

Cedrics ROADMAP PLAN

Context of SEO AND MARKETING STRATEGY



EXECUTIVE SUMMARY

We want your business to succeed and gain higher visibility on the major search engines, with the primary focus on Google. To accomplish this we have the key ingredients, SEO (Search Engine Optimization) Expert who is dedicated to your campaign. In this document we will explain the basics of SEO optimization and how it will be beneficial for your business. We will present the findings from your initial website analysis and outline a sample of potential keywords that could be chosen for your campaign. We also take into consideration factors such as your business goals and search competition.

INTRODUCTION

Your **Cedric app** needs to have a strong digital presence in this digital world. The best way to achieve online success is by having a solid SEO strategy. SEO can help you increase your organic traffic and get highly-qualified users to discover your website and learn about what you have to offer. With a good SEO strategy, your website can reach far more viewers for much longer. According to our research, the implementation of a good SEO strategy can help you increase organic page views and visits by up to 20% in just three months and even more with additional strategies.

SEARCH ENGINE OPTIMIZATION(SEO)

Search engine optimization is the method of improving your website's ranking on Search Engines like Google, Yahoo, and Bing. It is a marketing practice that uses keyword research to help your business establish a credible online image. Ultimately, it will help to bring in more relevant traffic, improve bounce rates, and increase the potential for sales conversions.

BENEFITS OF SEARCH ENGINE OPTIMIZATION

- Enhance search visibility
- Build trust with your search results
- Increase traffic in a cost effective way
- Attract more customers
- Generate measurable results
- Build a long term presence online

GOALS & OBJECTIVES

CAMPAIGN GOALS

Your Cedric app rankings on search engines matter. The higher your website ranks, the more visible your online presence will be to consumers, which leads to additional traffic to your website and Google Local Profile. Our goal is to increase rankings and traffic for your online presence by focusing on the keywords and marketing strategies

CAMPAIGN OBJECTIVES

1) **Detailed audit:**

Perform an initial end-to-end audit.

2) **SEO campaign strategy:**

Your strategy is custom and tailored to your marketing needs.

3) **Keyword selection & ongoing management:**

We establish industry- specific keywords that set you apart from the competition and expand your company's visibility.

4) **Onsite & conversion optimization:**

Onsite and conversion-focused strategy works to improve the consumer behavior on the website in order to drive higher engagement.

5) **Focused relevance targeting:**

Our custom-built software allows us to boost your website's online presence because we can easily reference important keywords for your business. It also highlights valuable, targeted locations throughout the web on blogs, articles, directories, and social media.

6) **Content marketing strategy:**

Help establish and maintain the website as an authority for the keywords we target.

7) **Increase overall domain authority of site:**

Take advantage of the "halo effect" properties of the keywords, where even the keywords we are not actively working on can help with advancing the targeted locations.

8) **Landing high on search engine results map:**

Amplified works with you to create an effective business listing and relevant online directories to ensure that you have top local rankings.

9) **Measured results and reporting:**

Full visibility and access to a user-friendly dashboard that helps you track your website's activity and progress. Additionally, there is a detailed monthly report that dives deeper in to your website's metrics.

SEO ROAD MAP

THE FOLLOWING IS A LIST OF ACTIONS THAT WILL BE PERFORMED FOR YOUR WEBSITE

GOOGLE ANALYTICS & WEBMASTER TOOLS:

Installation and analysis of Google Analytics and Google Webmaster Tools.

WEBSITE SEO ONSITE OPTIMIZATION:

Including Title Tags, Meta data, H1 Tags and Image Tags.

WEBSITE OFFSITE OPTIMIZATION:

Link building to targeted landing pages

CONTENT OPTIMIZATION:

Creating or optimizing for keyword rich content for website landing pages

OPTIMIZE SITEMAP AND ROBOTS.TXT FILES:

Informing search engines how to interact when indexing your website. The SEO team will optimize these documents using best SEO practices.

OPTIMIZE BUSINESS LOCATIONS FOR GOOGLE PLACES AND MAPS:

Be found locally with the most up to date information about your business.

OPTIMIZE WEBSITE URL STRUCTURE:

A clean and optimized URL is important for a successful SEO Campaign

ANALYSIS OF TOP ONLINE COMPETITORS:

A study of online competitors to track trends and strategies to stay one step ahead.

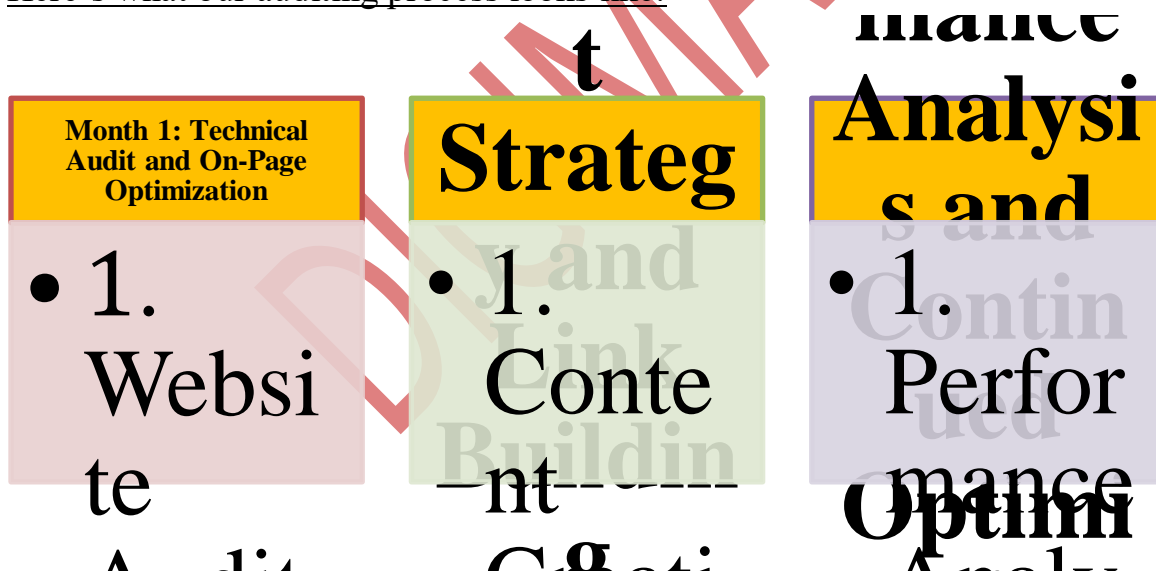
CUSTOM MONTHLY PERFORMANCE REPORTING:

Each month your Campaign Manager and SEO Consultant will review the previous month with you, and discuss ways to improve.

OUR APPROACH

We start our process by establishing where your website is at. This means looking into how your website is doing on SEO, like the amount of organic traffic you're already getting, which keywords your website is currently ranking for, and which are your most important keywords overall. We'll also verify if there are any potential issues with your website that's keeping you from ranking, and how to solve them. This will help us establish a baseline. Establishing a baseline is extremely important because it lets us know where we are, and allows us to create realistic and achievable goals. It also helps us discover any potential issues that might be preventing your company from achieving its goals. We can then solve these in order to start on a solid foundation. Once we establish your baseline and your needs we will start developing your SEO strategy and supervise it to fruition.

Here's what our auditing process looks like:



PROCESS OF WORKING

1. Laying the groundwork

We begin the process by using various tools to crawl your website. These tools let us collect the information we need to learn how well your website is currently ranking. We also check your analytics to discover trends and patterns about your traffic and use the free Google Webmasters diagnostic tools. Once we have collected all the data we need, we start the audit process.

2. Discovering your website's accessibility

By using the data we've collected, we will learn how well search engines are currently able to crawl and access your website. We look for potential issues in your website's metadata, sitemaps, site architecture, navigation, and framework. This lets us know two things: how well search engines can access your website and how well search engines can understand your website.

Finally, we check your site's performance how fast it loads on a computer or smartphone.

3. Finding out your index ability

Once we make sure search engines can access and understand your website, we need to make sure they can index it too.

“Indexing” means search engines are including your website in their results when someone looks up relevant information.

This part is very simple to do. We search various queries on Google and Bing and find out how many of the pages from your website are included in the results.

If any pages can't be accessed, we'll offer solutions to help you index them.

4. On-page optimization

Once we've ensured your website is indexed and SEO-friendly, we dig into the rest of the factors that determine your ranking.

We consider factors such as:

- ✚ URLs
- ✚ Content
- ✚ Duplicate Content
- ✚ Keyword Cannibalism
- ✚ HTML markup
- ✚ Interlinking

These factors will help us find even more ways to improve your ranking.

5. Off-page optimization

When it comes to ranking, what's not on your website is just as important as what is on it. Your website needs to have high-quality sites linking to it. These links, or backlinks, help determine your page authority.

Here, we review your website's popularity compared to your competition, your backlinks and their sources, how trustworthy your website is, as well as your Page Authority and Domain Authority. Based on this analysis, we take action and start building links to your site through different tactics. We consider factors such as:

- ✚ Link building (backlinks)
- ✚ Social media marketing
- ✚ Guest posting
- ✚ Broken link building.
- ✚ Forums
- ✚ Local SEO
- ✚ press release
- ✚ Brand mentions

6. Competition analysis

Once we've reviewed everything there is to review about your website, we'll also review five of your competitors' websites and compare the results.

Finally, we determine the actions that need to be taken to increase your website's ranking.

7. Social Media Services

Google Places/Maps

- ✓ create the profile and add information as necessary
- ✓ Add all locations in Google maps.
- ✓ Optimize the profile by adding keywords in the map locations

Facebook

- we will optimize the profile with targeted keywords
- Facebook page launch, media attention, hiring, contests, etc.
- we can Synchronize the blog and Twitter and make them tabs on the page
- Create a detailed profile that links to the website and social media initiatives.

Twitter

- Optimize profile with targeted keywords
- Add twitter account so users can search and add follow us
- Search for driver related twitter followers and groups.
- New articles and blog posts will be Tweeted
- Latest developments in the competition will be Tweeted

Article Marketing

- ✓ We write a series of articles based on our targeted keywords
- ✓ Articles will be placed on the website (to help with the keyword density of the site)
- ✓ Alternative versions of these articles will be created and posted on a series of article directories.
- ✓ Articles sites include E-zine, Article base etc.
- ✓ One article is submitted daily for each article that is posted on your site
- ✓ Every article that is posted will be Tweeted and added as a Link on the Facebook page

Email Marketing

- Develop a series of emails (3-5) inviting people to join the platform.
- Use the emails to promote our social media accounts (i.e. follow us on FB, Twitter, etc.)
- Develop key messages and communications that can be sending via social media as well.

LinkedIn

- Optimize profile with targeted keywords
- Build a company profile to promote the website
- Search for and join related groups
- Promote and link to all other social media
- Could be a way to add potential sponsors/advertisers for the website

**OUR SEO SEIVICE PACKAGE WHICH SUIT TO YOUR WEBSITE REQUIREMENTS
CHOOSE ONE OF THEM**

OUR SEO SEIVICE PACKAGES

STARTER	BUSINESS	COORPORATE
<ul style="list-style-type: none"> ✓ 5 Number of Pages Optimized ✓ Incoming Links Report ✓ Keyword Analysis ✓ Site Restructure ✓ Google Analytics ✓ Title Tag Creation ✓ Meta Tag Creation ✓ W3C HTML Validation ✓ Google Webmaster Tools ✓ Blog Setup, Customization ✓ Directory Submission ✓ Social Bookmarking ✓ Blog Posts/Comments ✓ Classified Ads ✓ Minimum 3 Months ✓ Duration 	<ul style="list-style-type: none"> ✓ 10 Number of Pages Optimized ✓ Incoming Links Report ✓ Keyword Analysis ✓ Site Restructure ✓ Google Analytics ✓ Title Tag Creation ✓ Meta Tag Creation ✓ W3C HTML Validation ✓ Google Webmaster Tools ✓ Blog Setup, Customization ✓ Directory Submission ✓ Social Bookmarking ✓ Blog Posts/Comments ✓ Classified Ads ✓ Minimum 3Months ✓ Duration 	<ul style="list-style-type: none"> ✓ 20 Number of Pages Optimized ✓ Incoming Links Report ✓ Keyword Analysis ✓ Site Restructure ✓ Google Analytics ✓ Title Tag Creation ✓ Meta Tag Creation ✓ W3C HTML Validation ✓ Google Webmaster Tools ✓ Blog Setup, Customization ✓ Directory Submission ✓ Social Bookmarking ✓ Blog Posts/Comments ✓ Classified Ads ✓ Minimum 3 Months ✓ Duration



Cedric's WEBSITE SEO AND MARKETING STRATEGIES:

Our goal To establish an effective online presence for Cedric's website through a combination of marketing strategies, including Facebook ads, Social Media Marketing (SMM), Google Ad Words, and SEO, in order to increase visibility, drive traffic, and improve website ranking.

Phase 1: Pre-Launch Preparations

Step 1: Website Optimization

1. Conduct thorough keyword research to identify relevant and high-ranking keywords for the website's content.
2. Optimize website structure, ensuring it is user-friendly, mobile-responsive, and fast-loading.
3. Implement on-page SEO techniques, including meta tags, headers, alt tags, and schema markup.

Step 2: Content Creation

1. Develop high-quality, engaging, and relevant content aligned with the target audience's interests and needs.
2. Create a diverse content mix, including blog posts, videos, info-graphics, and how-to guides.

Step 3: Social Media Setup

1. Establish social media profiles on platforms relevant to the target audience (e.g., Facebook, Instagram, Twitter, and LinkedIn).
2. Develop consistent branding across all social media profiles.

Phase 2: Launch and Initial Marketing

Step 4: Facebook Ads Campaign

1. Set up Facebook Business Manager and create a Facebook Ads account.
2. Develop targeted ad campaigns based on audience demographics, interests, and behaviors.
3. Monitor ad performance and make necessary adjustments to optimize results.

Step 5: Social Media Marketing (SMM)

1. Post regularly on social media platforms to maintain audience engagement.
2. Share a mix of curated and original content to showcase expertise and build a community.

3. Interact with followers by responding to comments, messages, and mentions promptly.

Step 6: Google AdWords Campaign

1. Create a Google Ads account and set up relevant campaigns with targeted keywords.
2. Monitor click-through rates (CTR), conversion rates, and adjust bids and keywords as needed.

Phase 3: Ongoing Optimization and Growth

Step 7: SEO Monitoring and Improvement

1. Regularly monitor website rankings, traffic, and other key SEO metrics using tools like Google Analytics and Google Search Console.
2. Analyze competitors' strategies and identify opportunities for improvement.
3. Create and execute an ongoing link-building strategy to enhance website authority.

Step 8: Content Marketing

1. Continue creating fresh and valuable content to keep the website relevant and engaging.
2. Repurpose existing content for different formats to reach a wider audience.
3. Collaborate with influencers or industry experts for guest posts or interviews.

Step 9: Conversion Rate Optimization (CRO)

1. Analyze user behavior using tools like heat maps and session recordings.
2. Make data-driven adjustments to improve user experience and increase conversion rates.

Step 10: Performance Measurement and Reporting

1. Regularly evaluate the effectiveness of each marketing channel and adjust strategies accordingly.
2. Provide comprehensive reports detailing key performance indicators (KPIs) and their impact on the business.

Phase 4: Long-Term Sustainability

Step 11: Continuous Learning and Adaptation

1. Stay updated on industry trends, algorithm changes, and new marketing tools.
2. Adapt strategies to changing consumer behaviors and technology advancements.

Step 12: Expansion and Diversification

1. Consider expanding to new marketing channels or platforms as the brand grows.

2. Explore collaborations with complementary businesses or partnerships to expand reach.

Remember that this roadmap plan is a dynamic framework that requires ongoing adjustments based on real-time data, market changes, and evolving business goals.

DIGIMAXO

COST ESTIMATE FOR MARKETING STRATEGIES AND SEO

Marketing Strategies:	Facebook Ads:	Social Media Marketing (SMM):	Google AdWords:
	<p>Cost: Facebook ad costs vary widely, but the average CPC (cost per click) can range from \$0.50 to \$2.00.</p> <p>Expected Results: Increased brand awareness, website traffic, and potential leads.</p>	<p>Cost: Varies depending on the level of content production and potential influencer collaborations. Content creation costs can range from \$500 to \$2000 per month.</p> <p>Expected Results: Improved audience engagement, increased follower count, and enhanced brand credibility.</p>	<p>Cost: Google Ads costs depend on the keywords you target, industry competitiveness, and ad placement. Average CPC varies from \$1 to \$5 or more.</p> <p>Expected Results: Increased website traffic, potential leads, and better visibility in search results.</p>
Search Engine optimization	Keyword Research and On-Page Optimization:	Link Building:	Content Creation:
	<p>Cost: Initial keyword research can cost around \$200 to \$500. On-page optimization can range from \$500 to \$1500, depending on the size of the website.</p> <p>Expected Results: Improved search engine rankings for targeted keywords and better on-site user experience.</p>	<p>Cost: Link-building services can range from \$100 to \$500 per link, depending on the quality and authority of the link source.</p> <p>Expected Results: Enhanced website authority, better rankings, and increased referral traffic.</p>	<p>Cost: Content creation costs vary based on the type of content and its complexity. Blog posts can cost \$100 to \$500 per article, while more in-depth content like ebooks might range from \$1000 to \$3000.</p> <p>Expected Results: Increased organic traffic, improved user engagement, and potential for backlinks.</p>
Expected Results:	Short-Term Results (3-6 Months):	Medium-Term Results (6-12 Months):	Long-Term Results (12+ Months):
	<p>Increased website traffic from paid advertising.</p> <p>Improved social media engagement and growth in followers.</p> <p>Initial improvements in search engine rankings for targeted keywords.</p>	<p>Higher quality leads generated from marketing campaigns.</p> <p>Improved search engine rankings for a broader range of keywords.</p> <p>Consistent social media growth and improved brand reputation.</p>	<p>Established brand authority and recognition.</p> <p>Sustainable organic traffic growth from SEO efforts.</p> <p>Increased conversion rates from refined marketing strategies.</p>

Conclusion

In the dynamic landscape of online business, creating a robust roadmap plan encompassing both SEO and marketing strategies is pivotal for successfully establishing and growing Cedric's website. This comprehensive approach blends the power of targeted marketing with organic search optimization to maximize visibility, engagement, and conversion rates. By aligning short-term goals with long-term aspirations, Cedric's website can flourish in its industry and leave a lasting impression on its audience.

Through the roadmap plan's strategic phases, from pre-launch preparations to long-term sustainability, Cedric's website can expect to achieve a multitude of significant outcomes:

Enhanced Visibility and Traffic: By harnessing the potential of Facebook ads, social media engagement, and Google AdWords, Cedric's website will witness a surge in targeted traffic. This influx of visitors lays the foundation for building a loyal user base and expanding the online presence.

Engagement and Growth: Through dedicated social media efforts, Cedric's website will cultivate meaningful relationships with its audience. The increased engagement and growth in followers will not only boost brand recognition but also foster a sense of community around the brand.

Improved Search Engine Rankings: With meticulous keyword research, on-page optimization, and strategic link-building, Cedric's website will experience a rise in search engine rankings. This improved visibility in search results will directly translate to higher organic traffic and a stronger online presence.

Quality Leads and Conversion Rates: As marketing strategies mature, Cedric's website will attract higher quality leads, leading to enhanced conversion rates. This conversion-focused approach ensures that the influx of traffic translates into tangible business growth.

Long-Term Sustainability: The commitment to continuous learning, adaptation, and content creation will contribute to Cedric's website becoming a recognized authority in its field. The sustainable organic traffic growth achieved through SEO efforts will provide a solid foundation for consistent success.

Brand Recognition and Trust: The culmination of strategic marketing efforts and meticulous SEO will result in Cedric's website establishing itself as a trustworthy brand. This recognition and trust will be key in fostering lasting relationships with customers and industry partners. In essence, the synergy between the roadmap plan, SEO, and marketing strategies is the driving force behind Cedric's website journey toward online prominence. With diligence, adaptability, and a focus on providing value to its audience, Cedric's website is well-positioned to ascend the ranks, captivate its target demographic, and carve out a lasting niche in the digital landscape. The journey begins with the roadmap plan and continues with the ongoing commitment to refinement and growth, setting the stage for a thriving online presence for Cedric's website.

REPORTS	SCHEDULE
<p>Phase 1: Pre-Launch Preparations</p> <p>1. Website Audit and Optimization:</p> <ul style="list-style-type: none"> ✓ Conduct a thorough website audit to identify optimization opportunities. ✓ Implement on-page SEO techniques, including meta tags, headers, and schema markup. <p>2. Keyword Research and Content Strategy:</p> <ul style="list-style-type: none"> ✓ Perform in-depth keyword research to identify high-potential keywords. ✓ Develop a content strategy tailored to target audience needs and interests. 	(Week 1-2)
<p>Phase 2: Marketing Launch</p> <p>1. Facebook Ads Campaign:</p> <ul style="list-style-type: none"> ✓ Set up and manage a targeted Facebook Ads campaign to drive traffic and engagement. ✓ Monitor ad performance and make necessary adjustments for optimal results. <p>2. Social Media Kick start:</p> <ul style="list-style-type: none"> ✓ Establish and optimize social media profiles on key platforms. ✓ Develop a content calendar for consistent posting and engagement. 	(Week 3-4)
<p>Phase 3: SEO and Content Optimization</p> <p>1. On-Page SEO Enhancement:</p> <ul style="list-style-type: none"> ✓ Continuously optimize existing pages for target keywords. ✓ Implement technical SEO improvements to enhance user experience. <p>2. Content Creation and Promotion:</p> <ul style="list-style-type: none"> ✓ Develop high-quality, keyword-rich content pieces for both website and social media. ✓ Implement a guest posting strategy to acquire relevant backlinks. 	(Week 5-8)
<p>Phase 4: Mid-Term Performance Analysis (Week 9-10)</p> <p>1. Data Analysis and Adjustment:</p> <ul style="list-style-type: none"> ✓ Analyze key performance metrics from SEO and marketing efforts. ✓ Make data-driven adjustments to optimize strategies for the best results. <p>2. Conversion Rate Optimization (CRO):</p> <ul style="list-style-type: none"> ✓ Identify website areas for improved user experience and conversion. ✓ Implement CRO techniques to increase conversion rates. 	(Week 9-10)
<p>Phase 5: Continued Growth and Refinement (Week 11-12)</p> <p>1. Long-Term Content Strategy:</p> <ul style="list-style-type: none"> ✓ Develop a long-term content plan to maintain engagement and relevance. ✓ Explore different content formats to cater to varied audience preferences. <p>2. Sustainable SEO Practices:</p> <ul style="list-style-type: none"> ✓ Continue link-building efforts to enhance website authority. ✓ Monitor rankings and make necessary adjustments to maintain and improve positioning. 	(Week 11-12)