SEO Site Setup Audit Marcodanzieri.com Digital Marketing Services

This Is An Example Of a SEO Audit Pre-website Launch

March 2023

Introduction

The audit has been broken up primarily into three sections: On-Page, Off-Page & Technical SEO.

Recommendations have been made on essential pages, and written content has been created for each block where possible. Some are to be done at a later date, e.g. testimonials once relevant information has been acquired.

Website Site Map

Best practices have been used, including optimal URL structure, each ending with a trailing slash and relevant keyword implantation for each subdomain.

🔲 Site Map

Website Keyword Analysis

Keyword research and competitor analysis has been conducted for each planned page. Each service has been researched to find out the most common terms used to search for each service. Keywords Everywhere was used to evaluate search volume for effective keyword implementation.

🔲 Marco Keyword Research

Website Meta Data

These are the titles and descriptions for each page in Google's search results.

🔲 Marco Meta Data

Recommended WordPress Plugins

There are some plugins that I would recommend to make SEO improvements easier or speed up website set-up.

- Yoast SEO **(FREE) -** Optimises aspects such as URL, Meta Data & keyword density
- Advanced Editor Tools **(FREE)** - Extends and enhances the WordPress editor
- Classic Editor **(FREE)** - Enables the WordPress classic editor
- Contact Form 7 **(FREE)** - One of many plugins to implement a contact form
- Maintenance **(FREE)** - Puts website in maintenance mode if making changes
- Really Simple SSL **(FREE)** - Easy set-up for HTTPS
- Schema - All In One Schema Rich Snippets **(FREE)** - Makes Schema set-up
- Site Kit by Google **(FREE)** - Helps integrate Google tools I recommend

On-Page SEO

Google's algorithm favours pages rich with content relevant to that specific page and covering each topic in-depth. Each page is designed with the industry in mind, providing relevant, well-written content in a user-friendly way while also being optimised for SEO.

Header Layout

Google reads Left to the right in order of importance, and so the navigation bar will be structured in a way that leads with the most important pages first.

A hero banner will be included with a CTA. Some internal links in the header will have a hover drop-down menu into sub-section pages

Marco D'Anzieri [Logo Aligned to the Left]

Header Navigation Bar					
Services	About	Blog	0755 661221	marco@marcodanzieri.com	Get In Touch
Copywriting Services					
Website Copywriting					
Email Copywriting					
Social Media Copywriting					
SEO Services					
SEO Audits					
Link Building					
eCommerce SEO					

Colour Scheme
Navigation (Top Level)
Catogories (Second Level)
Sub-Catagories once pages are created (Third Level)

Footer Layout

The footer will follow a similar structure to the Header. Ensuring all main pages are easily accessible. [Marco D'Anzieri] will be an internal link to the home page, while all others are links to their respective pages.

Footer Navigation			
Marco D'Anzieri	**Services**	**Info**	**Get In Touch**
	Copywriting Services	**About**	marco@marcodanzieri.com
	Website Copywriting	**Blog**	07551661221
	Email Copywriting	**FAQ**	
	Social Media Copywriting	**Terms of Use**	
	SEO Services	**Privacy**	
	SEO Audits		
	Link Building		
	ecommerce SEO		
[Insert Social Media Icons here]			
			Powered by Marco D'Anzieri

Site Launch Pages

The Site map is an outline of the current plan for the structure of the website. However, because we want to get the website launched, we are only starting with the essential pages. Following the launch, other pages can be implemented in the coming months. In the site map document, the pages planned for post-launched are highlighted in <mark>yellow</mark>.

🔳 Site Map

I have outlined the pages below with the essential blocks and written content necessary below.

Written content
Title tags are outlined in **bold,** following the correct '**H'** tag to use.
Standard text is outlined below the relevant title following '**Text**:'
Call to action button links are outlined following '**CTA**:'
Internal or external links are outlined following '**Links**:'

Content colour scheme
Red: To be written as per instructions
Green: To be done at a later date due to not having the necessary content yet
Grey: Additional instructions

Home Page

Intro Block

H1: Marco D'Anzieri Digital Marketing Expert
[LifeStyle Background Image]
Text: Grow | Captivate | Optimise

CTA: Want To Get In Touch? [Arrow Jump Link To Contact Form]
CTA: Get Your Free SEO Guide [Jump link to opt-in block]

Services Block

H2: How I Can Help You

Text: Do you have a B2B or B2C business? Do you want to grow your online presence, captivate more readers and optimise your website for search engines?

As a Digital Marketer, I can convey your intentions with a clear, captivating and consistent voice, whether it's to new or existing clients, customers, employees, business owners or investors.

And what's the point of having captivating content when no one can see it, right? I can analyse, create & improve your online presence so search engines will show you to the relevant people and rank you above your competition using advanced Digital Marketing techniques.

Link: View My Services [Button Link to /services/]

The following H3s are in a single row, with each also being a link to their relevant page

H3: Copywriting
Text: From Email Marketing to Blog Posts to Landing Pages.

Using my expertise to craft copy will grow brand awareness, drives traffic and converts leads into sales.
Link:[Whole H3 is a link to /copywriting/]

H3: Search Engine Optimisation (SEO)
Text: Are you having trouble ranking well in search engines?

Using innovative SEO techniques tailored to you, your website can experience maximum exposure by playing to the search engine algorithms, increasing the quantity and quality of organic traffic to your website.
Link: [Whole H3 is a link to /SEO/]

USP Block

Why Work With Me?
[3-4 USPs in a single row with a small icon above each]

Results-driven
Text: Each service is delivered using innovative, tried and tested methods that guarantee results.

Customised strategies
Text: There is no one size fits all solution. Each scenario is evaluated and approached uniquely to yield the maximum ROI for the client.

Collaborative Approach
Text: By working closely with you, I gain a deeper understanding of your business, allowing me to cater to your needs and wants.

Flexible Delivery Time
Text: Throughout our initial interactions, we will identify the optimal delivery times that provide the greatest benefit while maintaining high-quality standards.

Platform Block

Website Builders
[H3s in a single row of 3 with the logo of each above]
WordPress
Text: I possess expertise in using various themes, as well as building and conducting SEO in the backend of WordPress. Additionally, I am proficient in editing with both Elementor and WP Bakery, depending if your website currently utilises them.

Shopify
Text: I have hands-on experience in building stores on Shopify, utilizing the Shogun Page Builder and several theme editors such as Empire. Additionally, I am proficient in editing theme code files.

WIX
Text: I possess experience in building web pages that are SEO optimised in Wix.

Text: Are you using a different website builder?

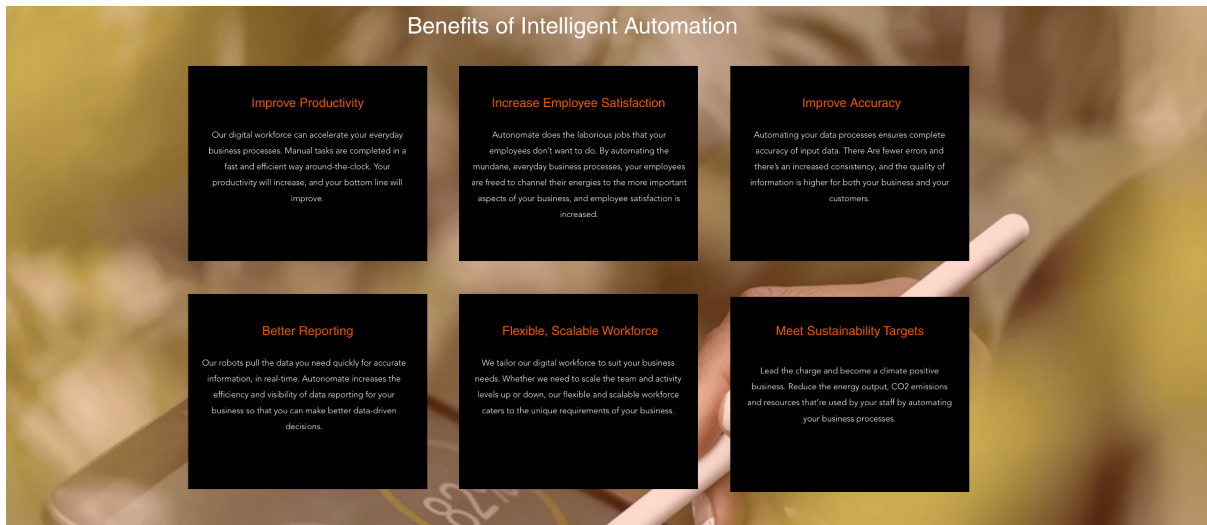**CTA: Get In Touch**: [Jump link to contact form]

Benefits Block

H2:Benefits of Digital Marketing

Text: Technology and the digital world has taken the world by storm. As a result, it has become increasingly crucial for businesses to have an online presence. The primary goal of effective digital marketing is to leverage various digital platforms to reach and engage with their target audience more effectively.

We can build your business up together by adding character to your brand, enabling them to communicate to their target audience in a clear, compelling & concise way.

[All H3s and relevant text will be placed in blocks of 3x3 (See image below for example)]

H3: Build A Hub For Your Digital Presence

Text: Having a well-designed, high-ranking website with gripping content will increase users' trust in your business and spread your reach.

It will also act as a hub that connects the user to all your other digital platforms.

H3: Effective Content Launches

Text: Do you have a new product or service you want to promote?

A strategic Digital Marketing campaign is the most effective way to get people invested in your latest launch. Utilising anything from landing pages to Opt-In pages.

H3: Engage With Your Target Audience

Text: Leveraging various forms of copywriting & strategic SEO implementation to get your product or service in front of your target audience.

H3: Better User Experience

Text: A well-structured website with lots of internal linking through good SEO implantation will help users navigate to the page they want quickly and effectively. Meanwhile, High-quality content will provide value to your target audience.

H3: Higher Conversion Rates
Text: A combination of copywriting and SEO services will increase the number of visitors to your website and increase the percentage that will become customers.

H3: Improved Website Speed
Text: Optimised website design through SEO will lead to a faster, more responsive website.

H3: Better Mobile Experience
Text: In March 2023, it was recorded that 60.67% of internet traffic stemmed from mobile users. By optimising SEO and content for mobile users, you can expect far superior traffic to your website.

H3: Competitive Advantage
Text: With a plethora of choices out there, having superior SEO and content will get potential customers to choose you over a competitor.

H3: Improved Credibility
Text: 8.5 billion Google searches are conducted each day. People are far more likely to trust a site that is ranked high in Google, especially if the site itself has well-written, quality content.

About Block

H2: Who Am I?
Text: Hi, I'm Marco. I self-taught myself SEO, copywriting & website building through various online resources. In particular, I took a digital marketing course, after which I secured a job in an SEO agency where I was able to sharpen and enrich my skillset in all these areas. Outside of the agency, I've continued to improve my skillset in all these areas.
[Photo needs to be taken]
Image: [Headshot image aligned to the left]

Testimonial or Portfolio Block

[To be done]
[Will be a row of 3-4 testimonials or examples of work with a button link to a portfolio page once a large amount of portfolio pieces have been gathered]

FAQ Block

Google's algorithm considers FAQs a trust point. There are many options in WordPress to choose from when it comes to an FAQ block.

[WordPress has a number of plugins that can be used to create an FAQ; each answer will be a clickable dropdown]

H2: FAQ

H3: What Is Digital Marketing?
Text: Digital Marketing is quite a broad term. Essentially it refers to leveraging various digital channels, including search engines, websites, social media, emails and apps, to promote products and services to the right audience resulting in more leads and conversions for your business.

H3: That Is Broad. Do You Offer All Digital Marketing Services?
Text: No, I am a one-person business, so it would be a case of a jack-of-all-trades, master-of-none situation; Digital Marketing is an extensive area.

However, I offer a large selection of services that you can view here.

I offer a comprehensive SEO service that covers On-Page, Off-Page & Technical SEO.

When it comes to Copywriting, the core of my focus is to increase two things. Scale, meaning increasing your reach to new potential customers and, secondly, increasing the Life Time Value (LVT) to your existing audience. I achieve this through various services, from Website Copywriting to email funnels to Social Media posts.

H3: Are your Copywriting Services Optimised for SEO Too?
Text: Yes, any content I write will be written utilising best SEO practices while engaging your audience.

H3: I'm Not Sure Which Service Is Right For Me?
Text: Take a look at each of my services more in-depth here. Alternatively, get in touch here, and we can figure out what will give you the maximum ROI.

H3: I don't actually Have A Website Yet
Text: No problem; in fact, an SEO Setup Audit would be a great fit, setting your website up with all the best SEO practices from the beginning.

This way, you can hit the ground running. To find out more about SEO, click here.

H3: Will I Own Copywrite to the Content?
Text: Yes, Once Payment has been received in full, all rights to the content transfer to you.

H3: Do You Have Knowledge Of My Industry?

Text: I might do, or I may not. However, I am extremely thorough and do my research for each and every industry I write for. Part of my job is to ensure customers understand your business and the technicalities are explained in a simple but engaging way to the average consumer.

H3: What if I'm not Satisfied with the Copy?

Text: My goal is to provide you with high-quality copy in the initial draft while considering your preferences and optimizing it for SEO. However, in some cases, minor adjustments may be required, while in other cases, more significant revisions may be necessary. For instance, if you desire a specific tone that aligns with your brand but isn't reflected in the copy, I'm happy to make the necessary changes. My fee incorporates revisions (within reasonable limits) until you are satisfied with the final product.

H3: Can Rank Me Above Everyone Else On Google?

Text: Unfortunately, no one can or should guarantee they can get you in the top spot with the content alone. There are many factors to consider on top of content to optimise your website for SEO. And even then, there are too many variables to guarantee such a thing.

However, what I can guarantee is the content I write will always have the most up-to-date, best SEO practices in mind that will help you rank higher.

If you would like to know more about how other SEO concepts could help you rank higher, click here.

Opt-in Block

H2:Enter Your Details Below and Immediately Gain Acess to a Free SEO Guide

[A form for them to enter contact details to have the guide emailed to them]

Contact Block

H2: Get In Touch
Text: Are you not sure what service you require?

Or perhaps you have a specific project in mind?

Don't hesitate to get in touch or use the form and I will get back to you.

Link:[Phone Icon] 07551661221
Link:[Email Icon] marco@marcodanzieri.com
Links: [Social Icons in a row]

[Get In Touch Form, alighed to the left]
Get in touch form similar to the following:

Example below

Services Page

This will follow a similar layout to the Home Page, with many of the blocks being near or identical in many ways.

Welcome Block
H1: **Digital Marketing Services**

Services Block
H2: Bespoke Services I offer
Text: As a freelance Digital Marketer, I specialize in growing your business by expanding your reach, which involves attracting new potential customers and enhancing the lifetime value you provide to your existing audience.

To achieve these goals, I offer two primary services, namely copywriting and SEO.

[Both services are in individual boxes and in one row, linking to their relevant service page]

H3: Copywriting
Text: From crafting email marketing campaigns to developing engaging blog posts and landing pages, I use my expertise to create compelling copy that enhances brand awareness, drives traffic, and converts leads into sales.
Link: [Whole box links to /copywriting/]

H3: Search Engine Optimisation (SEO)
Text: If you are struggling to achieve a high search engine ranking and wondering why your competitors outrank you, I can help. By utilizing innovative SEO techniques, I can optimize your content to meet search engine algorithms, resulting in increased organic traffic of both quality and quantity to your website. This, in turn, can maximize your website's exposure and improve its overall performance.
Link: [Whole box links to SEO Services page: /SEO/]

Why Me [USPs] Block
[Same as Home Page]

Platforms Block
[Same as Home Page]

Benefits Block
[Same as Home Page]

About Block
[Same as Home Page]

Testimonials & Portfolio Block
[To Be Done]
[Identical To Home Page]

FAQ Block
[Same as Home Page]

Opt-In Block
[Same as Home Page]

Contact Block
[Same as Home Page]

Copywriting Service Page

H1: Copywriting Services

Text: Need help finding the right words to captivate your audience, draw in your readers, and convert them into clients?

H2: Expertly Written Content

Text: Welcome to my Copywriting page, where I help businesses and individuals alike to communicate effectively and efficiently through the power of words. I am dedicated to crafting compelling and persuasive copy that captures the essence of your brand and connects with your target audience. My writing style is adaptable to your tone of voice, always ensuring research is carried out on your business, audience and goals to deliver copy that resonates with your readers and drives results.

Quality, creativity and attention to detail are embedded in every piece written. Every word counts when crafting content that not only informs but inspires, educates, entertains and shifts beliefs.

I pride myself on my communication and collaboration skills. Your input is crucial for the success of the project, and I welcome your feedback and ideas throughout the writing process. I am committed to delivering your project on time, within budget, and to your satisfaction.

If you're looking for a reliable and professional copywriting service that can grow your business, then look no further.
CTA: Contact Me [Jump link button to Contact Block]

Services Block

H2: Bespoke Copywriting Services That I Offer

Text: Since every business and situation is distinctive, a custom approach is necessary for each one. I provide a diverse range of Copywriting Services tailored to enhance brand visibility, attract more traffic, and enhance conversions.

Whether you need funnels created, website copy, blog posts, social media content, product descriptions, email newsletters, or any other type of written content, I've got you covered.

Take a look at my services below to see what fits your needs. If you are uncertain or have a particular project in mind, please don't hesitate to reach out.

CTA: Get in Touch [Button Jump Link To Contact Block]

[The following H3s will be divided into blocks; the first row will have two columns containing the first two. The second row will have three columns containing the rest]

H3: Website Copywriting

Text: Clear, concise and compelling content for your website that effectively communicates the brand message, engages the target audience and encourages them to take action. Extensive research into the business's goals, target audience and industry, is conducted to achieve effective copy and a tone of voice that aligns with your brand.

My Website Copywriting covers most written content on your website, including Landing pages, Product pages, and About pages, with the purpose of increasing conversions and improving business success by persuading visitors to take action in the form of filling out an opt-in page, contact form, making a purchase or signing up to a newsletter.

H3: Email Copywriting

Text: My Email Copywriting includes creating welcome emails, promotional emails, newsletters, and other types of email marketing content. The ultimate goal is to create content that not only informs subscribers about the brand but also persuades them to take a desired action, such as making a purchase, registering for an event, or filling out a survey. Effective email copywriting can help improve open and click-through rates, boost subscriber engagement and ultimately lead to increased sales and greater business success.

H3: Social Media Copywriting

Text: Giving your brand a presence on various social media platforms is becoming ever more critical. Depending on your business's industry, the platforms that reap the most benefits will vary from business to business.

My Social Media Copywriting includes crafting social media posts, writing captions, developing hashtags and creating social media ads.

I deeply understand algorithms, data and metrics, adapting content based on performance as a response. You can expect to build brand awareness, foster relationships with your audience and drive conversions.

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H3: Blog Posts
Text: High-quality blog posts have become essential for attracting and engaging audiences, building brand awareness, improving SEO and driving website traffic.

I can craft content that is relevant, informative and engaging to your audience while being optimised for search engines.

Whether you need a single post or an ongoing stream of content, I can help you.

H3: Technical Copywriting
Text: We live in an age filled with increasingly complex technology. Explaining complex topics in a digestible, easy-to-read way can be difficult without leaving the average reader scratching their head.

Whether you need website copy, product descriptions or user manuals, I can help you communicate the details in a clear, concise and digestible way. This is achieved through a variety of writing techniques, including storytelling, persuasive language and technical jargon, to create content that engages and informs your target audience.

I pride myself on creating high-quality pieces that are tailored to your business, the industry and your target audience to ensure the content is both informative and effective.

USP Block

H2: Why Work With Me?
[4 USPs specific to copywriting in a single row with small icons above each H3]

H3: Results-driven
Text: Each service is delivered using innovative, tried and tested methods that guarantee results.

H3: Customised strategies
Text: There is no one size fits all solution. Each scenario is evaluated and approached uniquely to yield the maximum ROI for the client.

H3: Collaborative Approach
Text: By working closely with you, I gain a deeper understanding of your business, allowing me to cater to your needs and wants.

H3: Flexible Delivery Time
Text: Throughout our initial interactions, we will identify the optimal delivery times that provide the greatest benefit while maintaining high-quality standards.

Platforms Block
[Same as Home Page]

Benefits Block

H2: Copywriting Benefits
Text: Good copywriting can bring a wide range of benefits to a business, both in terms of increasing brand awareness and driving sales.

H3: Attention-Grabbing
Text: With the proliferation of content online, it's becoming increasingly difficult to capture people's attention. Good copywriting helps businesses to stand out from the crowd and grab the attention of their target audience.

H3:Effective Content Launches
Text: Strategic and effective Copywriting is one of the most effective way to get people invested in your latest product or service. Crafting anything from landing pages to Opt-In pages.

H3: Enhance Brand Identity
Text: Consistent, well-crafted copywriting can help to establish a brand's identity and create a strong, recognizable voice.

H3: Engage With Your Target Audience
Text: Leveraging various forms of copywriting to get your product or service in front of your target audience.

H3: Build Trust
Text: Trust is a crucial component of any successful business relationship. Good copywriting can help to build trust by conveying a sense of expertise and professionalism.

H3: Higher Conversion Rates
Text: Good copywriting can be a powerful tool in achieving this goal by persuading customers to take action, whether that's making a purchase or signing up for a newsletter.

H3: Improves SEO Value
Text: 8.5 billion Google searches are conducted each day. Good copywriting that incorporates relevant keywords and phrases can help to improve a business's search engine rankings.

H3: Competitive Advantage
Text: With a plethora of choices out there, having superior content will get potential customers to choose you over a competitor.

H3: Simplify Complex Topics
Text: Effective use of creativity and words enables complex topics being explained in simple, digestible and interesting way.

About Block
[Same as Home Page]

Testimonials & Portfolio Block
[To Be Done]
[Three testimonials or three example pieces of work specific to Copywriting]

FAQ Block

H2: FAQ
H3: **Do I meet the Criteria for Website Copywriting?**
Text: Whether you want to refresh existing pages or create entirely new ones, I can accommodate both.

H3: Will the website content be optimised for SEO?
Text: Yes, all website copy will be created with the best SEO Practices in mind. Ensuring correct title tags are used and target keywords are taken into consideration.

H3: I'm Not Sure What Type Of Copywriting I Would Need
Text: Sometimes, it can be difficult to know which type of copywriting your business will best benefit from; if you're struggling to decide or feel completely lost, don't hesitate to get in touch.

H3: Will I Own Copywrite to the Content?
Text: Yes, Once Payment has been received in full, all writes to the content I've written is given to you

H3: Do You Have Knowledge Of My Industry?
Text: I might do, or I may not. However, I am extremely thorough and do my research for each and every industry I write for. Part of my job is to ensure customers understand your business and the technicalities are explained in a simple but engaging way to the average consumer.

H3: What if I'm not Satisfied with the Copy
Text: I aim to deliver top-quality Copy in the first draft, keeping SEO and your preferences in mind.

However, sometimes minor tweaks are necessary, and sometimes more drastic changes can be necessary. Perhaps you want a particular tone used to portray your brand and it doesn't feel like it hit the mark. My fee includes as many revisions as required (within reason) until you are satisfied with the final piece.

H3: Can You Write Website Content that will rank me highest in Google?
Text: Unfortunately, no one can or should guarantee they can get you in the top spot with the content alone. There are many factors to consider on top of content to optimise your website for SEO. And even then, there are too many variables to guarantee such a thing.

However, what I can guarantee is the content I write will always have the most up-to-date, best SEO practices in mind that will help you rank higher.

If you would like to know more about how other SEO concepts could help you rank higher, click here.

Opt-in Block
H2: Learn how to make small changes to your content with my SEO Guide
[Opt-In Form where they must enter contact information to receive free gift]

Contact Block
[Same as Home Page]

SEO Services Page

Welcome Block
H1: SEO Consulting Services Built for Long-Term Success

Text: Rank above Your Competitors

[Alighn both CTA's on same row below text]

CTA: Free SEO Guide [Button Jump Link to Opt-In Block]
CTA: Get In Touch [Button Jump link to Contact Block]

Info Block
H2:What is SEO?

Text: Search engine optimisation (SEO) is improving the quality and quantity of traffic to a website from search engines through organic (non-paid) search results.

The goal of SEO is to increase the visibility and relevance of a website in search engine results pages (SERPs) for specific keywords and phrases, which are often related to the content and services offered on the website.

SEO involves various techniques and strategies to optimise a website's structure, content, and code to make it more attractive to search engines. This includes conducting keyword research to identify the most relevant and high-traffic keywords for a website, optimizing on-page elements such as title tags, meta descriptions, and header tags, improving website speed and user experience, and building high-quality backlinks to the website from other authoritative sources.

Info Block

H2: Why Is SEO Important For Businesses To Grow Organically?

Text: The vast amount of Online Businesses are found through a search on a search engine (93% to be precise). And Google being the big juggernaut when it comes to search engines, makes it essential to rank higher.

Info Block
H2: Optimising the Three Pillars of SEO
Text: With the right approach to On-page, Off-Page & Technical SEO, you can experience massive ROI for your business.

H3: On-Page SEO
Text: On-Page SEO is to do with optimising the content on each and every page of your website. This also includes written elements that are not directly noticeable to the user, including but not limited to title tags (h1s, h2s, e.t.c.), meta titles & descriptions, keyword implantation, page silos and internal linking.
H3: Off-Page SEO
Text: Off-Page is the optimisation of external factors that impact a website's search rankings. In particular, acquiring backlinks, these are essentially links from one website to another. Acquiring as many reputable websites to link to your website was said to be the second most important ranking factor in 2022.

H3: Technical SEO
Text: Technical SEO is the optimisation of all technical elements. Technical SEO involves making changes to a website's backend code and infrastructure to ensure that search engines can crawl, index, and rank the site effectively. Typically the larger the website, the more vital Technical SEO becomes.

Some key technical SEO factors include website speed and performance, mobile-friendliness, website security, structured data markup, XML sitemaps, and canonical tags. By optimising these elements, technical SEO can help improve a website's overall functionality and usability, leading to higher search engine rankings and increased organic traffic.

Typically the larger the website, the more vital Technical SEO becomes.

Services Block
H2: SEO Services
Text: I offer comprehensive SEO Consulting services; whether you have an existing site you want to rank higher or build a new site from the ground up incorporating SEO best practices, I can help.

These are some of the main ways I can help you; however, SEO is an ongoing process.

H3: SEO Audits
Text: An SEO Audit is a comprehensive analysis of your website in one or a combination of On-Page SEO, Off-Page SEO and Technical SEO.

I will identify technical issues, on-page and off-page optimisation opportunities, and content gaps that may be affecting the website's ranking in search engines.

I will then recommend a plan of action going forward.

H3: Link Building
Text: Links are considered one of the most important signals in search engine algorithms

I specialize in acquiring high-quality backlinks to boost your website's search engine rankings and increase its visibility. I do this by submitting your business to directories and outreaching to websites on your behalf.

I use a number of techniques, including guest post blogging, manual link building and directory submission, to secure relevant and authoritative backlinks from other websites.

H3: E-commerce SEO
Text: Similar to Audits, I provide a comprehensive analysis of your online store in On-Page, off-page, technical SEO, competition analysis, content strategy and outreach and strategy.

USP Block
H2: Why Chose Me For SEO?
[4 USPs specific to copywriting in a single row with small icons above each H3]

H3: Results-driven
Text: The most up-to-date SEO techniques are used, innovative, tried and tested methods to maximise SEO improvements.

H3: Customised Strategies
Text: Your SEO plan will be uniquely designed to target your ideal audience, optimize your website's content and structure, and drive more organic traffic to your site to yield maximum ROI for your investment.

H3: Comprehensive Services
Text: I offer a comprehensive SEO service that takes advantage of all aspects of SEO to help your business grow.

H3: Collaborative Approach
Text: By working closely with you, I gain a deeper understanding of your business, allowing me to cater to your needs and wants.

Opt-In Block
H2:Enter Your Details Below and Immediately Gain Acess to a Free SEO Guide
[Form for them to fill out]

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Benefits Block

H2: Why Invest In SEO?

Text: Looking at SEO as an investment is the best way to look at it, you're playing the long game.

The strategies and improvments you implament will compound and not only reap rewards in the near future but in the coming weeks, months and even years to come.

[Each H3 and description will be in boxes 3x3)

H3: Increased Website Traffic

Text: By improving your website SEO rankings, you will become more visible in search engine results, thus attracting a larger pool of people.

H3: Higher Quality Traffic

Text: SEO services can also help attract higher-quality traffic to a website. By targeting specific keywords and optimizing for the user intent behind those keywords, SEO can help attract visitors who are more likely to convert into leads or customers.

H3: Improved User Experience

Text: By optimizing website speed, improving site navigation, and making other technical improvements, SEO can help ensure that visitors have a positive experience on the site.

H3: Increased Brand Visibility

Text: By improving search engine rankings and driving more traffic to a website, SEO can help increase brand awareness and recognition.

H3: Competitive Advantage

Text: By outranking competitors in search engine results pages, businesses can attract more traffic and potential customers, ultimately leading to increased revenue.

H3: Cost-Effective Marketing

Text: Since SEO focuses on organic traffic rather than paid advertising, it is a very cost-effective marketing strategy.

H3: Long-Term Results

Text: Many SEO strategies lead to many improvements down the road, and improvements made to a website's search engine optimization can continue to generate traffic and leads over time.

H3: Improved ROI

Text: Because SEO services can help attract higher-quality traffic and provide long-term results, they can ultimately lead to an improved return on investment (ROI) for businesses.

H3: Greater Customer Insight

Text: By analyzing keyword search data and other metrics, businesses can better understand their target audience and optimize their website accordingly.

FAQ block
H2: FAQ

H3: Why Is SEO Important For Businesses?
Text: SEO helps your business show up in search engine results above the competition. And not just any results, but people specifically searching for a solution that your product or service solves.

Essentially you are ranking higher to your potential dream customer that's actively searching for your product or service.

H3: Which Industries Does SEO Benefit?
Text: Any Industry or any website can and will benefit from effective SEO implantation.

However, the results depend on numerous factors, including your industry, your niche area, your competitors and whether your industry is thriving or not.

That's why every industry, or every specific scenario for that matter, requires to be broken down and analysed in depth to create the most effective strategy to improve your search engine rankings.

H3: How Much Does An SEO Service Cost?
Text: SEO is more of an investment in your marketing strategy rather than a cost. My pricing is bespoke and tailored to each client and business.

H3: How Do You Determine The Keywords To Target For My Website?
Text: It includes conducting extensive research to identify the most relevant and valuable keywords for your business, the services you offer and the specific pages of your website.

This is done by analysing your goals and the industry you are in, researching your competitors and analysing user intent, followed by, looking at keyword search volume, competition and relevance. Finally, the keywords will be prioritised in order of importance and what page they would be best suited for.

Following implementation, we would look at various metrics over the coming months and adjust what keywords we target where necessary, ensuring you are outperforming competitors.

H3:How Do You Measure The Success Of SEO?
Text: Measuring the success of SEO requires a combination of quantitative and qualitative data analysis. By tracking key metrics, we can gain a better

understanding of how our SEO efforts are impacting your website's performance and search engine visibility.

There is a variety of metrics at our disposal that can tell us how effective the current strategy is. Some key metrics include utilising Google Analytics, taking a look at the traffic to your website, bounce rate and keyword rankings.

H3: How Often Will I Recieve Reports?
Text: Regardless of the type of SEO you hire me for, I give monthly reports that break down what has been done in order to improve SEO, the current improvements and what will be done going forward.

Contact Block
[Same as the home page]

About Page

Info Block
H1: About Me
Text: Hi, I'm Marco. I self-taught myself SEO, copywriting & website building through various online resources. In particular, I took a digital marketing course, after which I secured a job in an SEO agency where I was able to sharpen and enrich my skillset in all these areas. Outside of the agency, I've continued to improve my skillset in all these areas.

Page to be expanded on at a later date

FAQ Page

FAQ Block
H1: FAQ

H2: What Is Digital Marketing?
Text: Digital Marketing is quite a broad term. Essentially it refers to leveraging various digital channels, including search engines, websites, social media, emails and apps, to promote products and services to the right audience resulting in more leads and conversions for your business.

H2: That Is Broad. Do You Offer All Digital Marketing Services?
Text: No, I am a one-person business so that it would be a case of a jack-of-all-trades, master-of-none situation; Digital Marketing is an extensive area.

However, I offer a large selection of services that you can view here.

I offer a comprehensive SEO service that covers On-Page, Off-Page & Technical SEO.

When it comes to Copywriting, the core of my focus is to increase two things. Scale, meaning increasing your reach to new potential customers and, secondly, increasing the Life Time Value (LVT) to your existing audience. I achieve this through various services, from Website Copywriting to email funnels to Social Media posts.

H2: Are your Copywriting Services Optimised for SEO Too?
Text: Yes, any content I write will be written utilising best SEO practices while engaging your audience.

H2: I'm Not Sure Which Service Is Right For Me?
Text: Take a look at each of my services more in-depth here. Alternatively, get in touch here, and we can figure out what will give you the maximum ROI.

H2: I don't actually Have A Website Yet
Text: No problem; in fact, an SEO Setup Audit would be a great fit, setting your website up with all the best SEO practices from the beginning.

This way, you can hit the ground running. To find out more about SEO, click here.

H2: Will I Own Copywrite to the Content?
Text: Yes, Once Payment has been received in full, all rights to the content transfer to you.

H2: Do You Have Knowledge Of My Industry?
Text: I might do, or I may not. However, I am extremely thorough and do my research for each and every industry I write for. Part of my job is to ensure customers understand your business and the technicalities are explained in a simple but engaging way to the average consumer.

H2: What if I'm not Satisfied with the Copy?
Text: My goal is to provide you with high-quality copy in the initial draft while considering your preferences and optimizing it for SEO. However, in some cases, minor adjustments may be required, while in other cases, more significant revisions may be necessary. For instance, if you desire a specific tone that aligns with your brand but isn't reflected in the copy, I'm happy to make the necessary changes. My fee incorporates revisions (within reasonable limits) until you are satisfied with the final product.

H2: Can You Rank Me Above Everyone Else On Google?
Text: Unfortunately, no one can or should guarantee they can get you in the top spot with the content alone. There are many factors to consider on top of content to optimise your website for SEO. And even then, there are too many variables to guarantee such a thing.

However, what I can guarantee is the content I write will always have the most up-to-date, best SEO practices in mind that will help you rank higher.

If you would like to know more about how other SEO concepts could help you rank higher, click here.

Contact Block

H2: Do You Have Another Question?

Text: Feel free to get in touch using the contact form below.

[Same contact form from Home Page]

Off-Page SEO

Off-Page SEO is primarily building links in other, reputable websites that link back to a relevant page on your website. Not only does this directly increase the traffic to your website, but also Google considers this as the second most essential way to improve your ranking.

Being a new website and business, this will be a great way to set your website up for future success.

Directory Link Building

Directories are hubs of various businesses with links to their website, and this is a great way to increase the number of links to your website, improving your search ranking.

It is recommended to start with the free directories, where you can submit your business and link the page back to your website.

Example: https://www.merchantloanadvance.co.uk/top-free-uk-business-directories

Once the website is live, submissions to these directories can begin.

Link Building

To further improve trust signals for Google, I would advise building relationships with relevant niche websites with high domain authority and search traffic where you can have guest blog posts on their website with a link back to your website.

It is recommended to place emphasis on authoritative (high domain authority & search traffic) websites. It is far more beneficial to look for quality as opposed to quantity and acquire links from untrustworthy and low-authority websites; it can do far more harm to your rankings than good.

Technical SEO

Once the site has been built, there are several quality checks that should be completed.

Pre-Site Launch Checks

- Ensure all URLs match what has been outlined in the site map
- Ensure proper URL Structure is adhered to for any other pages you would like to add.
- Ensure the site is secure with HTTPS, recommended WordPress plugin - Really Simple SSL
- Ensure website works on mobile

Screaming Frog Crawl

Using the Screaming Frog SEO Spider tool, you can get a report of your website, which should be used to analyse your website has been built correctly with SEO in mind, and then periodically crawled as you make changes or fix any issues.

Status Code Errors

Screaming Frog can be used to identify the status code of each page. If any error codes are shown, then they need to be repaired in the backend.

Examples of codes that are most common:
202: These are good status codes, and no action is needed
404 Errors: These are broken links that send visitors to broken pages and must be fixed
301 Errors: These are redirects and should be fixed to the correct URL

You can view a summary of Status codes in the panel to the right in Screaming Frog.

Response Codes		
▼ Internal & External		
All	158	100%
Blocked by Robots.txt	3	1.9%
Blocked Resource ⓘ	0	0%
No Response	0	0%
Success (2xx)	147	93.04%
Redirection (3xx)	6	3.8%
Redirection (JavaScript) ⓘ	0	0%
Redirection (Meta Refresh)	0	0%
Client Error (4xx)	0	0%
Server Error (5xx)	0	0%
▼ Internal		
Internal All	43	27.22%

Other Things to Check in Screaming Frog

There are several On-Page SEO elements we can double-check have been set up correctly with the crawl we conduct on the website. I recommend checking the following to ensure nothing has been missed.

- **Meta Titles**: Ensure none are missing or duplicates and adhere to the 30-60 characters.
- **Meta Descriptions:** Ensure none are missing or duplicates and adhere to the 70-155 characters
- **H1 tags:** Ensure each place has a single H1 tag (no duplicates or missing tags)

Site Speed

Google considers the time it takes for a site to load as a ranking factor. A website that loads in 3 seconds or less is ideal. Higher than 3 seconds will negatively affect ranking. Users are also likelier to click off the page if it loads slowly, especially when so many options are available.

There are many website tools to measure your site speed, including:
https://gtmetrix.com/

From the results, a plan can be put together to tackle any speed issues that can typically be fixed in the backend of your website.

Schema Markup

Schema Markup is code placed on your website to help search engines return more informative results for users

It is recommended to add a WordPress plugin to make this easier, such as:
Schema – All In One Schema Rich Snippets

Google SEO Tools

Setup for various metrics

While not directly linked to improving your SEO score, the following several tools are essential in measuring various data on your website. This way, we can see what's working, what's not, how much traffic each page gets, what's the click rate, and what's the bounce rate.

I recommend using the WordPress plugin Site Kit by Google to make integration easier.

Google Search Console (GSC)
https://search.google.com/search-console/about
Google Analytics 4 (GA4)
https://analytics.google.com/analytics/web/
Google Tag Manager (GTM)
https://tagmanager.google.com/
Google Data Studio (GDS)
https://cloud.google.com/looker-studio

Google My Business

Google My Business is a great way to get your business showing locally if you qualify.

Currently, since all your services are 100% online with no face-to-face interaction, you do not qualify for a Google My Business profile.

However, if in the future you have services that require face-to-face interaction, e.g. you go and view their business for a consultation before starting marketing services, you would then qualify.

Summary

See below for a brief outline of the recommendations I have made leading up to the site launch and ongoing tasks to further improve the SEO value of your website once launched.

Task List	
Task	**Status**
Install relevant WordPress plugins	Done
Write Content Outlined in red for each page	Done
Add missing On-page elements outline in green when possible	To Be Done
Build pages as per audit	Doing
Add Meta Data to each page	To Be Done
Add Keywords to each page	To Be Done
Build Navigation Header & Footer	To Be Done
Pre-Launch Quality Checks	To Be Done
Push Website Live	To Be Done
Screaming Frog Crawl of Website	To Be Done
Fix Any Issues from Crawl That Arise	To Be Done
Site Speed analysis	To Be Done
Conduct Schema Markup	To Be Done
Set-Up Google Metrics - GTM, GA4, GSC, GDS	To Be Done

Tasks (Post Launch & Ongoing)	
Task	**Status**
Outline Structure & Create Content for All Planned pages (See Site Map)	To Be Done
Directory Link Building (An ongoing task)	To Be Done
Link Building (An Ongoing task)	To Be Done
Analysis of Google Analytics	To Be Done
Checking for Status Code errors to ensure the site continues to run	To Be Done
Site Speed tests when new content is added	To Be Done