

TIME ESTIMATES



SEO AUDIT

3 - 5 hours

- Website Review
- Search appearance (Meta tags, page titles, etc)
- Technical Review (Canonicals, AMP, Headings, SCHEMA, etc)
- User Experience
- On-Page SEO, Mobile Friendly, and Page Speed Insights
- Offsite issues (Local SEO, Link Portfolio, Domain Authority, Social Presence, etc)

SEO CITATION AUDIT

2 - 4 hours

- Citations from local business services like FourSquare, ShowMeLocal, etc
- Updates as the citations indexes update
- Updating citation content, fixing errors, and updating other areas that need attention

KEYWORD RESEARCH

1 hour per website page

- Organic ranking keywords for client and competitors
- Suggested focus keywords to target
- Suggested long tail keywords to target
- Suggested focus keywords to target
- Topics to focus keywords on

COMPETITION REPORT

1 - 2 hours

- Review of competitor keyword ranking and any other ranking keywords
- Review of social media efforts of competitors

**This is only an estimate. Time could change based on the scope of the project. Should any task go over the estimated time you will be notified before that happens.*

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GOOGLE ANALYTICS/SEARCH CONSOLE REPORT

1 - 2 hours

- Reviewing incoming traffic sources (Direct, Organic, Referral)
- Review New vs Returning visitors
- Demographics of visitors
- Check for crawl or HTML errors
- Report on most searched queries
- Set up Goals/Report on Goal behavior
- Other data as requested by client

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