



ELIJAH CLARK

# ElijahClark.com SEO

Search Engine Optimization & Report Analysis

<http://www.elijahclark.com>

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## Something to Think About

Search engine optimization is generally about making simple modifications to portions of your website. When viewed individually, these adjustments may seem like incremental improvements, but when combined with other seo optimization efforts, they could have an obvious impact on your site's usability and performance in organic search results.

If you're anything like the old me, you've possibly created a brand new website, submitted it to a few search engines and hoped that users would magically show up at your site and purchase whatever it is you were selling.

After a few weeks go by and nothing more than a few stray people show up at your website, you make the decision to try and "optimize" your website with your main keyword in hopes that your site might rank high in at least 1 of the millions of search engines. Another few weeks go by and still no luck.

At this point you might give up and choose to either create another website around a different target market or simply quit after losing all hope. Well, news flash, as you may have figured out by now, this is not the right way to go about fixing things.



## What is Search Engine Optimization (SEO)?

SEO is about optimizing your website to increase traffic by improving internal and external aspects. This method will ultimately increase site traffic to your website. Company's that practice SEO can vary; some often focus on different specialties, while others take a more general and broad approach. There are many unique elements to look at when optimizing a website which many practitioners of SEO will consider when creating your optimization plan.

The job of the SEO company (or freelancer) is to discover the terms and phrases needed to build and generate traffic. Don't worry, if you're confused about all of this stuff, you are not alone.

## Why does my company / organization / website need SEO?

A majority of web traffic is guided by three major search engines (Google, Bing and Yahoo!). If your site isn't found by search engines or your content isn't optimized enough to be picked-up by their databases, you lose a great opportunity of marketing your website to potential clients or visitors. Whether your site provides services, content, information, or products, search engines are a primary navigation method for almost all Internet users.

Through experience and statistics, it is proven that search engine traffic can make (or break) a websites or organization's success. Targeted website visitors can provide revenue, publicity and exposure like no other. Investing in SEO, whether through finances or time, can create an exceptional rate of return.

## Site Analysis Reports

Web optimization starts with **analyzing your own website** first. Forget about the back-links and competition for one second and ask yourself if your website has really been **optimized to produce the best possible results**.

I don't just put together reports and send them to you; I analyze them from every angle and give you feedback that you can actually use.

### 7 Detailed Report Analysis:

- Page Optimization
- Search Engine View
- Website Backlinks
- Competitor Analysis
- Page Structure Audit
- Website Structure & Audit
- Keyword Visibility



### My analysis will also include:

- Details as to **what the problems are and suggestions on fixing them.**
- **A web design** to link the reports together.

### Fulfill Your Rank Potential

- Don't waste your time trying to do it all yourself. Get a professional audit and let me help you understand which problems are holding you back.

- Stop spending months or years being mediocre on the second and third page of search engines, all because you're missing a simple fix.

- **Optimize your entire website for your keywords.**
- **Impede your performance by smoking out all problems.**
- **Understand the steps to outrank your competition.**

- |                     |  |                              |
|---------------------|--|------------------------------|
| ✓ Broken links      | ✓ 404 errors and other server response codes | ✓ Search engine ranking      |
| ✓ HTML code errors  | ✓ Webpages that are not indexed              | ✓ Social activity            |
| ✓ Duplicate content | ✓ Missing meta descriptions and titles       | ✓ Domain rank and statistics |

As a result, you will get a website that ranks high and is seamlessly functional and fully tuned.

## SEO On-site Optimization Package

If you want to achieve top rankings for your site in Google or any other search engine, gain sustainable flow of free laser-targeted traffic...

... and watch your sales grow at a breakneck pace...

...then you need to make sure your website is fully optimized and nothing is holding it back.

### Here's the deal:

Every SEO worth her salt will tell you that any successful SEO campaign is based on the cornerstone of on-page optimization. However, when it comes to which on-page SEO techniques really work, there are 8 opinions for every 5 experts.

When your business is at stake, you can't just do something to optimize your site and hope that it works. You need to be **completely confident** that everything you do will help your rankings. Moreover, you need to be dead-sure, that you've done every single thing on the SEO checklist and your website is optimized across the board.

### Well, guess what?

You don't have to walk the long road of trial and error to figure out what will help your website rank. That's what I'm here for.

### On-site SEO Package Pricing

- \$250 – Home Page
- \$1000 – Website (up to 10 pages)

#### ➤ Both packages include:

- Create on-site static sitemap for footer of website
- Create XML sitemap
- 301 Redirect URL to www.
- Link sitemap in Google Webmaster account
- Add Keywords to Header Tags
- Add keywords to Title Tags
- Meta Tags creation / adjustments
- Search Engine Friendly URLs
- Add Favicon to website
- Cross reference keywords in text
- Add Analytics Code to site
- Image Alt tags on main pages
- Create / edit robot.txt as needed

## SEO Content - PDF Report

Check if your website is fulfilling its ranking potential.

Before you start promoting any of your webpages, you need to optimize your entire website to make sure there are no issues that might prevent it from ranking well.

Your website is a closely-knit system, where every part affects the whole. If you let just one tiny problem on your site slip through, it may turn into a big obstacle on your way to top rankings.

Once your website is set to rock the search engines, my PDF report analysis will tell you **the exact steps to take to optimize each webpage and secure top ranking** for your target keywords. No tricks. No magic involved.

**You get personal advice, not a bland one-size-fits-all approach**

Because I analyze the top-ranked webpages *for your targeted keywords*, and in *the search engine that matters for you*, you get personal optimization advice, crafted specifically for your site and niche.

### Content Report Details and Pricing:

- \$45 Standalone (1 copy - \$15 for updates)
- Free with Onsite SEO Package (Report before and After edits)
- Includes a 50-80 page content audit report. Good for checking site content (keywords, meta tags, descriptions and other text content). Will help with the content and content writing portion of the website.
- It will tell you in detail how well your page is optimized for your keywords and will guide you in changing your webpage, so that you can reach top rankings in Google and/or other Search Engines.



## SEO Website Audit Report



My Website Audit lets you effectively **analyze your entire site**, sand out all the rough edges **and turn it into a 100% search engine friendly marketing machine**.

Whereas, the right moves can net you thousands of visitors and attention, the wrong moves can hide or bury your site deep in the search results where visibility is minimal.

In addition to making content available to search engines, SEO can also help boost rankings so that content that has been found will be placed where searchers will more readily see it. The online environment is becoming increasingly competitive, and those companies who perform SEO will have a decided advantage in visitors and customers. The reports give you an analysis of your website against a variety of SEO factors, neatly presenting all the data in one actionable and navigational website.

### Website Audit Pricing

- \$95 Standalone
  - +\$50 with SEO Pack
  - \$35/month for weekly updates on keyword rank and visibility within search engines (client will login to report website to view updates)
- Includes website of report. Good for analyzing website content, structure and throughout the wide web, within search engines, back-links, competitor analysis.
- Home Page Optimization Audit Report
  - Search Engine View Report
  - Competitor Analysis Report
  - Home Page Structure Audit Report
  - On-page Content Optimization Report
  - Keyword Visibility Report
  - Backlink and Visibility Checker

## Weekly Rank Checker

If your site depends on Google and Yahoo! placements for traffic and sales, **your search engine rankings are tied directly to your bottom line**. That's why you need to keep a close eye on your rankings to make sure you're near the top at all times.

If you're anything like most website owners, you'd *love* to stay updated with your site ranking within search engines!

Because if you ever tried *manually* hunting down a URL buried somewhere on page 17 of Google's results pages, you wouldn't want to do that again, ever.

Luckily, if you have weekly reports, you won't *have to*. Start **saving hours and hours of your valuable time every day** monitoring your Google and Yahoo! rankings.

### **Automatically checks your search engine rankings**

No more spending hours on end manually checking your site's positions in search engines. Just sit back and let me do the boring job for you!

### **Shows if your site moved up or down in search results**

Every time you check your rankings, my rank tracking report will conveniently show you the ranking difference so you can easily see if your site has moved up, or if it has slipped for whatever reason.

## Weekly Rank Report Pricing:

- \$65 Setup Fee for web page
- \$35 Monthly for weekly updates on keyword rank and visibility within search engines (client will login to report website to view updates)

## About the Author

Elijah Clark is the founder of Tex Design Studio, which is a leading web design & development company located in Dallas, TX. In addition, he is a U.S. Air Force veteran and holds a B.S. degree in Game Art & Design and a M.S. in Internet Marketing. Currently, Elijah lives in the Orlando FL area and focuses as a freelancing web designer, programmer and Joomla expert.

My belief in SEO is that each website poses unique challenges and therefore requires a customized SEO strategy to get the best results. I design everything I do in such a way that new customers find you and your services and not your competitor.

It is with this view that I have devised a flexible SEO program that can be customized to suit individual needs. Sometimes, my clients wish to start at the basic SEO package and prefer to increase the intensity as they begin to reap the benefits of improved visibility, enhanced ranking, traffic and revenues. Other times, they choose to go full steam right from the start not only to get bigger results early, but also to corner a larger market share and lead the competition. My goal is to help you define your SEO roadmap and strategy based on your budget and campaign objectives.

## Contact Info:



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