



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

MONTHLY RESIDUAL SERVICES

ON-SITE SEO

Implement Remedies from Audit

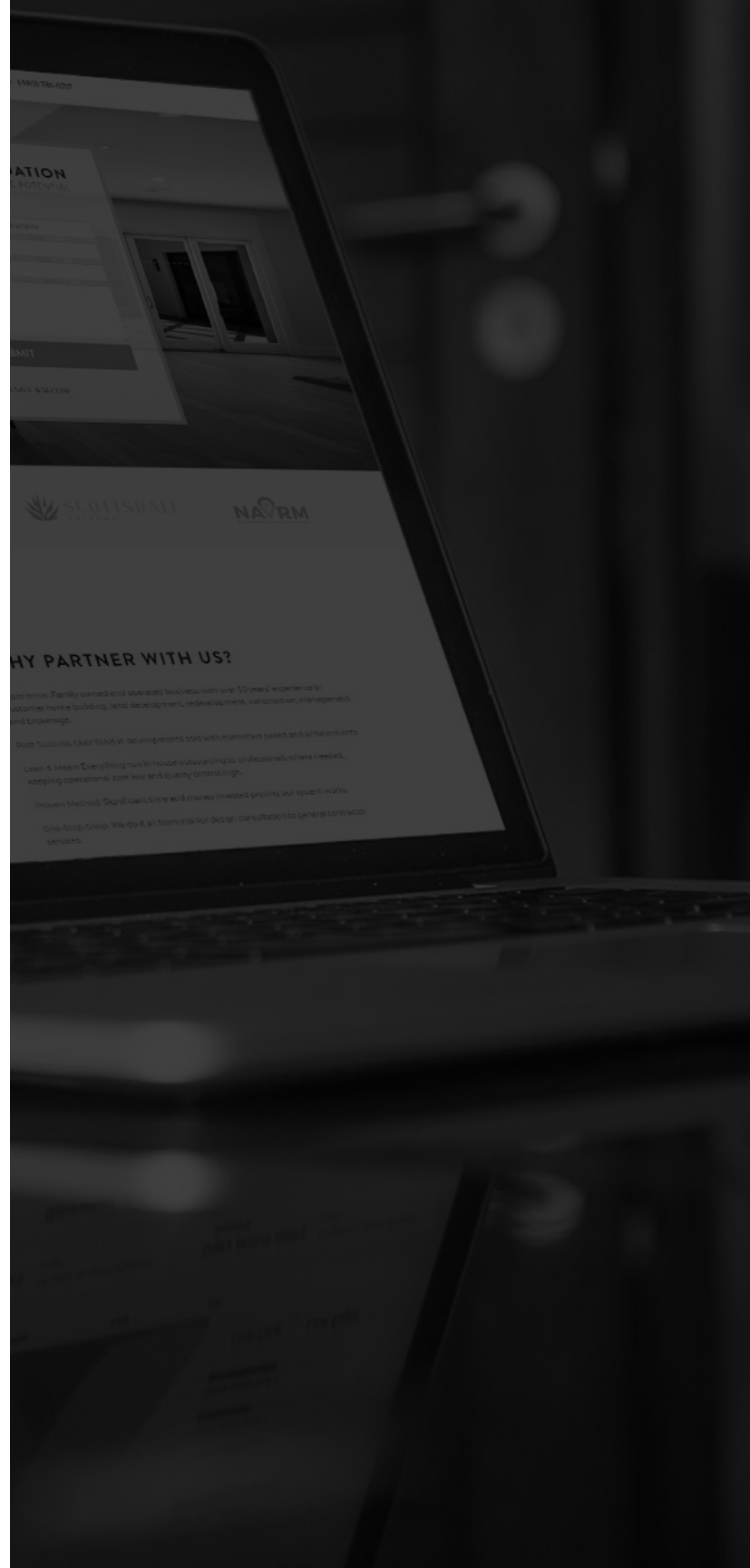
- BIZCOR will schedule & implement remedies to issues found in our initial audits and monitor things post-launch of the new website.

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

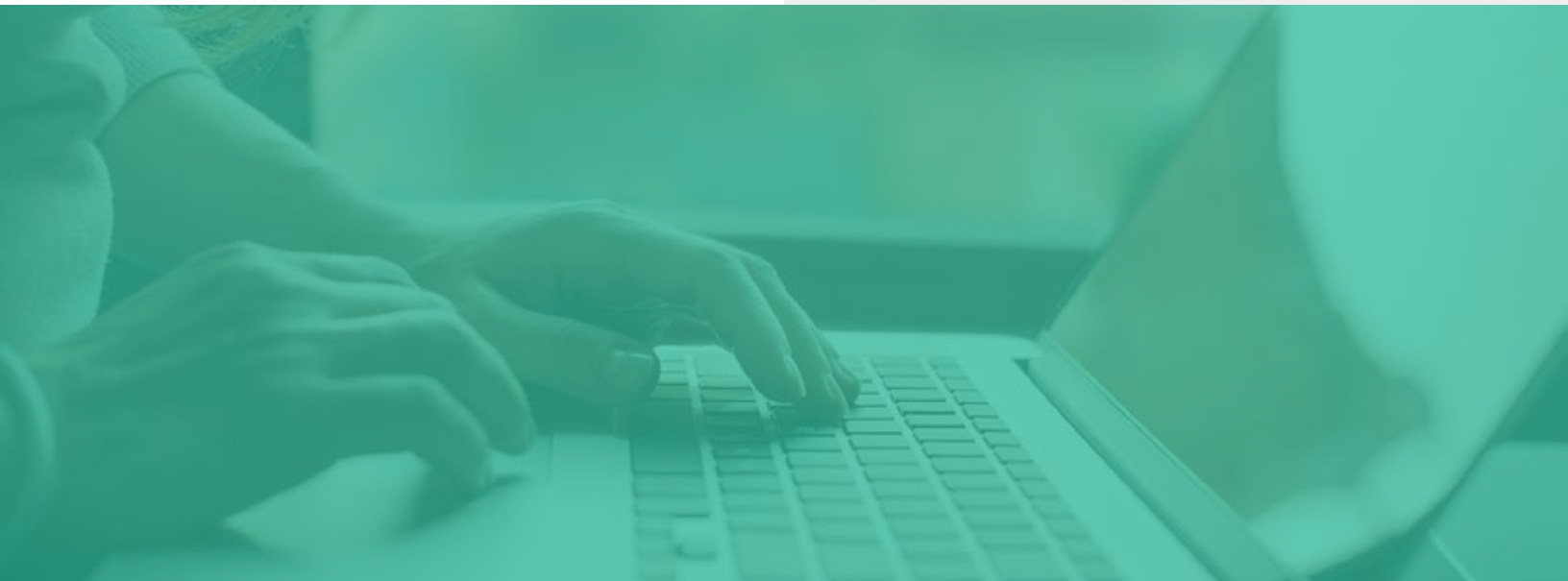
/ Reporting

- 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
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 - 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

TESTIMONIALS



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We recently rebranded our entire company, got a new website and new software. ALL three of which were huge projects. The missing piece was our SEO results! They were far from impressive. I really thought we could do on our own but after months of putting it off, we finally pulled the trigger with Tyler and his team at BIZCOR. It's been 7 months and the results are outstanding. Not to mention the customer service and responsiveness to everything we have asked. Tyler is the man! He and his team have literally knocked it out of the park for us. We plan to continue to leave our SEO to the experts at BIZCOR forever.

Anna Maria Life Vacation Rentals

BILLI GARTMAN | REAL ESTATE AGENT

Just wanted to drop you a quick note to say how pleased we are with your service and Bizcor in general. We have been needing SEO support for a long time and the only disappointing thing is that we took so long to retain your services! I have no doubt we would be much further ahead if we did. We are delighted to see our rankings going up and finally reservations coming through our website. This is down to the excellent work you have been doing for us.

I also wanted to mention how happy we are since we switched our sites to your servers. The speed increase is fantastic, and this has added professionalism to what we offer to our affluent clients and agents. Thanks again and keep up the excellent work!

Elegant Mexico

SEAN EMMERTON | PRESIDENT

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Arches Vacation Rentals has been using Bizcor since 2019. In those three years, our company has grown to be in the top three largest management companies in Moab Utah. Using Bizcor has been a tremendous help in getting us to where we are today, and we look forward to continuing our work with them as our business continues to grow. Communication with Bizcor is always reliable and efficient; their plan for our website has pushed us to the front page of Google. Being near or on top of search results is essential to growing a business, and Bizcor has made that possible for us. You definitely get what you pay for, it does not disappoint!

Arches Vacation Rentals

DANIEL BERTOCH | OWNER AND CO-FOUNDER



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