



TOBY CREATIVE
BRANDING &
MARKETING

TOBY CREATIVE NEW CLIENT PROCESS



Accredited
Professional



WORDPRESS

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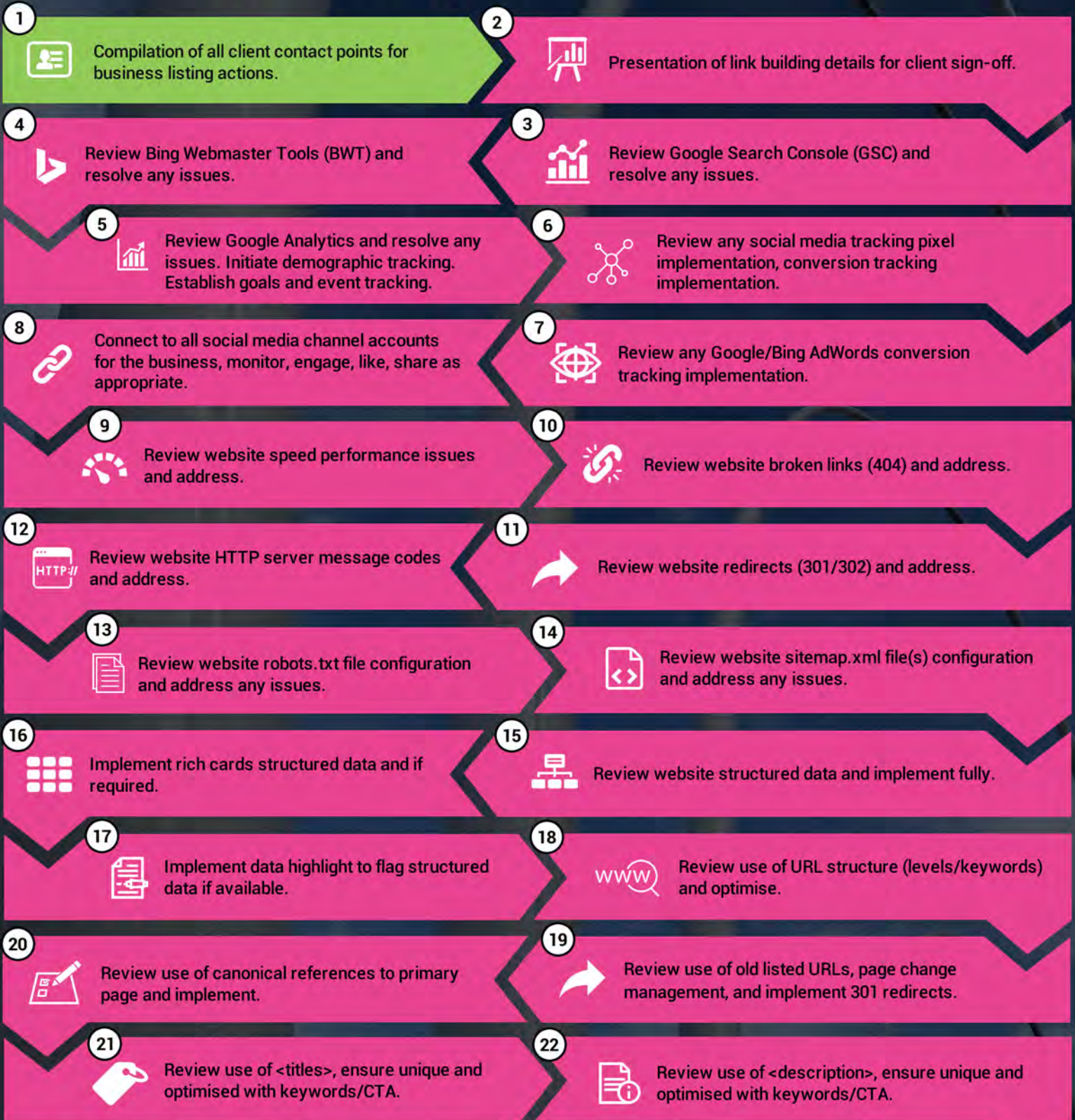
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A: 18 Stirling Highway Nedlands WA 6009


SEO SERVICES IMPLEMENTATION


Follow the arrows as we work together through the steps in this project. Please prepare for this meeting by having all your requested access details on-hand. Please allow 60-90 minutes for the kick-off meeting.


Project Flow Colour Key:  Your Involvement  Toby Creative actions





- 24 **<H2>** Review use of additional level heading tags <h2>-<h6>.
- 23 **<H1>** Review use of <H1>, ensure unique and optimised with keywords, one per page.
- 25  Check for @AMP pages, and implement where possible, address issues.
- 26  Collate all inbound links to site from Google Search Console, AHREFS, WebCEO, SEMRush to determine toxic link removal. Request removals where possible. Submit <disavow> list to Google Search Console and Bing Webmaster Tools to negate.
- 28  Review industry competitors for link building inbound link referrers and negate by building links to same resources when relevant.
- 27  Perform regular link building submissions to relevant directories, review sites, RSS sites, Video sites, Image sites, Trade/Industry sites.
- 29  Review website internal linking hierarchy, determine orphans, and priorities, and rebalance as necessary for SEO optimisation.
- 30  Monitor manual actions on Google Search Console and Bing Webmaster Tools.
- 32  Review website mobile usability/errors/warnings and resolve.
- 31  Set international targeting (country tagging in search consoles), or hreflang tags as/if required.
- 33  Review website SSL certificate implementation and resolve any errors.
- 34  Review company domain MX records and DNS records and resolve any errors.
- 36  Review website <HTML> and <CSS> coding for W3C compliance and resolve where possible.
- 35  Review website for malware or DNSBL black lists and resolve if required.
- 37  Review website for Usability (UX) and functionality of (UI) and resolve where possible.
- 38  Review Google/Bing Index status for website and resolve any errors (remove any pages that shouldn't be indexed).
- 40  Review Google and Bing crawl errors (Desktop/Smartphone) and address.
- 39  Review any blocked resources and address as required.
- 41  Review Google and Bing crawl access stats to ensure all content is being crawled and indexed.
- 42  Run manual submission of new content non-indexed using Fetch/Submit.
- 44  Review .htaccess configuration of website on server to optimise.
- 43  Monitor Google/Bing for any security issues for website and resolve.
- 45  Review website configuration and memory allocation to optimise.
- 46  Setup brand monitoring for client on Google Alerts, TalkWalker, SEMRush, WebCEO.


48  Review Google My Business profile, address/answer reviews, work to add reviews, add logo and business images, check business operational times and contact details as well as about us information added. Check for correct map pin placement.


47  Monitoring UpTimeRobot for website outages and address.


49  Review Bing Places profile, add logo and business images, check business operational times and contact details as well as about us information added. Check for correct map pin placement.


50  Review Yelp profile, address/answer reviews as the business, work to add reviews, add logo and business images, check business operational times and contact details as well as about us information added.


52  Review Apple Maps profile, add logo and business images, check business operational times and contact details as well as about us information added.


51  Review FourSquare profile, address/answer reviews, work to add reviews, add logo and business images, check business operational times and contact details as well as about us information added.


53  Review Facebook profile, reviews status, work to add reviews, check for consistent brand representation and provide feedback on actions to perform.


54  Check for duplicate content issues and misuse, and resolve.


56  Review all website copy inline with user experience and keyword saturation, and optimise for both.


55  Identify 'thin' content and resolve where possible.


57  Create fresh content to assist with keyword targeting actions.


58  Look for additional resource material to add to the website that is indexable; pdf files, word documents, excel files etc.


60  Review website images for optimisation; file name convention, compression, image meta data, <alt> tag, <title> tag use, supporting text surrounding the image in context.


59  Monitor online review sites for brand mentions, create accounts to manage.


61  Review website videos for optimisation; file name convention, compression, image meta data, <title>, <description>, geo-tagging, category-tagging.


62  Creation of a geo-sitemap.xml as required.

64  Configuration of WordPress Yoast SEO plugin.

63  Creation of a p3p privacy policy .xml as required.

65  Setup brand in enterprise SEO reporting tools; WooRank, WebCEO, SEMRush, Ahrefs.

66  Monthly reports compiled on the 1st of each month. Executive summary of actions performed, campaign performance, and next actions steps provided via email. Access to all raw reports compiled in Google Docs for client reference.

67  Monthly communication from SEO Account Manager discussing reports and recommendations.



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MARKETING



Star3 Media



SearchGroup

Branding, Design, Strategic Marketing
Websites, eCommerce, Search Marketing,
SEO, Pay-Per-Click, PPC, Social Media,
SMM, Copywriting, Print, TV, Radio, PR



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