



SEO SERVICE

SEO is a critical part of the digital marketing strategy. But today the SEO has evolved: many of the “classic” rules are still important, but it must be matched to other activities: design, public relations, social media, content, and advertising strategies.

That’s why, with each solution from **#STRYKER**, you will get a professional service performed by the team who devote their time to study your products and services and are always looking for ways to improve your visibility. We offer ourselves as a strategic partner for your business, your marketing of dedicated contact persons, working with you to achieve your goals.

There is never a “one size fits all approach” in SEO, every company is different, which means that each country is different. For this reason, our solutions are time-based. If you invest more, get more of our time. Simple Okay?

Our SEO Optimization Strategy

SEO mainly based on two portion ...

- 1) **On-Page Optimization**
- 2) **Off-Page Optimization**

Our On-Page Optimization Strategy

We follow this check list to ensure full On-Page Optimization

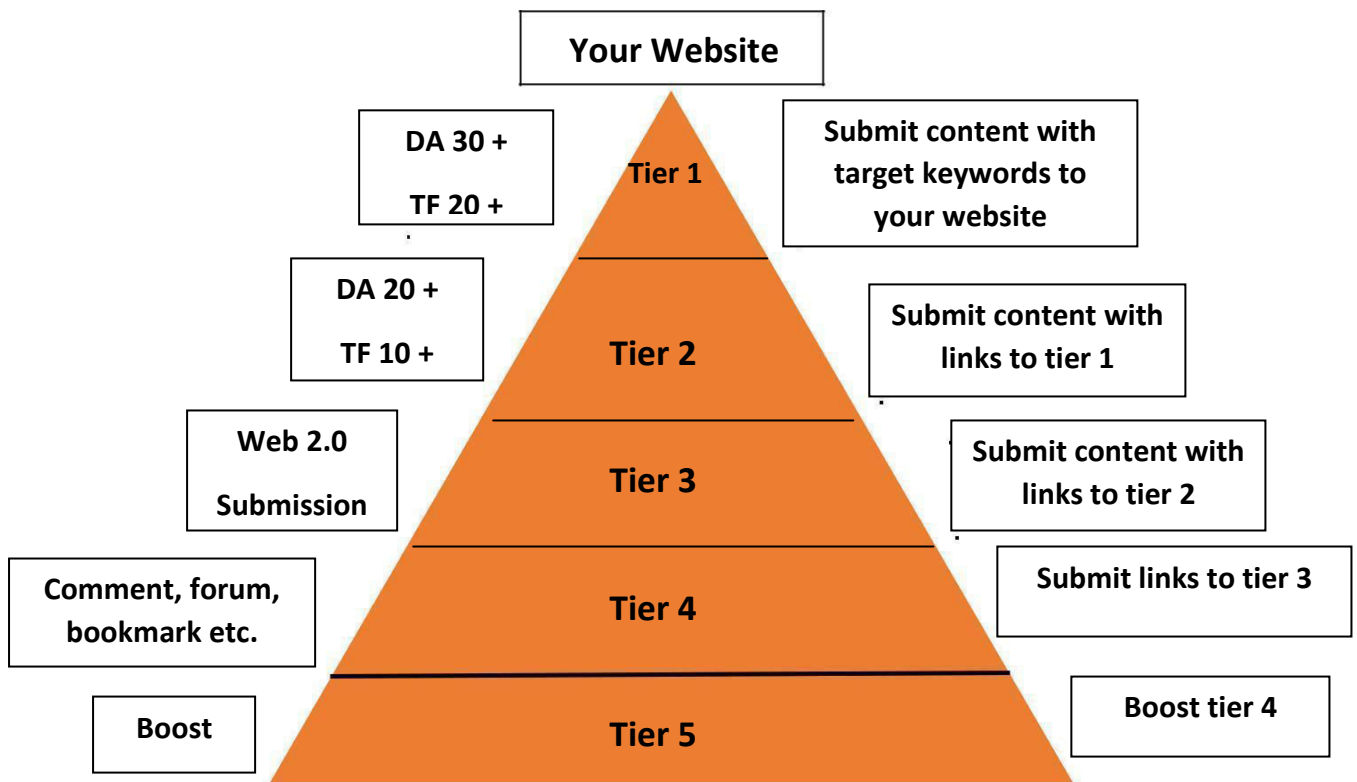
- ✓ Have you set up Gmail filters for your new site, or set up a new email address? This isn’t necessary, but always makes things easier for us.
- ✓ Have you installed Google Analytics? This is not optional.
- ✓ Using WordPress? Have you installed Google Analytics by Yoast and Yoast SEO? These plugins will make your life 10x easier.
- ✓ Have you checked Google’s Search Console for 404 / 500 errors, duplicate content, missing titles and other technical errors that Google has found? Make sure to keep up with any messages Google is sending you.
- ✓ Have you used Browseo to find even more technical errors? The most common detrimental errors people tend to make are 302 redirects that should be 301 redirects.
- ✓ Have you used Screaming Frog to find broken links, errors, and crawl problems?
- ✓ Have you used Google’s Keyword Planner? Be sure to consider searcher intent and difficulty, pick 1 keyword per page, and you’ll generally want to start with lower – volume keywords first.
- ✓ Have you looked at competitor link profiles? This is the easiest way to get started with link building. This way, you can see what kind of anchor text they’re using, as well as how and where they’ve been getting their links.
- ✓ Something like the SEO Toolbox, ahrefs, Link Diagnosis, Open Site Explorer, or Majestic.



- ✓ Have you incorporated your primary keyword (or something close) into your page URL?
- ✓ Are all of your title tags ~65 characters or less? Title tags over this will be truncated in results.
- ✓ Are all of your meta description tags ~155 characters or less? Meta description tags over this will be truncated in results.
- ✓ Have you used an H1 tag? Is your keyword in the tag? Is it before any (H2, H3, H4...) tags? Are you only using 1 H1?
- ✓ Do you have a healthy amount of search engine--accessible text on your site?
- ✓ Our recommendation is at least 100 words, because you want to give search engines an opportunity to understand what the topic of your page is. You can still rank with less, and you don't ever want to put unnecessary text on your site, but we recommend not creating a new page unless you have roughly ~100 words worth of content.
- ✓ Did you use synonyms in your copy? Remember: synonyms are great, and using natural language that's influenced by keyword research (rather than just pure keywords) is highly encouraged!
- ✓ Do your images have descriptive ALT tags and filenames? Search engines "see" images by reading the ALT tag and looking at file names, among other factors. Try to be descriptive when you name your images. Don't overdo it though!
- ✓ Are you linking to your internal pages in an SEO--friendly way? Are you describing the page you're linking to in the anchor text, so that both users and search engines understand what it's about? We recommend not using anchor text in your global navigation because it can look like over--optimization.
- ✓ Have you started off--page optimization and began building links? This is the hardest, most important aspect of SEO!
- ✓ Have you made sure your site isn't creating any duplicate content? Utilize 301 redirects, canonical tags or use Google Webmaster Tools to fix any duplicate content that might be indexing and penalizing your site.
- ✓ Are you using absolute URLs in your code? Some CMS platforms give you the option. Use absolute URLs instead of relative ones.
- ✓ Have you checked your site's speed with Google Page Speed Tools?
- ✓ Have you created an XML sitemap and submitted it to Google and Bing
- ✓ Webmaster Tools? Use XML--Sitemaps.com or the Google XML Sitemaps WordPress Plugins.
- ✓ Have you created a Robots.txt file and submitted it in Google and Bing Webmaster Tools?
- ✓ Is your site mobile friendly? Have you checked it on multiple browsers with Browser Stack?
- ✓ Have you set up social media accounts on Facebook, Twitter, LinkedIn and Google+?
- ✓ Have you added Authorship Markup to your site? Authorship markup search snippet images are gone, but you may still want to add it to your site. Use the Google My Business Card.
- ✓ Have you used an SEO Audit Tool to double-check everything once you're live?
- ✓ Have you reviewed all of the free SEO tools at your disposal before completing this audit? If you don't understand some of the high--level concepts, review the Beginner's Guide to SEO.
- ✓ Have you claimed your business / website username on other major networks for reputation management reasons? Not only do you want to make sure no one else gets your account name, but you can often "own" all the results on the first page of a search for your brand if you're a new website or company.

Our Off-Page Strategy

SEO Off-Page Strategy is all about link building and we do work with most intelligent and secure way for link building ... it's known as "tiered link building method". Tiered link building is one of the most effective methods of link building at the moment. It offers a huge range of benefits, which can help protect you from future Google Algorithm updates. ...



Our SEO Optimization Service Include

Analysis and choice of keywords

One of the most important steps of any SEO campaign is the choice of keywords with which you want to position yourself. Suppose you are a plumber. If your website were positioned on the front page of Google with the word “plumber,” surely you would get a lot of traffic, but it would not be a useful traffic.

This is because of many people typing that word to get information about hydraulic activities, or for example, to figure out how to make a hydraulic system.

The #STRYKER WEBTECH Team consider the volume of research produced by each keyword, competitiveness, and usefulness of the most relevant keywords, we make traffic estimation and potential pathways for those keywords. After confirming that the chosen keywords are the best, we develop a targeting strategy, to bring to your site only people who are really interested.

After making all these checks with appropriate tools, we will issue a document containing the keywords best for your business, those with whom you have to position yourself to get access to your site truly interested in your products or services, with high chances to become customers.

Website analysis

Usually one thinks that webmasters or web agencies are able to cover the whole technical part. In fact, it is not: most developers know the basics of SEO but, being a sector in constant evolution, they cannot always be updated on the latest news.

We try to meet this need, providing guidelines to complete SEO techniques to create your site, so you get the best possible performance. (Do not have a developer? No problem! We will put at your disposal our best experts to make your site SEO is in perfect shape).

With special instruments, but especially with the manual control by our SEO experts, we analyze in detail your site, both in terms of the code, and content, that link popularity (the most important sign of authoritativeness of a site for the search engines), drawing up a list of errors and possible improvements. We, therefore, issue a supporting document to your webmaster or web agency, so that it can easily make your site fully optimized.

Analysis of your competitors

This step will be dedicated to the analysis of the reference market and competitors in the study. In this phase, we will analyze the main competitors within your industry by studying them that make online strategies and activities.

Will be taken into account SEO activities implemented by them, the keywords with which they are located, the number of outgoing and incoming links, any advertising campaigns on Google Adwords. Observing

their activities, we will be able to identify their strengths and weaknesses and the potential opportunities and threats of your target industry.

Drafting the editorial plan

Today more than ever, SEO is not only a technical trade. The algorithms of search engines are becoming more sophisticated in determining the quality of the texts on your site. A poor website content, or copied content, even if it meets all the technical requirements, will never gain the top positions in the search engine rankings.

For this reason, it is necessary to prepare the publishing plan for the site/blog, or the establishment of the necessary activities to create content that contains the selected keywords for placement on Google. Content will be created in relation to the interests of the target and the company activities.

This document will have to be treated all the necessary steps to achieve your goals, target or niche where you want to aim, themes treated according to the real needs of the target users, cut and shape the content (posts / articles), periodicity of the outputs, interaction with social media and so on.

In the drafting of the publishing plan, it is necessary to provide for flexibility and constant updating, based on the results obtained and the company's strategic changes.

Definition of the strategy and SEO Online Marketing

We will make for you a real online marketing plan, which will include actions to be taken to improve the visibility of your website and brand on the web, not only from a purely SEO point of view, but also support such activities (site design, usability, public relations, social media, online content and advertising strategies).

Code optimization and site structure

Having an HTML code and a site structure that helps scan by the search engine is the first step to getting results positioning. Search engines use special software (called robots or spiders) to scan the network and index web pages. If the code and the structure of your site are not SEO-friendly, this software may not be able to "read" your pages properly, and this will be detrimental to your positioning.

Our experts fully optimize your site's code, correcting errors and promoting their scanning, improving performance in terms of traffic and access by search engines.

Optimization of existing content and create new content

A site full of quality content and useful to your target audience is exactly what appeals to Google, and that is rewarded in the search results. Often the sites overlook the editorial content, copying texts already published on other websites and offer no real value to users. We deal with optimizing the content already on your site, (institutional pages, news, product sheets, services, articles from the blog) and develop new ones. If we deem it necessary, we will also create a blog dedicated to the linked site and write optimized content for placement.

The editorial activities will be carried out on a monthly basis, for the duration of the contract.

Creation and management of link building

Even if the search engines consider many things to determine their search results, the number of links “quality” that link to your site is still a factor among the most important. The Link building done in a responsible manner is an essential part of any successful SEO campaign.

The first thing to do is to make an assessment of the existing link, in order to ensure that you are not violating the guidelines on best practices Google and you have not been penalized without knowing it. After that, we will work hard to get only quality links. No link farms, no technique black hat SEO, only links that go up in the rankings and maintain high rankings in the long run. Therefore, you will not have to worry every time Google updates its ranking algorithms.

The link building service will be held for the duration of the contract will be provided periodic reports of new links obtained.

Guarantees placement

No company can guarantee 100% reaching the first position in Google results.

This is what Google say on their SEO guidelines:

“Beware of SEOs that claim to guarantee rankings in the results; you have to have a “special relationship” with Google, or advertise, “priority submit” to Google. There is no priority in Google. The only way to submit a site to Google directly is through our Add URL page or by submitting a Sitemap; things you can do this yourself at no cost whatsoever.”

Therefore, the moral of the story is once you have the “right” keywords for your website, we are able to offer a placement guaranteed by contract in the first page of Google for a good number of them.

What is the difference between positioning LOCAL and NATIONAL?

For NATIONAL positioning, we mean that your site will be placed with words such as “Sale Persian Carpets” (which does not include the name of a specific location, for companies operating throughout the national territory).

For LOCAL positioning we mean that your site will be placed with words such as “Sale Persian Carpets Alaska” (which include the name of your city or area of activity for local businesses).

Monthly report

SEO does not mean anything without data. Constant monitoring allows you to keep an eye on things and touch the results. Each month you will receive a detailed report on its activities and the results obtained. The report contains the number of items created, the links acquired and positioning changes to the keywords you select, as well as important data on your site traffic.

Dedicated SEO

For certain sectors, plans or objectives, it is necessary to work daily and consistently in order to achieve maximum results.

For this, only if you buy our service SEO Premium, we provide our SEO expert entirely dedicated to your project, who works for you every day as if it were any of your employees, to ensure you get your goals even in high areas competition.

Thank You!

Please Keep Supporting Our Team

#STRYKER WEBTECH
