



Presents..
2021 SEO DECK

**SM
S.E.O**



@fb.com/thesmservices



@linkedin.com/the-sm-services



@thesmservices

SM Services is the top rated Cannabis ad agency in the United States partnered with Google as a premier

www.thesmservices.com



THC & CBD S.E.O

THE GOAL IS PAGE #1

It's critical for modern businesses to achieve Page 1 ranking with major search engine providers like Google, Bing, Yahoo, and more. Personalized SEO ensures that your business and your marketing message is provided to customers whenever they search for your business, your services, or your products – before the competition.



GETTING STARTED

Our process is super simple and meant to help you streamline new search engine optimization campaigns without difficulty. Here's how it works:

- STEP 1:** On-Boarding Call (15 minutes)
- STEP 2:** Keyword Review
- STEP 3:** Site Access
- STEP 4:** Campaign Launch
- STEP 5:** Optimize + Track Rankings



STRATEGIES

LOCAL HYPERFOCUS

Reach the closest and most relevant audience with strategic local targeting. Local SEO lets major search engines and Google Maps connect the closest searchers to your business first.



NATIONAL TARGETING

Communicating with a larger audience requires a distinct SEO strategy that utilizes popular, highlysearched keyword terms that are relevant to your customers – wherever they may be.



BLOG CONTENT

Keyword-enriched blog content proves to customers that your business is a trusted resource. It also shows Google that you're serious about keeping your business up to date.



WEBSITE MANAGEMENT

With full access to your website's hosting environment, our team will ensure strategic SEO implementation and smart website stewardship.



WHAT'S INCLUDED



RANKINGS REPORTING

Regular tracking and reporting on the performance of your campaign. We'll also provide valuable insight for kickstarting and improving your rankings



KEYWORD RESEARCH

Following Google Best Practices and your personalized marketing strategy, your carefully-selected keywords will promote your business and your message.



MAJOR BACKLINKING

Drive traffic to your website, your e-store, and your products with robust backlinks from the websites regularly browsed by your customers.



ACCOUNT MANAGER

Your dedicated account manager will be with you every step of the campaign, providing expert advice and strategic solutions throughout the process.

SEO ROADMAP



We've perfected a roadmap to success for our small business customers and we want you to always be in the loop on what's happening with your SEO campaign. Here we've outlined approximately when your services will be completed and the types of results you should expect to see month to month. It's important to remember that this is only an approximation. Your service delivery timeline can change and the results listed—while typical for our clients—might vary depending upon your website, industry, region, and other factors.

MONTH 1

This is a heavy lifting month. We'll do extensive work on your keywords and website optimization. Rankings likely won't improve quite yet, but it's critical to lay a solid foundation for your campaign to have success going forward.

- ✓ Initial Campaign Setup
- ✓ Keyword Research
- ✓ Keyword Optimization
- ✓ Website Audit
- ✓ Website Optimization
- ✓ Custom Content Creation
- ✓ Business Profile Development
- ✓ Analytics Setup

MONTH 2-3

These months are the core of your SEO campaign. We'll complete your critical optimizations start spreading the word about your business all over the web. You should see noticeable improvement in your rankings as your online presence grows. We'll also begin tracking secondary keywords to better understand how your overall reach is being impacted. The number of hours in your campaign each month will determine which tasks we can perform, but we will always provide a detailed report on the work we've done, keyword progress, and campaign strategy.

- ✓ Link Portfolio Development
 - Website Bookmarking
 - Classified Business Listings
 - Local Business Citations
- ✓ Custom Content Creation
 - Custom Article Publication
 - Offsite Content Marketing
 - Aged Article Inclusion
 - Custom Blog Publication
 - Onsite Content Changes
 - Article Engagement
 - Video/Image Implementation
- ✓ Ongoing Website Optimizations
 - Google Search Console Creation & Installation
 - Robots.txt Creation & Implementation
 - XML Sitemap Creation & Implementation
 - Schema Tag Implementation
 - Canonical Tag Implementation
 - Google Maps Integration
 - 301 Redirect Mapping & Implementation
 - Menu Edits
 - Insert Nofollow Tags into Onsite Links
 - Site Speed Optimization
 - Link Detox Audit
 - Onsite Broken Link Repair
 - Standard Link Removal
- ✓ Campaign Reporting
 - Monthly updates on campaign activities and keyword progress
 - Recommendations for onsite tasks
 - Monthly update on campaign strategy

MONTH 3 & BEYOND

Our goal is to have you ranking of page 1 of Google by month 6 of your SEO campaign. At this point we will take a deeper look at your tracking keywords to determine where we should focus our efforts to help you rank for even more search terms. It's important to maintain you SEO activities so that you stay on page 1 and continue to expand your presence online. We will continue developing links, creating content, optimizing your site, and reporting on progress each and every month.



Campaign Plans (Local)

SEO STARTER PLAN

Our team will focus on 2 keyword topics, 10 target keywords, and tracking for up to 50 keywords.

SEO PRO PLAN

Our team will focus on 3 keyword topics, 15 target keywords, and tracking for up to 75 keywords

SEO ELITE PLAN

Our team will focus on 6 keyword topics, 30 target keywords, and tracking for up to 150 keywords.

CASE STUDIES AND EXAMPLES

