



3379 US Hwy 46, #20F
Parsippany, NJ 07054
201-468-4414

PROJECT NAME

30th of May, 2019

OVERVIEW

To provide digital marketing services that will increase domain authority (DA) and ultimately ranking, leading to more organic traffic and a higher conversion rate.

GOALS

1. map out keywords/create a content plan
2. on-page SEO (repurpose website)
3. set up social media accounts
4. off-page/link building
5. build out pages
6. analyze calls/implement call tracking and analytics
7. set up Google Analytics and Search Console
8. build out pages

SPECIFICATIONS

MILESTONES

MILESTONE ONE

Milestone one would include initial keyword mapping and analysis. This would include competitor analysis and keyword research to determine whether a term is realistic to rank and the estimated website traffic by ranking it.

MILESTONE TWO

Begin the process of repurposing the website and implement on-page SEO. This would include:

1. H1-H3 tags
2. Meta description
3. Title Tag
4. Long-form content
5. Image optimization
6. Page Speed
7. Add Media Elements
8. Interlinking within the site