long as they are getting more phone calls, they're happy. If that's you, we're ok with that – but we still deliver monthly progress reports.

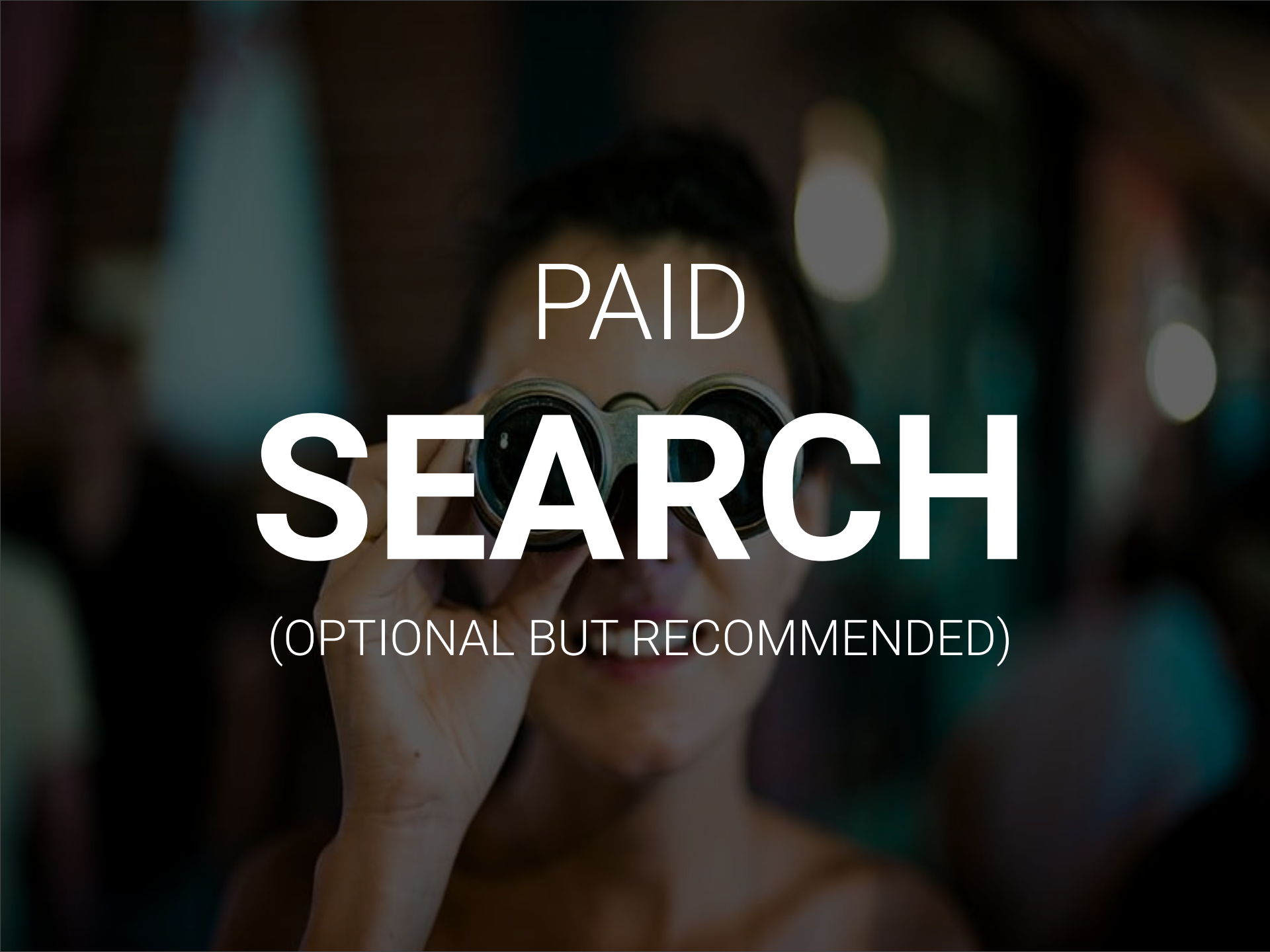
These reports go in-depth with information:

- Tasks completed
- Result of our efforts
- Analytics data
- Goals completed
- Issues/concerns
- Planned tasks

Our services are high-end. We want to make sure you understand the work we put in and the results you are getting.



We are a data driven agency! All decisions are made from hard facts, not theory.

A woman is looking through binoculars, with her face partially obscured by the lenses. The background is a blurred crowd of people, suggesting a social event or festival. The text is overlaid on the image in white.

PAID SEARCH

(OPTIONAL BUT RECOMMENDED)

Why Paid Search?

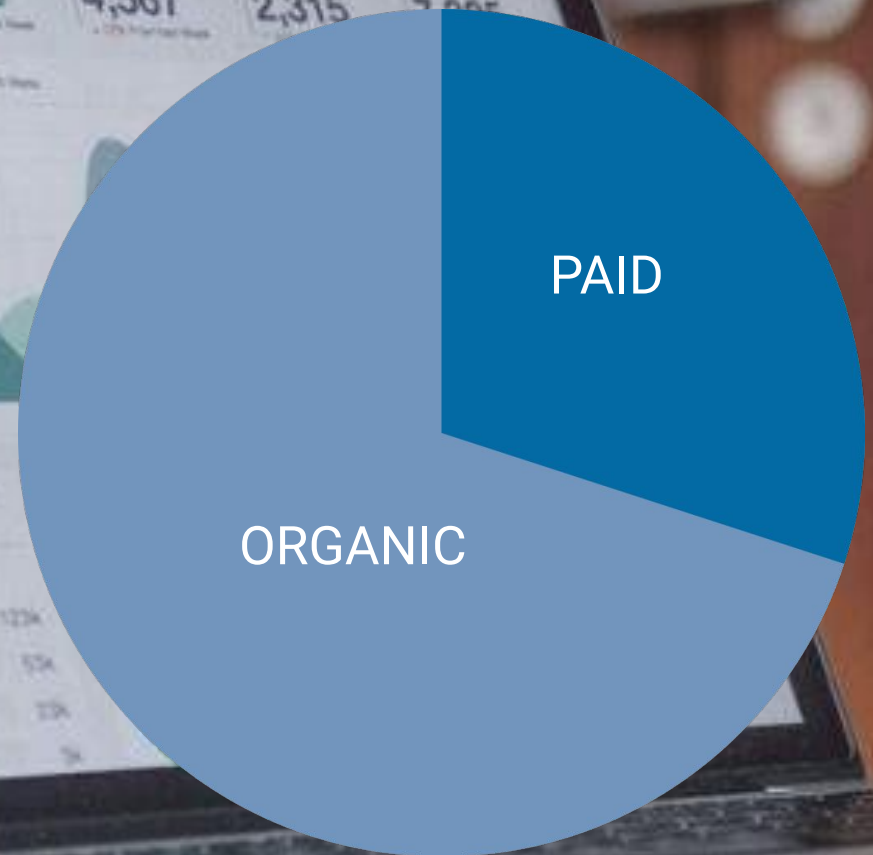


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Organic search optimization takes time. Pay per click ads may generally have your site live on the first page with the click of a button.

We strongly recommended a “blended search” approach. Blended search tackles both paid search and organic.

As your organic rankings push up, we decrease ad spend. That way you always have a presence on the first page of Google for all your main keywords.



Custom Campaigns

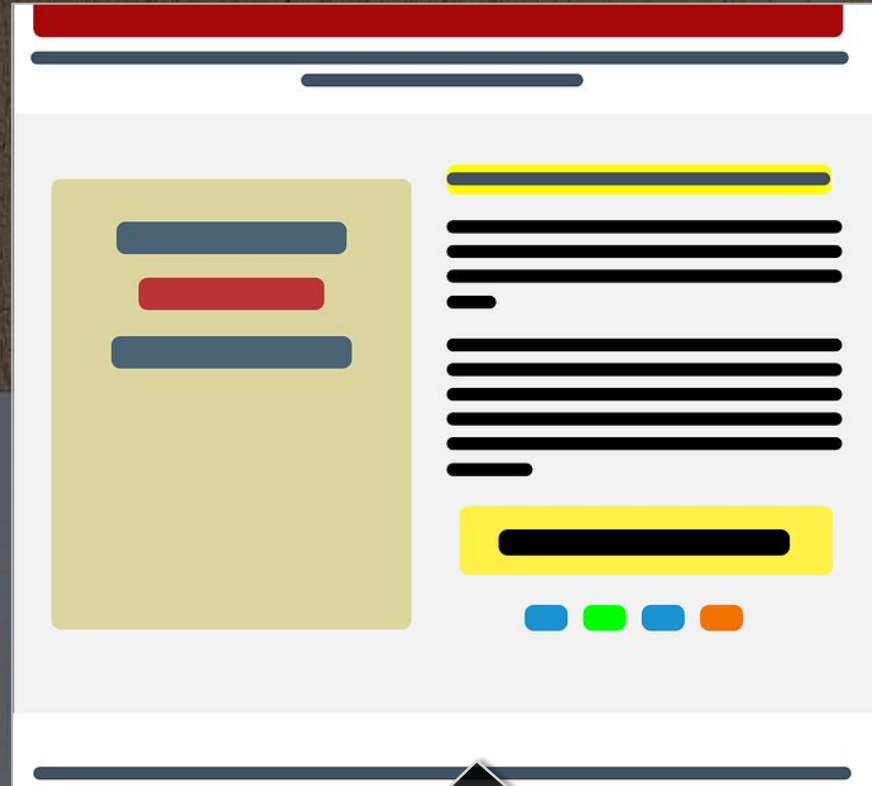
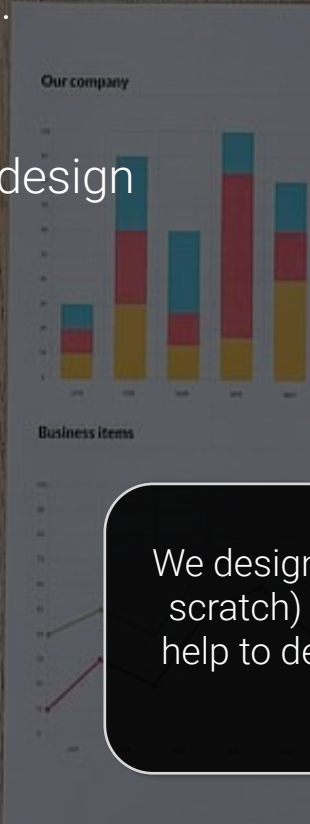


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Paid search is a science in of itself. One of our amazing staff members is fully certified with Google Ads and has a decade of experience managing large spends.

Our PPC services include:

- Keyword research
- Custom landing page design
- Custom landing page development (mobile responsive)
- Ad set up
- Ad optimization
- Click to call
- Call tracking
- Conversion tracking



We design and build you a custom landing page (from scratch) to send ad traffic to. Custom landing pages help to decrease cost per click from the ads and also convert traffic to leads like crazy!

ORGANIC SEARCH



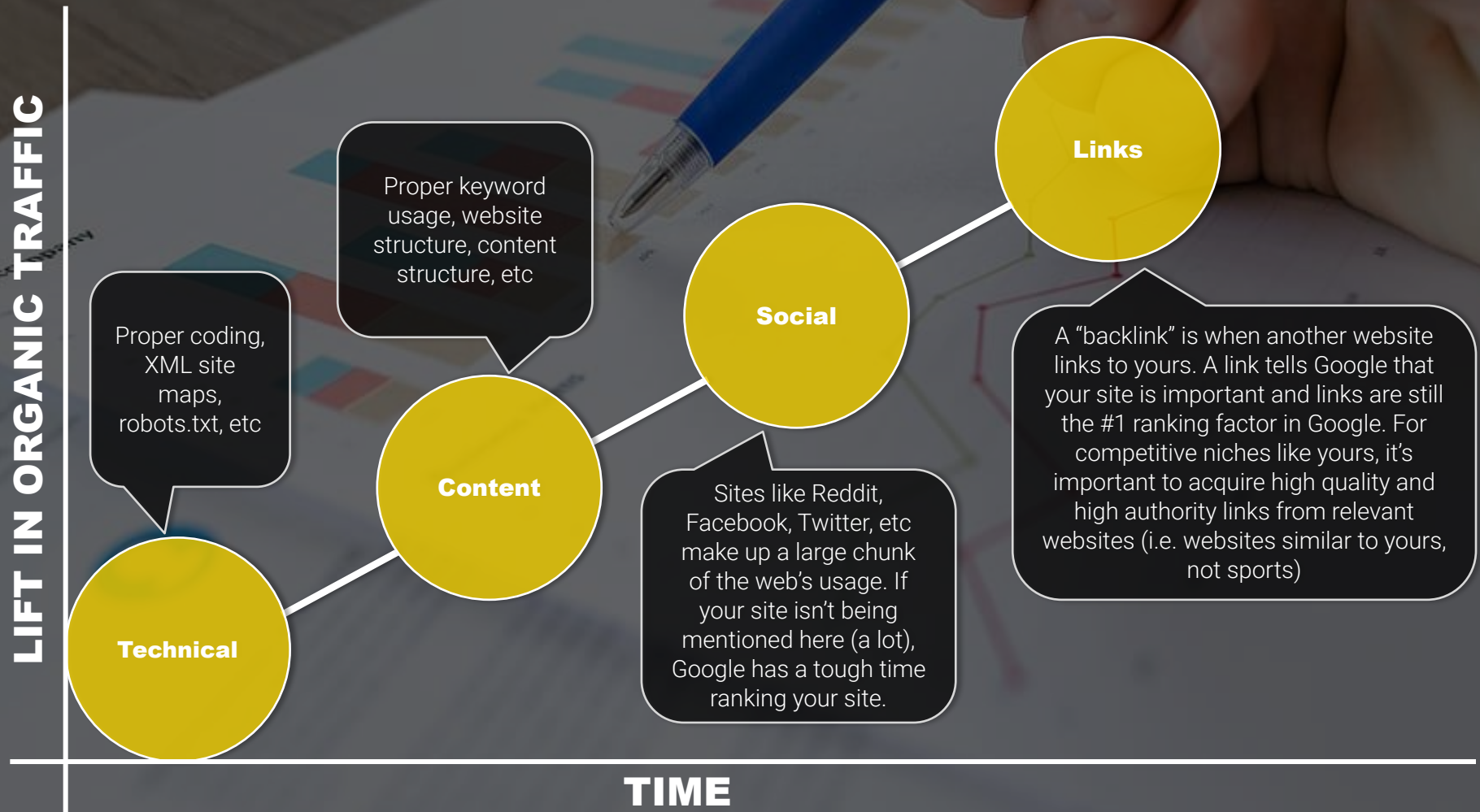
What Ranks a Site?



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Google has well over 200 signals their algorithm reads when ranking sites. We don't want to get too technical, but it's important we cover it at a high level so you can understand our strategy.



Technical Audit



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Proper SEO requires an in depth audit of website code, architecture, outbound links, inbound links, broken links, semantic markup, structured data and more. Before we optimize your site, we need to assess the status. Some tasks include:

- o Website crawl using Screaming Frog SEO Spider Tool
- o Broken link assessment + correction
- o Inbound link assessment
- o Image tag assessment + correction
- o XML Sitemap creation + submission
- o Setup Robots.txt + optimization
- o URL restructuring

Keyword Analysis



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First, we'll do a thorough analysis of the keywords related to web hosting. We compile a list of "head" keywords, long tail keywords, top of the funnel keywords and purchase intent keywords.

We use tools like Google Keyword Planner, SEM Rush, Long Tail Pro, Google Trends and Google Semantic Search to find keyword variations that your potential customers use.

We keep this analysis in a ready to use Excel file. We use it to evaluate the current state of your pages as well as a baseline for future content creation.

Keyword Optimization



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After we have your keywords we go to work optimizing your content around them. Some optimizations include:

- Title tags
- Heading tags (<h1> - <h6>)
- Image title
- Image alt tags
- Body content
- Meta descriptions

These optimizations ensure Google is finding your content for the right keywords.



Anyone can go out and buy links. If you can tell what a “private” blog looks like, don’t you think Google can too?

While we use PBNs in our link strategy, this can’t be your entire link profile. In order to achieve maximum results, you need real, organic links from high authority websites.

The best way to do this is to have linkable content on your website. You can try all you want, but a website like Moz will never link to your home page. However, they will gladly link to a helpful, well written blog post related to their user base.

While we want to rank for “web hosting”, we also want to rank for high volume related keywords. We will base your blog content around these keywords and build authority links to rank in search.



Even though on paper we're an SEO agency, we can no longer leave out the importance of social media engagements.

Social media is important for 2 reasons:

- 1.** Social signals help to rank your website in Google. The more Tweets and shares your site has, the higher it ranks.
- 2.** Social media drives valuable traffic to your site. In the beginning, it was just teens using Facebook. Now, CEOs and important decision makers do too. You need a presence!

We make recommendations to your social media professional on pro-SEO and scientifically proven practices of conducting a complimentary social media campaign.

This traffic ends up in additional likes, +1's, Tweets and other valuable social signals that help push your rankings up and increase relevancy with Google.

Thinking Outside of Your Website



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Great content drives traffic, trust, leads and ultimately sales.

We save you on the cost of content marketing by guiding your current content creator on tested and true content creation practices. While most agencies charge an absurd amount for content marketing, if you find yourself needing content creation, we do it right for a fraction of the market price.

The fact is, you can't have successful inbound marketing without great content.

This extends beyond having just a blog – it's getting your message out on additional high volume channels like SlideShare, YouTube and Vimeo.

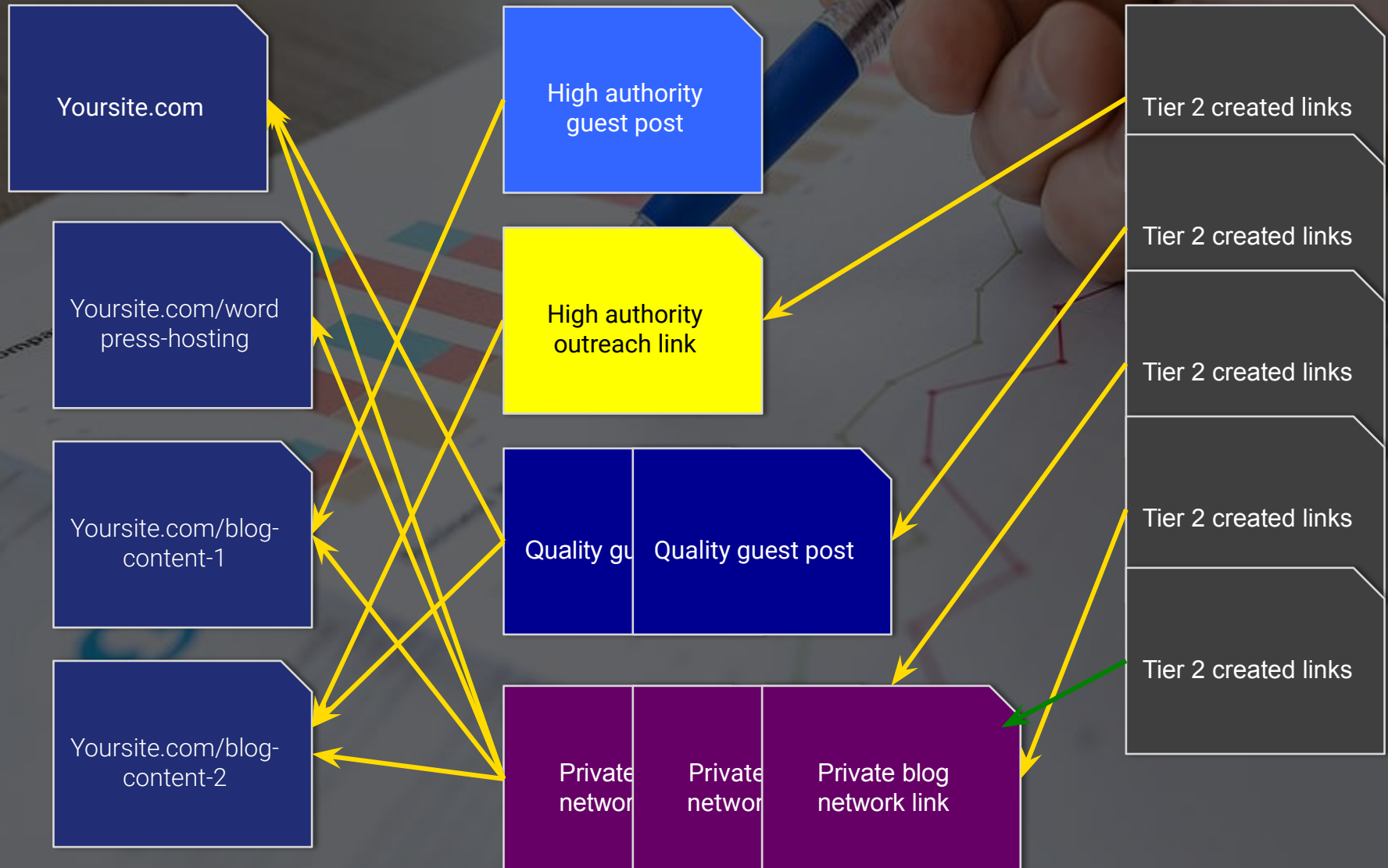
We will help distribute your content across dozens of authority online channels.

Link Building Strategy



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Link Building: What Do We Look For?

We only build “tier 1” links on high quality domains. When we say “quality”, we look at a number of metrics:

1. Moz Bar: <https://moz.com/tools/seo-toolbar>
 1. Domain Authority – This is the overall measure of the domains power. The higher, the better.
 2. Page Authority – This is the measure of the power of the links pointing to that exact page. The higher, the better.
2. Majestic: <https://majestic.com/majestic-widgets/plugins>
 1. Trust Flow – This is the measure of the quality of the links pointing to that domain. This is the number one factor we look at when building links. The higher, the better.
 2. Citation Flow – This is the measure of the power of the links pointing at the domain. The higher, the better.
3. Ahrefs:
 1. We use Ahrefs to check the total number of referring domains and IPs. We also use the tool to ensure the domain has a clean link profile (for PBNs only).
4. SEM Rush:
 1. We use SEM Rush to gauge traffic volume to the domain. Sometimes, young domains don't register high metrics but can still provide traffic and social equity. This tool helps us forecast that.

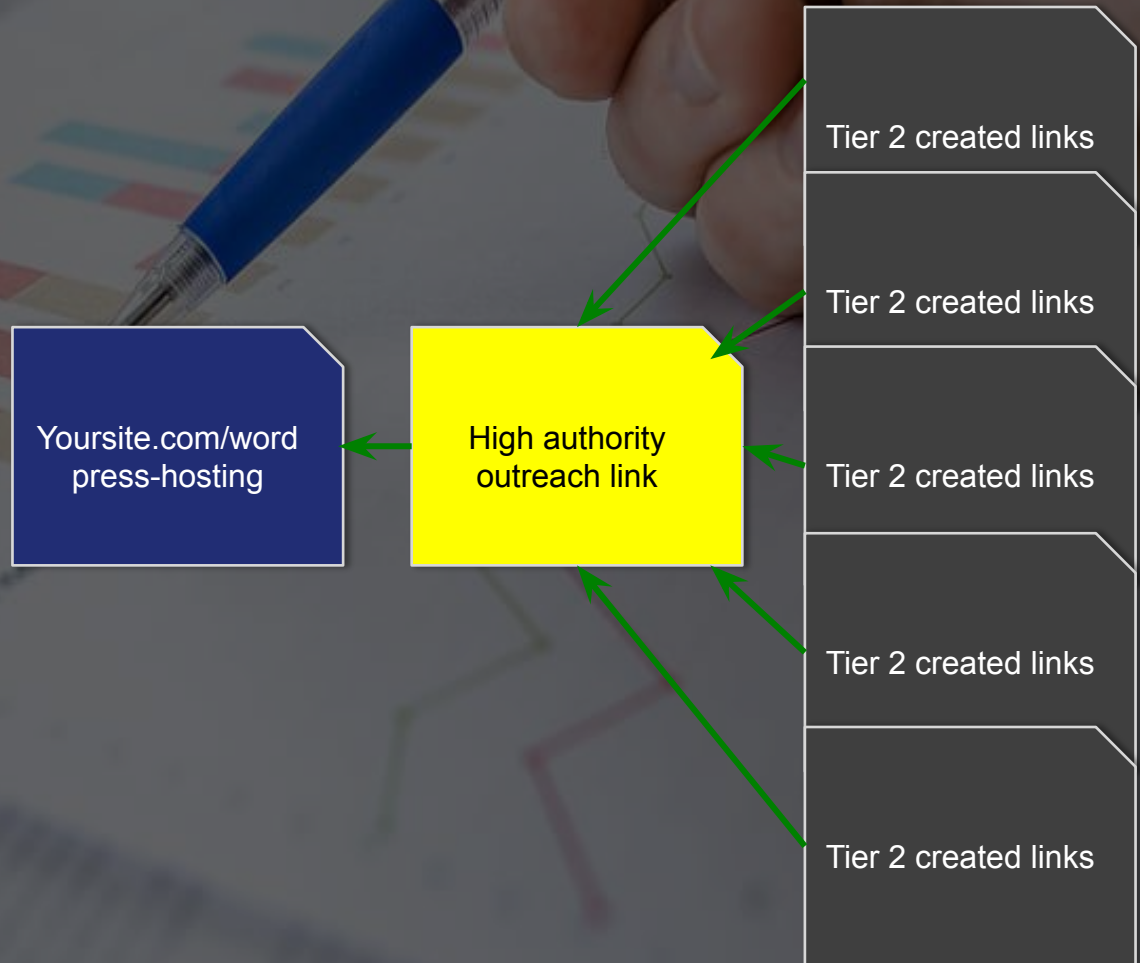
These metrics help us to put links into different buckets. The higher the metrics, the more effort we put into the content creation for that submission. For mid authority domains, we re write recycled content to save time and costs.

Link Building: Tier 2 Link Creation

Most SEOs have no idea why the links they buy have no effect. Google's gotten smarter – if the links you build aren't actively generating links, they go nowhere.

In addition, over 75% of built links never get indexed by Google. If Google doesn't know the link exists, it will never impact your rankings.

We register sites on free blogging platforms like Weebly, WordPress, Jimdo and Tumblr to build a mini network that links to your links. This is a tedious and time consuming process, but it's the best way to ensure that our hard work building links takes effect.



The background is a dark, slightly blurred image of a workspace. On the right, a portion of a silver laptop is visible, showing its keyboard. In the center and left, there are several papers and a spiral-bound notebook. One paper features a bar chart with red and green bars. Another paper shows a line graph with a jagged line. A hand is visible in the bottom left corner, holding a pen and a yellow highlighter, appearing to be working on the documents. The overall lighting is dim, creating a professional and focused atmosphere.

PROPOSAL: costs

Proposed Time Frame (Estimated)

Efforts are listed in the order which they need to be completed. Due to the heavy need for technical optimization, we must complete each effort in order.

Below is a table of estimated times to completion. Because we will be working with your developer, time tables and hours required may shift.

NOTE: This is just an average based on experience. It may scale up or down from one client to another.

Effort	Month											
	1	2	3	4	5	6	7	8	9	10	11	12
Analytics assessment	3											
Analytics strategy	2											
Analytics implementation	8											
Data analysis	2	2	2	2	2	2	2	2	2	2	2	2
Keyword assessment	2											
Keyword research	4											
Technical SEO Audit	30											
Technical SEO Correction		30	1	1	1	1	1	1	1	1	1	1
Website architecture creation		30										
Content creation + optimization	20	20	10									
Google+ page optimization			9									
Link building + outreach			20	20	20	20	20	20	20	20	20	20
Geo located signals			1	1	1	1	1	1	1	1	1	1
YouTube SEO						10		10		10		
SlideShare SEO							10		10		10	
Monthly report creation	2	2	2	2	2	2	2	2	2	1	2	2
Total Hours	73	84	45	26	26	36	36	36	36	35	36	26

Proposed Time Frame (Estimate)

The proposed costs are as follows:

- Organic search (6 month campaign)
- Paid search (monthly cost + ad spend)

*To be determined by client.

Each effort is standalone, meaning you are not required to undertake all of them. You can choose which ones you would like.

However, to get incredible results we strongly recommend you invest in all of them!

We are available to discuss this proposal. Feel free to reach out via email: info@ctrlshift.media

Organic Search (SEO)

Link Building	Included
Link Earning	Included
Content Consulting (No Creation)	Included
Technical Audit	Included
Keyword Analysis	Included
Tracking and Analytics	Included

Monthly Total: EMAIL US

Paid Search

Custom Landing Page Design (one time)	EMAIL US
Custom Landing Page Development	Included
Ad Set Up	Included
Ad Creation	Included
Ad Optimization	Included

Monthly Total: EMAIL US

Minimum Ad Spend Required EMAIL US

TOTALS

6 Months Organic Search EMAIL US

Total EMAIL US

A top-down view of a person's hands holding a smartphone over a wooden desk. In the background, there is a laptop, a cup of coffee, and a notebook with handwritten notes and a pen. The text 'Contact US' is overlaid in large white letters.

Contact US

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