SEARCH ENGINE OPTIMIZATION

BIZCOR®

FULL-SERVICE SEO PLAN

Area Research / Keyword Research

- From activities and events to local restaurants, BIZCOR will discover everything there is to know about your destination to create a successful SEO strategy.
- BIZCOR will use numerous tools to discover keywords users are searching for when looking to book rentals, property management, and trip planning.

Conversion Tracking Setup / Audit

Our team will work with you and Streamline to obtain "good data" and improve reporting.

- Verify Google Ecommerce tracking enabled correctly
  - Gross or room-rent reservation amounts tracking in Google Analytics
  - Verify totals are implemented:
    - Property booked
    - Property inquiry
    - Contact form fills

Historical Archive.org Audit

- Missed 301 redirect opportunities
- Recreating old pages from previous versions of the website

Google Console (Webmaster Tools) Audit

- 404 errors
- Duplicate meta data
- Fetch as Google test
- Backlink review for potential disavows
- XML Sitemap verification

Off-Line Audit

- Links
  - Missed backlink opportunities (brand name mention without link)
  - Negative backlinks external from Google Console
  - Competitor link analysis

ON-SITE SEO

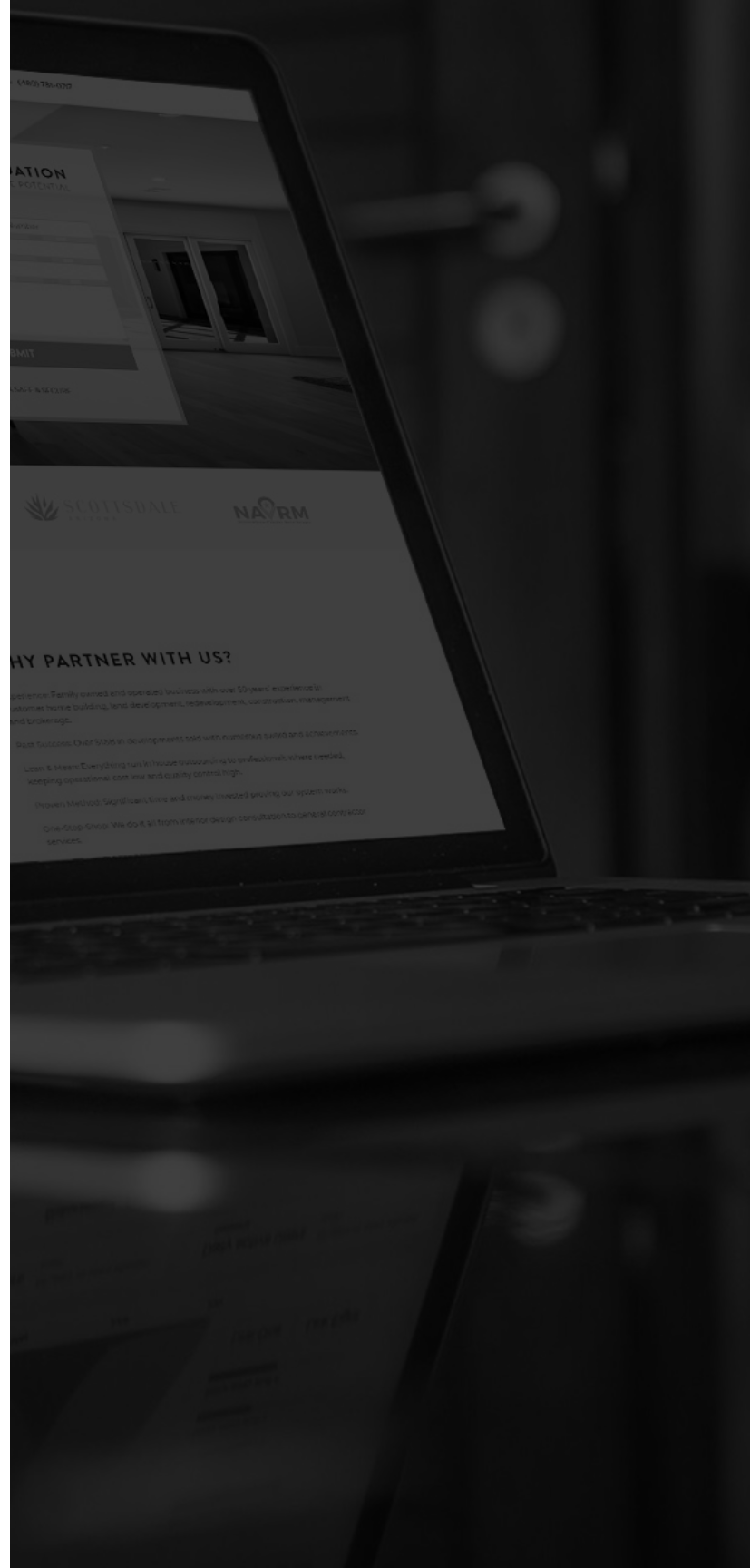**Implement Remedies from Audit**

- BIZCOR will schedule & implement remedies to issues found in our initial audits and monitor things post-launch of the new website.

Content Development

- BIZCOR will develop content around the keywords users are searching for (5 pieces of content monthly).
- Enhance your travel guide with useful trip planning content (5 pieces of content monthly). Our goal is to make you an online resource of information for users and search engines.
- Implement monthly blogging

Site Optimizations

- Meta data audits / revamps based on keyword positioning reports
- Misc monthly optimizations
  - Title / Meta tags
  - Bolding
  - Internal linking
  - HTags

OFF-SITE SEO

Link / Brand Mention / Local-Relationship Development

- Inbound links & Brand Mentions are still the single most important SEO element and the most labor intensive. BIZCOR uses only white-hat tactics to develop & earn backlinks/brand mentions to your website.

Citation Development

- Sign up for premium listing with Yext.
- Configure and register data with large data aggregators
- Manually check, verify, change, and develop citations
- Manually locate, fix, or setup authoritative local citations
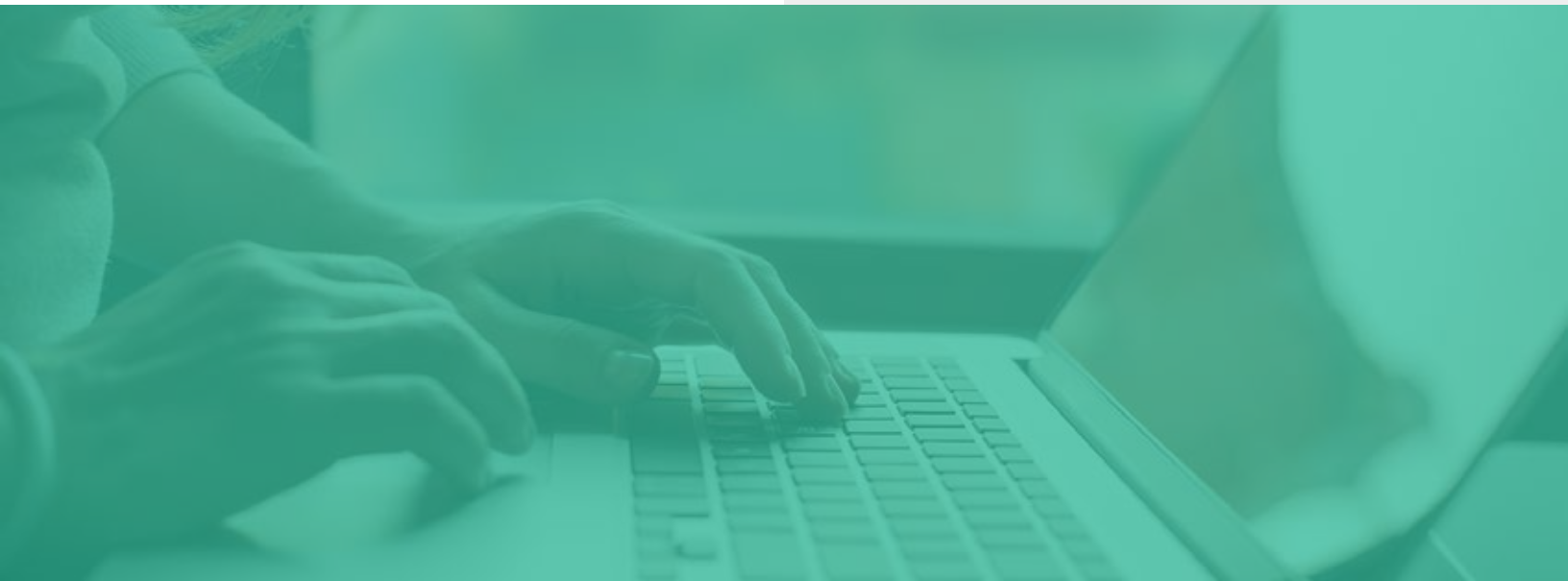
Advanced Conversion Tracking / Reporting

- Inquiry, email, and online reservation reports to measure SEO ROI
- Real-time keyword positioning and traffic reports
- Monthly PDF reports and monthly recap decision maker phone calls

Google / Bing / Yahoo Local Optimization

- Optimize local business pages
- Develop a guest review system for obtaining reviews
  - Check-in/Check-out emails leveraging managed documents within Streamline
  - Design review cardstock table toppers to go on the dining room tables of your rentals
  - Design review business cards to put on the nightstands of your guests
  - Review pre-qualification page development
    - Using BIZCOR's landing page
    - Or ProvenExpert.com's (recommended 3rd party)

LITE SEO PLAN

Area Research / Keyword Research

- From activities and events to local restaurants, BIZCOR will discover everything there is to know about your destination to create a successful SEO strategy.
- BIZCOR will use numerous tools to discover keywords users are searching for when looking to book rentals, property management, and trip planning.

Conversion Tracking Setup / Audit

Our team will work with you and Streamline to obtain "good data" and improve reporting.

- Verify Google Ecommerce tracking enabled correctly.
  - Gross or room-rent reservation amounts tracking in Google Analytics.
  - Verify totals are implemented:
    - Property booked.
    - Property inquiry.
    - Contact form fills.

Historical Archive.org Audit

- Missed 301 redirect opportunities.
- Recreating old pages from previous versions of the website.

Google Console (Webmaster Tools) Audit

- 404 errors.
- Duplicate meta data.
- Fetch as Google test.
- Backlink review for potential disavows.
- XML Sitemap verification.

Off-Line Audit

- Links
  - Missed backlink opportunities (brand name mention without link).
  - Negative backlinks external from Google Console.
  - Competitor link analysis.

MONTHLY RESIDUAL SERVICES

ON-SITE SEO

Site Optimizations
- Meta data audits / revamps based on keyword positioning reports
- Misc monthly optimizations
  - Title / Meta tags
  - Bolding
  - Internal linking
  - HTags

Implement Remedies from Audit
- BIZCOR will schedule & implement remedies to issues found in our initial audits and monitor things post-launch of the new website.

Content Development
- BIZCOR will develop content around the keywords users are searching for (5 pieces of content monthly).
- Implement monthly blogging

ON-SITE SEO

No Link Building – only under Full Service Package

Citation Development
- Sign up for premium listing with Yext.
- Configure and register data with large data aggregators
- Manually check, verify, change, and develop citations
- Manually locate, fix, or setup authoritative local citations

Advanced Conversion Tracking / Reporting
- Inquiry, email, and online reservation reports to measure SEO ROI
- Real-time keyword positioning and traffic reports
- Monthly PDF reports and monthly recap decision maker phone calls

Google / Bing / Yahoo Local Optimization
- Optimize local business pages
- Developing a guest review system for obtaining reviews
  - Check-in/Check-out emails leveraging managed documents within Streamline
  - Design review cardstock table toppers to go on the dining room tables of your rentals
  - Design review business cards to put on the nightstands of your guests.
  - Review pre-qualification page development
    - Using BIZCOR's landing page
    - Or ProvenExpert.com's (recommended 3rd party)

JUST THE BASICS – ONE TIME OPTIMIZATION PLAN

Content Development

- BIZCOR will develop content around the keywords users are searching for (5 pieces of content)
- Enhance your travel guide with useful trip planning content (5 pieces of content)
- Technical Audit
  - Make sure site is not suffering from any technical issues that may be holding back SEO
  - Implement fixes for issues discovered

On-Site Optimizations

- Title / meta tags
- Bolding
- Internal linking
- HTags
- Meta data audits / revamps based on keyword positioning reports
- Help improve current landing pages for better conversions

Citation Development

- Manually check, verify, change, and develop citations
- Manually locate, fix, or setup authoritative local citations

Google / Bing / Yahoo Local Optimization

- Set up and optimize local business pages

Conversion Tracking Setup / Audit

Our team will work with you to obtain "good data" and improve reporting on Google Analytics

- Verify Google Analytics and Ecommerce tracking enabled correctly
  - Gross or room-rent reservation amounts tracking in Google Analytics
  - Verify Conversion Tracking is implemented:
    - Property booked
    - Property inquiry
    - Contact form fills

BIZCOR®

5580 W Chandler Blvd.
Chandler, Arizona 85226

1-877-736-4250

bizcor.com