



SEO Plan 2 for Celebrity Experts Agency

AUD\$200/month SEO Service

Month 1: Keyword Research and Website Analysis

Phase 1: Keyword Research and Competitor Research

- Identify relevant keywords with high search volume and low competition to target for website optimization.
- Review the website's document type to ensure compatibility with search engine crawlers and indexing.
- Analyze competitors' strategies to identify opportunities and refine their own SEO approach.

Phase 2: On-Page Optimization

- Keyword placement (title, headings, content).
- Meta tags (title, description) optimization.
- URL structure (descriptive, keyword-rich).
- Heading tags hierarchy (H1 for main, H2, H3).
- Content quality (original, valuable, structured).
- Internal linking (relevant anchor text).
- External linking (to authoritative sources).
- Analysis of Broken Links
- Fix Canonicalization Error
- Website URL Redirection
- Image optimization (file names, alt tags).
- Page loading speed optimization.
- Mobile-friendliness.
- Schema markup implementation.
- User experience (navigation, engagement).
- Duplicate content check.
- HTTPS implementation.
- Structured data markup.
- Robots.txt and XML sitemap optimization.
- Accessibility (WCAG guidelines).



- Analytics setup (Google Analytics, Search Console).
- Optimise HTML Site Map Creation
- Optimise XML Site Map Creation for Google

Month 2: Optimizing the GMB Listing

- Complete all profile sections.
- Use accurate business name and information.
- Choose relevant categories.
- Set and update business hours.
- Provide correct address and phone number.
- Include website link.
- Write a compelling business description.
- Upload high-quality photos and videos.
- Monitor and respond to customer reviews.
- Create regular Google Posts.
- Engage with customer questions.
- Highlight business attributes.
- Monitor GMB insights.
- Add booking and appointment links.
- Specify service areas.
- Update for special hours or occasions.
- Manage multiple locations separately.
- Keep information updated.
- Optimise for local SEO.

Month 3 Onwards: Building Authority through Link Building

- Article Submission
- Social Bookmarking
- Local Listing
- Classified Submission
- Image Sharing
- Web 2.0 Submission
- Quora Submission
- Blog Commenting

A few important pointers:



1. Results may take some time as we'll be following a slow, steady and white hat process.
2. Guest post links won't be included in the above package. This is charged extra.
3. We do not suggest social bookmarking directly on the site for safety concerns. But can do it if you want that.