

### **CAMPAIGN MANAGEMENT**

Indifuture Technologies 30 Point Improvement Process

SEO is a complicated moving target. Losing sight of one element can damage your practice's online presence. Our 30 Point Improvement Process is built to ensure continual alignment of SEO components.

#### Analyze Gaps

- 1. Top referral cities
- 2. Top entrance keyword searches
- 3. Top landing pages

#### Optimize On-page

- 4. Titles
- 5. Descriptions
- 6. Header tags
- 7. Image alt text

#### **Check Website Stats**

- 8. Internal links
- 9. Crawl stats and errors
- 10. Sitemaps
- 11. Google index status

#### Review Analytics

- 12. Visits
- 13. Page views
- 14. Traffic sources
- 15. Top viewed pages

#### Adjust for Search Engines

- 16. Google
- 17. Bing
- 18. Yahoo
- 19. AOL

#### Optimize Keywords

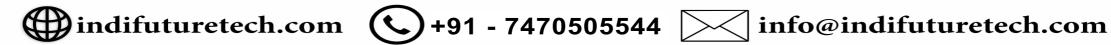
- 20. Top keywords
- 21. Update targeted specialties

#### **Optimize Local Listings**

- 22. Yelp
- 23. Google
- 24. Yahoo
- 25. Bing

#### **Review Social Indicators**

- 26. LinkedIn Page
- 27. Facebook Likes
- 28. YouTube channel
- 29. Blog status
- 30. Blog posting frequency









### INDIFUTURE TECHNOLOGIES SEO

Strategy Roadmap



#### 1. CAMPAIGN SET-UP

Your SEO team is comprised of experts who specialize in white hat SEO techniques and best practices to help you achieve top-notch results.



#### 2. STRATEGIC CONSULTATION

We evaluate your search engine footprint and leverage your brand opportunities to lay out strategic and tactical plans.



#### 3. KEYWORD RESEARCH

We identify the top keywords prospective patients use when searching for your services based on your specialties, location, and best quality traffic.



#### 4. CUSTOM CONTENT

We create custom content for your most important website pages to improve your rankings. Number of custom content pages varies by SEO package.



#### 5. ON-PAGE WEBSITE OPTIMIZATION

To help search engines easily understand your site, we create header tags, descriptions, image alt text, titles, and an XML sitemap. Elite includes expanded keyword research, tier 2 page optimization, and internal linking.



#### 6. LOCAL BUSINESS LISTINGS

We add your practice on Google, Bing, and Yelp, then optimize those listings to ensure 100% accuracy and thorough information. Premium and Elite get 10 photos uploaded and optimized.



#### 7. DIRECTORY SUBMISSION

To maximize your visibility, we get you listed on key online business directories. For Premium and Elite, your practice is submitted to industry-specific professional directories.



#### 8. SOCIAL MEDIA SET-UP

We set-up your profile on today's top social network, Facebook, to display optimized information about your practice. Available only with Premium and Elite.



#### 9. BLOG SETUP & POSTING

Relevant, high-quality content is an important factor in SEO. We set up your practice's blog and post custom articles on your behalf. Available only with Premium and Elite.



#### 10. MONTHLY REPORTING

Easy-to-read reports that track key performance indicators such as top ranking keywords, traffic sources, site visits and page views.



#### 11. CAMPAIGN MANAGEMENT

**30 Point Improvement Process** 

This ongoing evaluation ensures your SEO strategy is continually performing at its best.

(See next page)









SEO Three little letters that can add up to big return.

You know the implications of Search Engine Optimization go far beyond page one, but the process itself can be mystifying To help you leverage and understand indifuture Technologies SEO strategy, we developed a 11-step roadmap that provides transparency into the process Strategic consultation is at the core of our SEO packages. We even developed a recurring 30 point improvement process to ensure everything is covered. Read on to find out more about indifuture Technologies SEO strategy and how we can put it to work for your dental practice.





# we believe in DELIVERING

best campaign for

## DIGITAL MARKETING



Let's meet up for a

COFFEE

and talk about

SOCIAL MEDIA

## Office **INDORE**

Address: Office No. 512, 5th Floor Gold Plaza, Apollo DB City, Nipania Indore, Madhya Pradesh (452010)



@indifuture\_technologies



/indiFutureTech



+91-74705 05544 | +91-99818 83336



info@indifuturetech.com



www.indifuturetech.com

