



DIGITTO
media

MEMBERS ANSWER GUIDE

For White Label Partners!

REAL QUESTIONS FROM REAL SEO RE-SELLERS.

A guide to answer your client's **MOST** frequently asked questions.

WEBSITE PLATFORMS & SEO

Which Website Platform Ranks Best for SEO?

Magento, Shopify & Wordpress are the top three platforms for Search Engine Ranking.

Magento & Shopify is more costly to develop overtime and are not as dynamic or flexible as Wordpress. Generally, we always recommend Wordpress to our clients & white label members and after our engineers optimize and fine tune websites we deliver, you can consider at the top.

Wordpress is more feasible and provides both performance in SEO and flexibility to customize your business into anything you want or need it to be. We also architect the sites for future scalability. The most well known fortune 500 companies use Wordpress such as, Best Buy, Walmart, Target and Forbes - Even Entrepreneur.com

Please see more information in our [Resource Center](#) for information on Web Development.

Platform Name	Logo	SEO Score
Magento	 Magento	100
Shopify	 shopify	98
WooCommerce	 WOO COMMERCE	98
BigCommerce	 Bigcommerce <small>sell more</small>	91
SquareSpace	 SQUARESPACE	91
Volusion	 volusion	88
3DCart	 3dcart	88
GoDaddy	 Go Daddy .COM	78
Weebly	 weebly	72
Wix	 WIX	68
MoonFruit	 moonfruit	51
1&1	 1&1	40
BigCartel	 bigcartel	33
PrestaShop	 PRESTASHOP	28
ZenCart	 zencart	12
osCommerce	 osCommerce	10

Search Engine Optimization FAQ's

DO YOU HAVE CONTROL OVER HOW OUR WEBSITE IS RANKED?

We don't control the search engines or specifically target a particular engine unless we find there are problems. Search engines will determine on their own how to rank. **SEO is reactive**, we adjust strategies based on viewing the performance and deciding the next steps.

HOW DO YOU DO YOU OPTIMIZE SOCIAL MEDIA ACCOUNTS?

Normally, we look at the sites "**About**" section, all the backlinks inside the user profiles, we're checking the logo if it is properly placed and if the size fits, etc. It is also important to keep all content on the website consistent with your social media account.

We also ensure your "**Contact Us**" page is consistent with your contact information on your Social Media accounts. After Optimizations we will post an **X amount** of posts each month (dependent on chosen campaign) for a social media presence as **Google likes to see a presence**, rather than nothing at all. If you have someone working on your Social Media Management, Content Marketing, or Facebook Advertising, our posts will not affect this.

If you need these solutions as well, please let us know. However, once we make changes to either the site or social media accounts for SEO, it's important to advise our team so we can see if the changes will hinder the campaign. Every little detail matters.

WHATS THE DIFFERENCE BETWEEN A PRELIMINARY AUDIT AND THE COMPREHENSIVE KEYWORD AUDITS DURING THE FIRST MONTH OF SEO?

The preliminary report is just a surface level report checking for possible issues related to SEO. Our preliminary audit is pretty thorough, yet we run many other audits during the campaign that check over 200+ ranking factors.

The "complete site audit" (**Keyword audits**) we normally perform in Month 1 after the keywords have been selected, is the comprehensive report that shows **competitors**, and a **number of actual issues** that need to be remedied based on the keyword selections. This audit is more specific considering the keyword targets and hundreds of ranking factors that are related to SEO.

I AM RUNNING A LOCAL CAMPAIGN AND I WAS ASKED FOR NAP INFO?

Please note that NAP info is Name, Address, & Phone of your local business

THE FREE AUDIT YOU SENT ME HAD TO INCORRECT BIZ ADDRESS ON IT?

Generally for local campaigns, assessments will sometimes contain similar businesses in the audits. This is due to the structure of some directory sites.

It is not possible to retrieve details completely, especially if there are none to retrieve on your business. Usually we only request this for the local campaign and less info, for national campaigns.

Physical Address are needed for local listings. (LOCAL SEO Campaign)

CAN YOU PLEASE EXPLAIN ON-PAGE OPTIMIZATION IN MORE DETAIL

During Month 1, your site will be completely and fully optimized which means everything on the documents we provide during the first month will be put into place for specific reasons.

From the code and keywords we place in the non-visible parts of your site, to the content and keywords we place on the visible side. Even the page titles and sub titles are organized and consistent with the links we build and code in your backend.

Then when we link-build each month (*Month 2 and onward*) using your keywords and links we build on your site.

You are ranking your keywords which is ranking not only your site but your web pages and your web pages belong to a specific URL.

The “On-Page Installations” document is sent to you for review and approval to proceed. It is always recommended not to make too many changes on the visible aspects, especially to the technical aspects as it can hinder SEO the campaign.

It is also important to read through this documents and be sure to approve it as it will take our time and additional funds to make changes later.

NOTE: MAKING SIMPLE EDITS AFTER ON-PAGE INSTALLATIONS/ OPTIMIZATIONS AND IMPORTANCE OF OTHER URL CHANGES.

Let's say you have a one page landing page, well Google finds sites with more content more attractive. So we recommend completing optimizations that create a landing page (one-page site) into 5 pages, as search engines prefer this. If the clients agrees, we will complete this.

Generally, we do this at no costs depending on work and client's specifications.

Let's say you have a section called "**RECENT PROJECTS**". Then the client approves the "on-page installations" document without review. We make the changes and now (because they didn't review) want to change "**RECENT PROJECTS**" to "**GALLERY**". We agree it sounds like a simple edit from anyone's standpoint. And yes, it may be for a site **NOT** running an SEO campaign.

However, we are running an SEO campaign, so to us this change "**RECENT PROJECTS**" to "**GALLERY**" means more than a text change. Remember, everything we do is completed for a reason. This means it is actually a request to also change the URL from one to another:

<http://www.5starpromo.com/recentprojects/> → <http://www.5starpromo.com/gallery/>

The URL's are very important. We do not want to make changes while we are too far into the campaign. **We can**, but this will affect your SEO and ranking since these links are being indexed into Google and other search engines.

Your entire site is mapped out for the team. If these changes are made then my SEO team needs to take time to formulate and write up of specifics to present to my Writing/Copy department. SEO is too robust for one person to do it great. We hire professional SEO content writers and for our upgraded packages we have SEO marketing and sales copy writers.

A regular SEO expert or web developer isn't writing your content. We use the best suited for each aspect of your SEO campaign which is why we are so good at it.

If there is anything that really concerns you with the site, its best we run through during this "On-Page Installation" phase so we do not run into issues later. This does not mean it will be an issue to add images, reviews, or content to your website during your campaign, we just want to avoid unnecessary setbacks. Any additional Development work outside of SEO is quoted and invoiced separately.

WHAT IS OFF-PAGE SEO AND ON-PAGE SEO CONTENT WRITING?

We have SEO strategies that we design at the beginning of each Monthly Cycle, every step varies depending on our plan and its implementation relative to **each clients' needs**:

We may decide one week that we need an article completed for *On-page* publishing, and if requested we can send these publishing's to you for confirmation.

However, the Guest Posts (*Off-page articles*) are articles published to 3rd party websites, and we work with 3rd party webmasters and/or representatives regarding content and posting. Any article revisions are handled between us and the 3rd party review process.

The first few posts for companies investing in SEO for the first time is usually Off-Page postings to build more backlinks.

On-Page posting is beneficial because the new content is being placed on the site. There is also a certain amount of promotional work that we normally do around that content.

Off-page posting is beneficial because of the back-links that the article is including, and many other things that are important for the promotions that we work on. Companies new to SEO will begin with more Off-page publishing's than On-page so we can create more back-links.

DO YOU HAVE EXAMPLES OF THE WORK YOU'VE COMPLETED RELATED TO THIS?

We provide examples of the work at the end of the Monthly Cycle. You will be able to see all the links and the content that has been posted.

The SEO for your website is already in progress and the work is currently in motion as per the plan and the strategy we have selected.

If you would like additional articles written, especially On-page articles (i.e Blog Posts) please let us know and we can easily add the pricing into the campaign. We have certain quantity targets for each campaign.

As you have seen in our proposals, the larger the campaign the more articles we write, social media posts we create, keywords we optimize and URL links we optimize, build, share and submit.

WHAT ARE THE COSTS FOR CONTENT SERVICES AND WHAT'S INCLUDED?

Regular Copywriting: \$XX per article (*Please reach out for our white label pricing*)

Marketing Copywriting: \$XX per article (*Please reach out for our white label pricing*)

These articles are being written by our content team who have a background in marketing & Sales to provide value promotion and persuade readers to take action or create an urgency. This writing is also known to keep readers on the pages longer because we write to hook the reader.

HERE IS WHAT THE ARTICLES NORMALLY INCLUDE

- Unique content created from research
- Plagiarism checked
- SEO tuning and linking
- SEO posting, categories, tagging
- Post Image stock photo
- Words: 450-500 words

WHY IS THE PREMIUM GUEST POSTING & OFF-PAGE CONTENT AVAILABLE SEPARATLY?

We have a huge database of DA sites (*besides the premium ones*), but use it exclusively for campaigns only. We currently don't sell them separately outside of a campaign. At this point, we see greater value in keeping our list of sites exclusive to our regular SEO Premium and SEO Local campaign clients.

We want give client's great results they can't find elsewhere. A site alone won't do much vs the effectiveness of a full campaign. We only provide *premium guest posts* as a la carte. Every month for *premium posts*, our team does work to research sites that will be a good fit. It's a negotiation process. Not all sites will accept an article. It depends on the content, the site owner, and their requirements.

The sites posted will be sent to the client at the end of each monthly cycle. Each site is determined based on value to the niche, traffic, PA/DA, and other factors relevant to SEO. (*Page/Domain authority*) Most of those types of **DA** on our premium list are often purely for a website with a score. I think even our guest posting sites are often more valuable than those finds, and they are included in our SEO programs.

The biggest difference is a site from our PR-series, say theepochtimes.com, with a **PA** of 54 gets not only a score, but also the brand recognition, and traffic. Two sites can have the same scores, but very different real traffic numbers (*i.e. 1 million views vs 10 views per day*) and brand.

PLEASE EXPLAIN FOUNDATIONAL LINK-BUILDING AND INDEXING AND TOUCH ON HOW YOU DO THIS?

We complete Webmaster Tools optimizations. We then move ahead with remaining foundational link-building, and indexing. A solid foundation is what keeps your house from toppling over, or collapsing in on itself.

The foundation bears the load of what you build atop it, making sure everything is safe and sound for years to come. If you build a house, but don't build a solid foundation, it's just a matter of time before things come crumbling down.

Foundational link building isn't all that different than building a foundation for a house. Foundational link building as the core of your SEO strategies is what's needed to build a lifetime of marketing success.

Foundational links come from all over. They can also be found in any corner of the web. When beginning an SEO campaign for a new (or existing) site, think about all the sorts of links you can get from different sources.

These include things like: **SM accounts, Directories, Press releases & much more**

There is no specific definition of what a foundational link is. It is best to think of them as any links that a business would obtain naturally. It makes sense for a business to have a Twitter account, or at least a LinkedIn page.

Especially, if your business is just not that social. So it would also make sense to obtain links from the BBB, or maybe your local chamber of commerce. You have to ask, does it make sense for this business to be *linked-to* from that website? If yes, it's probably a foundational link.

WHAT IS SOCIAL BOOKMARKING / SOCIAL BOOKMARKING REPORT?

Social Bookmarking has a lot effect in SEO. It'll help your site for better crawling and indexing. These links created under the Social Booking Reports are from trusted and authorized sites.

This will help us to increase your site's trust flow. The web pages we bookmarked at Social Bookmarking sites are considered as a quality back-link in the eyes of search engines. The quality of back-links helps to increase the blog traffic and Google Page Rank. That is why we include social bookmarking in our search engine practices.

WHAT ARE DIRECTORIES AND CITATIONS REPORTS?

Directory submissions increase the chances of your site being found and at the same time it creates more quality links for your sites ranking. This is a process of listing your site to various Directories or databases under the correct category or subcategory.

We always ensure we are submitting your site under the most appropriate category to take full advantage of the directory submission. We provide site details, confirm the links after submission and ensure these directories are SEO friendly. We also keep up with these directories guidelines. A local citation is any mention of a local business out on the web, with or without a link.

It can come in various forms:

- Company Name, by itself.
- Company name & phone number.
- Company name, phone number, & address.
- Company name, phone number, address, & link.
- etc.

PLEASE EXPLAIN LOCAL CITATIONS AND WHY YOURS ARE BETTER?

Local Citations are a key factor in local search rankings. The most common local citations are found on business listing sites.

We will also research competition with local citation finders and determine the best places to list your site starting out and then ongoing.

Links, Links, links. We also use tools to ensure we are always listing your sites on Non-Spammy sites that way we can build higher quality links, rather than lower quality links.

WHAT IS THE RANKINGS REPORT AND WHATS IT USED FOR?

Your current ranking status. We do not control the search engines or specifically target a particular engine unless we find there are problems.

Search engines will determine on their own how to rank your site. SEO is reactive, we adjust strategies based on viewing the performance and deciding the next steps.

WHAT IS THE SEARCH ENGINE SUBMISSION & WORK COMPLETED REPORTS?

This is the work we complete for Month 1 and the Top Search Engines we submit your site to.

CAN YOU TELL ME WHAT THE INDEX DELIVERY REPORT IS ALL ABOUT?

These are the pages of your site that we have indexed. The other pages of your site are going to be indexed by default, since they are linked to the page. The number of links that we normally deliver is much larger than the number of links that the campaign normally includes.

We can't *guarantee* each link will not be removed for any reason that Google finds as relevant.

All links that are "LIVE" will also always outnumber the guaranteed link count. So we basically always over deliver, to prevent any inconveniences.

WHAT'S RANKING FLUCUATION AND IS THIS SOMETHING YOU CAN CONTROL?

The fluctuation doesn't depend directly on any action from us. The keywords we normally see depending on campaign will have their usual flow that we are used to seeing.

They can sometimes move up more than a jump or two, some campaigns will jump up or down more than others.

As we rank your keywords and they move up in placement, you will see a series of going back and forth.

We do focus on ranking different groups of keywords in different parts of campaign or even throughout the month sometimes. They must vary, otherwise, it won't be natural.

So it is not always easy (usually tough) to see what our focus has been exactly, only through looking to the results, because they won't show the full overview of the strategy.

However, when we notice a continually or dramatic drop in placement, we will always check to see what may be causing this and make adjustments to the campaign.

Again, it is hard to see unless the changes are visible which is why we always adjust strategies depending on the performance of the campaign.

CAN YOU PROVIDE MORE INFO ON RANKING FLUCTUATION?

Yes of course. Let's say we have a client who has a cleaning company in St. Louis and they are running a local SEO campaign with us.

Then as we continue we see 3 keywords that move up in ranking on the local results:

- "house cleaning st louis mo"
- "st louis mo cleaning service"
- "house cleaning services st louis"

This might cause other keywords we are ranking for to hold position or move back a bit, because these 3 above had more focus during this month. However, there is no direct impact that would cause the keywords' rankings to go backwards instantly, this is what we look out for. Some keywords move back and forth which is normal and we always look out for drastic changes. If we see significant drops in rankings then we need to determine what caused this.

However, it's normal to see ranking fluctuation and it is more of a natural way of how the search engines evaluate the site for that keyword. It is also more difficult to rank from position 30 to 20 than it is to move from 100 to 80.

DIGITTO: Please keep in mind that these questions can be common at the beginning of a campaign. It is important to always let the client know that SEO is not a results-quick marketing solution like PPC. It is less costly over time that can start to generate free traffic (*PPC is quicker, but more costly*), yet it is a marketing solution that the client will need to continually invest in to see results.

WHAT IF I HAVE NEGATIVE REVIEWS?

DIGITTO Media Client (*Without Negative Reviews*) [[VIEW](#)] *For More Info We need Signed NDA*

It is important to note that this client has chosen a majority of his keywords that are in the 60-80 range on a scale of 100 being the most difficult.

In our industry and SEO firms in general, 40-100 range are considered HIGH DIFFICULTY and HIGHEST DIFFICULTY, at least for some companies.

You can already see that even with the most difficult keywords we can show progress and rank quickly.

Our team has over 11+ experience and as I have mentioned before, not only do we use all major SEO tools recognized in the industry we have algorithms developed by our team that help us make decision's mixed in with information from R&D we invest in, rather than relying on third party tools or being misinformed.

Having said this, picking keywords above **83** is **MORE DIFFICULT** for our company to rank for rather than the industry standard which is **40 and above** – This is a huge accomplishment and a benefit to our clients who pay our wholesale prices for the quality work we provide, and this is only finishing up with Month 2.

Some companies take a 7-12 months to accomplish this. You can pull up articles on "**How long it takes for SEO**" and you will see that our work is of value. If a client does have negative reviews, then we should be running an SEO campaign alongside an ORM campaign which is Online Reputation Management.

This will be both efforts to rank you higher on keywords that drive more business and push down links that contain bad press or negative reviews on your company. We recommend 6 months at least for both campaigns.

WHAT ARE ARTICLE OR BUCKET BRIGADES

The articles that we provide have the points alike to the "Bucket Brigades" and the writers are doing their best to make the content the most eye-catching possible. That is the point of the on-page article.

The truth is that this cannot be done without the link-building. And link-building requires content. Therefore, we must divide the resources into the on-page and off-page efforts to bridge everything and have people dragged to the site, to see the content first.

If the client listens and follows our optimization recommendations, then based on what the visitor is searching for, the visitor will find it, more or less. They find either the information or they buy a product, but yes, they find their target.

They stay on the site. If the site is selling products or services, then the time people spend is normally shorter than on the sites that provide tutorials and useful content.

CAN YOU EXPLAIN SEO EMPHASIS ON TRAFFIC VS RANKING?

Getting SEO traffic through rankings is the traditional way; as keywords move up, search clicks improve.

A traffic emphasis means that we can move up traffic to the site from a number of sources: including social, citations, search, referral sites, etc. It means the client would take less emphasis on ranking numbers and look more at overall traffic and impressions. Time is the biggest difference.

Traditional SEO traffic is slow. Some client don't care or simply don't like waiting so long

We use the following:

- Moz
- SEMRush
- Ahref
- Brightlocal
- LinkResearchTools
- Majestic
- Our team's own proprietary "CORE" analytics
- And over 30+ other tools

We can't disclose every tool we use but pretty much all the major ones recognized by the industry we utilize plus our own.

However, just so that you know, tool-specific reporting to all of our clients is available in our SEO Local & SEO Premium Proposal Campaigns.

CAN YOU BRIEFLY EXPLAIN ON-PAGE OPTIMIZATION?

The first month includes keyword research, complete site audit, on-page optimizations, post-off-page work and foundational link-building.

Keyword research will determine 90% of your on-page optimization, which is very likely missed on your website since our audit will check over 200 factors related to on-page.

WHAT DOES IT MEAN WHEN YOU ARE WORKING ON PROMOTIONS?

Please note that we normally work on a number of promotions for the site. This is simply another (promotional) type of link-building, used for maintaining and increasing the rankings.

It is a regular part of our monthly strategy and will also be included in our Work Completed Delivery.

GOOGLE ANALYTICS REPORT – GOOGLE CONSOLE

Why some reporting isn't provided for a number of reasons.

This report is normally not included in the SEO reporting at the end of each month for a number of reasons - We are normally working on a set of keywords per project, and the sustainable ranks are visible in the best way through our Rankings Report.

The "indirect rankings" that you can see in this report are not so stable and the link-building that we are working on is not really targeting these. Yes, they are more/less successful variations that get ranked along the way but we don't base our real progress on these. We provide the most reliable measurable at the end of each month - those are our Rankings Report and all the links that are normally being sent to you.

KEYWORD RECOMMENDATIONS DUE TO CONTENT

To answer your question about the keyword choices for our recommendations - since the site is not rich with content, and especially the homepage is being kept with as few changes as possible, our team finds that the best way, for the beginning, would be targeting the keywords that already naturally fall under the keywords 5starpromo.com ranks for.

Knowing how few changes your client allows us to make content-wise, and how many changes would be needed for your client to actually gain the first visible results to start winning them for other not-yet-covered areas, we would advise the recommended keywords to start from.

Sites like this one can be successful in the long run. Unfortunately, going for the searches that the site would be "new" in, would not bring fast progress. On the other hand, these recommended keywords, we can rank them. Once they have all 10 in really high positions, and once they gain some authority through that, we can see what would be the next most relevant step to take.

KEYWORD CHOICE ASSISTANCE

Some of the keywords are very short, and we are only providing the data for all of them so that you can see all the details. Here are some notes that might be useful:

* Keyword "Living water": This keyword may be extremely hard to rank, not only because it is a 2-worded keyword, but because there is already a brand with the exact keyword as their brand name: livingwater.com

*1-Word Keywords: These keywords would take the longest to rank and in some cases may not be possible for the site to target because they are too general, and would be subject to a number of topics and relevance that Google and other search engines will purpose for them.

*2-Word Keywords: These keywords would take the second-longest to rank, and in most cases will be possible to rank as long as SEO is performed for the long-term.

Your recommendation would be a mixture of keywords that matter the most to your business. You will need to evaluate based on if you wish to pursue them. Our recommendations are based on your products, niche, and providing the most effective traffic.

The score can help you with keyword selections. The Score balances between volume and competition. In general, the higher the score, the greater the opportunity. For example, some keywords may have higher volume, but will also face stronger competition. But low volume for a highly-targeted keyword may get you the business you want.

Please note that SEO is a long-term process, and if some keyword picks turn out to be less effective, we can always swap them out in the future. It isn't part of a S-Series campaign to further pursue deep analysis or suggestions on keyword beyond the general guidance that we have already provided to you. We recommend to finalizing on a set of keywords to begin with. Let us know your keyword picks to target and we will begin the next step.

KEYWORDS FOR RANKING AND WHAT NEEDS TO BE DONE IF WE ALLOW KEYWORDS?

EXAMPLE: Please note that, unfortunately, we are not able to check the rankings for keywords we are not actually focusing on.

If your client would want to start targeting more keywords, we could perform an additional keyword research and this way, provide the data for the keywords (competition, volume, and score).

However, switching the current keywords from your old ones to new ones would mean going through the initial steps again - from keyword research, re-optimizing on-page optimization, and also, the off-page strategy would need to be fully restructured. So it's better to add or remain with the original keywords unless we find that these keywords are not performing well at all.

There are 2 possible options for switching keywords

1. One option would be restructuring the strategy after all the on-page work has been done, and the other way would be upgrading to a campaign with a larger number of keywords.
2. If the campaign would be upgraded, we could update the on-page optimization after adding the keywords, and the restructuring of their off-page strategy for the following months could be done more easily.

After approval from your company we will proceed as all changes must be approved.

WHAT DO CUSTOMERS GET FOR LARGER PACKAGES: RANKING 50 KEYWORDS OR MORE?

Well, for them, even though it's only the first month, they also continued on for SEO in subsequent months. In our **SEO CORP** Month 1, our delivery is vastly different than our standard packages. The campaigns are very large.

We were optimizing for 50+, 70+ and even 120+ keywords. (more if the client chooses) We are also generating press releases distributions to NBC, CBS, and over 500 news affiliates, and that was only part of the work.

WHAT IS THE DIFFERENCE BETWEEN OUR REGULAR PACKAGES AND OUR 'X' PACKAGES?

Our STANDARD packages (non-X) are the best bang for your buck, if it wasn't we would not sell it. These packages replicate the same quality and effectiveness as reputable SEO agencies selling their services which are the same for thousands a month. However, there are two different upgrades, **tier** and **package** upgrades.

TIER UPGRADES (Starter, Advanced, Pro and Premium)

- More keywords to rank for
- More content
- More links
- More social media accounts
- and more

PACKAGE UPGRADES (Premium, Local, Premium X, Local X, SEO Corp - includes tiers in all)

PACKAGE "X" UPGRADES

- **Content Upgrade:** SEO content is written by professionals with marketing sales copy. The content is completed by writers who write for large news outlets like Associated Press.
- **Detox:** More thorough Link detox
- **Social Media:** Social Media updates and posts are more thorough/more posts
- **Backlinks:** More competitive back-link building. Receive placements on high authority sites that belong to competitors to improve measured indicators for search engines to improve organic search to the site.
- **Quality:** Backlink and content are of higher quality.

SEO Premium and SEO Local non-upgraded packages are more standard and draw from our link bank, which is huge still.

This would mean just creating a custom proposal for them. Reach out to us for our pricing on any additional services such as Content marketing, Google Adwords, Create custom proposal.

If Joe says I want to promote my product but isn't SEO already doing that? Well yes, seo is specific to organic search and does have some influence in social but its primary role is for ranking and organic ranking usually takes 3 to 6 months in order to get results.

If you are doing a product launch you don't usually have a range of months, you just have a specific day or week, and in order to coordinate it you want to release press release and ads or google news.

A good rule of thumb before recommending a package to a client is their niche/competition. If they are in a niche market or focusing on a less competitive niche in a competitive market then the standard package may work.

If the client has the budget or is in a competitive marketing like real estate, finance, etc. then the **X upgrade** or **SEO Corp** would be best to recommend. Of course, you would re-name and rebrand these packages.

WHAT IS A LINK DETOX REPORT? HOW OFTEN DO WE DO THIS?

Sometimes websites can have a large number of links.

It is possible that some of these links can lower a site quality over time, and sometimes it doesn't lower the quality of a website.

When the team finds it necessary, they perform a full link detox to remove the links that are coming from "bad neighborhoods" and could be holding back a websites ranking, or some of the rankings overall.

We usually run detox check when onboarding clients with existing websites and we run a link detox when a client needs to stop services for any reason.

If we complete detox work, it will take some time to take effect.

WHAT IS PERFORMED DURING A LINK DETOX AND HOW OFTEN?

Generally what we do is perform a merge with existing detox links, it was a manual merge where we reviewed each existing URL, so we recommend still seeing if it is necessary to further move any more of the original detox links back depending on performance.

Basically, there's no need to do any detox as long as the Rankings are doing fine. We run link detox as we feel are needed or if we feel rankings are being compromised.

IS IT IMPORTANT TO INCLUDE THE CRO & CTA ON MY WEBSITE?

CRO/CTA is custom quoted based on how much work there is to optimize a site for maximizing conversion rates and click-through action.

For a new site, while there isn't any existing data for A/B test, there's plenty of other tests, to help optimize exactly where to place text, integrate sophisticated layouts beyond what can be normally done in a regular website, and CTA, which contains the set of actions to generate higher revenue from the site.

That's the basic overview, as each site is different, and tuning and assessing what exactly needs to go into a site's CRO/CTA is our assessment of what it takes to get the job done.

PUBLISHINGS

Yes, we have developed our outreach capabilities through 12 years of relationship-building with a number of websites in all types of industries.

We have developed a process of acquiring outbound exposure and selecting sites which are good for SEO.

Our relations allow us to gain connections in various niche or exclusive sites that gives us also a wide variety of opportunities for a board range of industries. If a request doesn't succeed, we quickly move on to another potential target or work with several at a time.

LINK-BUILDING REPORTS

On some of our link-building reports you will see **ACTIVE** or sometimes **LIVE**. These status' mean that these are already and currently on the web.

"**SUBMITTED**" in most cases means it will be **LIVE**, but isn't live yet due to an approval process.

ADVANCED COMPETITIVE LINK ANALYSIS

Advanced competitive link analysis isn't necessary for every project. It's an optional add-on that uses **LinkResearchTools**. What is done is we link 25 data sources and then clean, re-crawl and verify the data. It's very expensive to run which makes our price so attractive.

SHOULD I USE FACEBOOK OR LINKEDIN FOR LEADS?

For Paid Ads, you have many options such as LinkedIn, Facebook, Google AdWords, and Twitter etc. It depends on which one is appropriate for your business or your clients business. Campaign management is about managing budgets and conversions effectively. Identify target markets. The clients fund the budget to buy the traffic and our cost is a management fee.

If a client is running an SEO Campaign we would suggest running a PPC campaign as we can use metric to optimize the SEO campaign and drive traffic to the business NOW while clients are investing in an SEO campaign. SEO and PPC are people who are actively searching for your products and services.

LinkedIn is good for franchise and corporate businesses and Facebook for general and local businesses.

NOTE: LOOK OUT FOR **RECOMMENDATIONS** ON ON-PAGE OPTIMIZATIONS

Again we are here to optimize the website and handle the SEO campaign. If the client’s website does not have content needed to best optimize the site, we will let you know if it is recommended and provide pricing for us to write content unless the client wants to provide their own.

Again, if the content is provided we will make some necessary tweaks to optimize this content using keywords chosen.

What about the web content? The installation file states: "***Recommendations:** Right below this area, add 1000 word content related to target keywords."



KEYWORD CHOICES AND OUR RECOMENDATIONS

If we provide keywords for the client to choose, we will advise that they are not recommended or possibly not recommend for this early into a campaign. (Assuming the campaign is new)

Our Month 1 process moves only as quickly as our clients or your clients allow them to. Our schedule flows as we provide assuming that your clients will respond in a timely manner and depending if they have their own developers who want to complete the on-page optimization changes. For example, it takes us 1-2 days to implement our changes after we have received approval from the client.

If our client has their own developer handle the changes and it takes 5 days to a week, then we have no option but to wait. We do not want to start Month 2 unless everything we recommend during month 1 is complete, otherwise we are optimizing a website that is not optimized to its fullest potential.

CLIENT NOT CHOOSING KEYWORDS FROM THE LIST WE PROVIDED...

I WOULD MATCH THE KEYWORDS TO THE CATEGORIES ON THE WEBSITE?

If Google likes the page already and we are moving along with it, it should be the best way to go. Creating a completely different path for Google, intentionally, and trying to make a better target than the page that is already showing results, means competing with another page on that same website. That is the reason why we analyze the website and our SEO experts invest a lot of efforts in the on-page optimization to get the best possible targets for the future work.

FACEBOOK OPTIMIZATION: WHAT IS DONE SO I CAN LET MY CLIENT KNOW.

We normally check and optimize the "About" section of social media accounts, and all of the descriptions and the back-links inside the user profiles.

We also check if the branding, categories, and logos are properly placed and if the images are of the right size. Basically, we will check and optimize all the details that are related to the brand and the website accordingly.

ON-PAGE OPTIMIZATION SCHEDULE

- Keyword Research (3-days)
- Site Audit (5-days), Validate Competitors, 200+ Factors related to on-page
- On-page optimizations. (7-days), Documented in detail, sent for approval
- On-page installations (1 day), either we install or your development team does, and we will validate.
- Post-off-page (1 day), ensure search engine indexing
- Foundational Link-building (14-days), directories, social/link-building, search engine submissions

In between we will also complete the following:

- Social media account optimizations
- Google Console/Webmaster Tools optimizations

ON THE ON-PAGE DOCUMENT I SEE A RECOMMENDATION THAT STATES 1000 WORD CONTENT RELATED TO TARGET KEYWORDS. DO YOU NOT OPTIMIZE THIS?

No content-writing is ***included in the on-page month***, but it starts as soon as the next month begins, which you are able to view in the ***proposal***. If the SEO experts and developers do not add any content on these pages when the site was provided to us or completed by us, we will recommend it on our on-page optimizations document.

Understanding the Basics before the Explanation: When we begin website projects, we always request the content from our client unless they hire us to write their own content to place on the site. This means, if the client comes to you with a website with no content, either they need to provide the content in the same manner or they can hire us to write it (hiring you then you upselling it) . This is a service.

Having said this and explaining the services, our campaigns are designed to provide a certain amount of work to optimize the website. We are responsible for Search Engine Optimizations and not content that your client has not added to the pages already, unless we are hired to write content.

We provide recommendations, because if the client provide the content to us, we would want the content to have the keywords mentioned in the doc, and place it on the recommended pages. Our prices are extremely fair for what is provided within our campaigns **and the client does have other options:**

1. We can provide content if hired to do so (*we will send our current rates – wholesale*)
2. The client can provide the content and provide it using our recommendations

If any of the options are not feasible for any reason, we can....

3. Substitute our regular writing content using the content we provide during Month 2 if the client does not want to provide the content to us ***nor*** do they want to pay more than their budget allows.

Substitution: Here is how this works. There is content writing included in the campaign during Phase 2 which is Month 2 and ongoing. We would substitute Month 2 content to create the content for the on-page optimizations.

If they chose this option, we would send an invoice for Month 2 and once this is satisfied we would write the content and complete the on-page optimizations and move on.

We would write the recommended content for the pages we provided in the document. Then we will begin the Off-Page optimizations and ongoing for the campaign. We will note complete the substitution until Month 2 invoice is satisfied of course. While we are on the subject of content, if clients which to add more content to the campaigns either once or reoccurring, simply reach out to us for our current rates.

This is **On-Page** optimizations and the content begins **Off-Page**.

WHEN DO YOU WRITE ON-PAGE CONTENT VS OFF-PAGE CONTENT

This varies from project to project. Sometimes content will be written on your site and sometimes the content will be written for your campaign off-page.

Generally, new campaigns begin with off-page postings in order to build more back-links which is important. Again, this all depends on the website and campaign strategy that is best.

NOTE: IF ON-PAGE OPTIMIZATIONS TAKE MORE THAN 30 DAYS...

It is important we provide these notes and we will invest all the time needed in your company so you can provide the best results and service to your clients and so you can be a successful SEO provider as you are a partner.

We care about our reputation and we care about yours. We **do not** want our white label clients to be in any awkward conversations or situations with their clients **at any time**.

Some SEO specialist will stretch out Month 1 Optimizations out into a duration of 3 or 4 months and continue to monthly bill just to milk the customer. This is a dishonest way of providing SEO services to clients because they are paying each month for tasks that should be completed **Month 1**.

These On-page optimizations need to be completed before we begin off-page optimizations.

The only time we revisit on-page optimizations are when we need to update or tweak anything on the website. This can all depend on the campaigns performance, Google Updates/Algorithm changes.

We literally do everything needed to optimize your client's website to rank well in Google. If the client had content on that page, we would optimize the content for it to be SEO ready.

If the SEO experts and our developers do not add any content on these pages when the site was completed, we will recommend it on our on-page optimizations document.

Additional content will need to be quoted due to the time involved. Our campaigns are priced for quality and affordability. The quality of or work, research, and the time we allocate to each campaign is carefully analyzed.

We have to quote for additional work outside of the campaign, especially when we include our content and/or marketing sales copy team because we can't just have anyone write the content.

We have articles that we write based on general information, create the content and page, and we have marketing sales copywriters who will do the research, and will base their writing on a marketing level.

We do not provide the content (unless hired), create a new page and place the content on the page. **Otherwise**, we would have to start creating content for all sites that have no content for it and we do not have wild card packages for this because the content is variable to how much a website is missing.

This seems like a large deal but really it's a rare occasion as websites usually have content for us to work with. We always do everything to make your life easier and so your client is satisfied. Please feel free to reach out on our current content rates if needed. We charge per 500 words and you are able to choose regular writing or marketing and sales copy.

Please when reviewing the below, this is only a recommendation of content so if you would like to proceed with 1000 word content, it won't hinder the campaign by adding the less expensive article, rather than the marketing copywriter.

REGULAR ARTICLES *(reach out for rates)*

500-word Article: This would be the article based on more general information and we would provide the content, create a new page and place the content on the page.

My team will provide recommendations depending on the campaign.

MARKETING COPY ARTICLES *(reach out for rates)*

500-word Article: Marketing copywriter will do the research, and will base their writing on a marketing level. We would provide the content, create a new page and place the content on the page.

A majority of sites that are brought to us for SEO have content on the pages, especially the homepage. If we have clients who begin a site with us we will let them know that the content will have to be provided by them unless they would like us to include it in the quote.

Having content missing on the pages are not common situations and I am sure the next few clients you bring on (statistically) will have content on the homepage as this should be a "basic request" by all developers when completing a website. Even if it's not professional marketing copywriting, there should be content on websites as Google finds content rich sites more attractive than sites with no content.

HOW DO YOU ALL BUILD WEBSITES?

We recommend Wordpress and we utilize agile and ultra-agile methodologies.

All our developers work in-house as part of a team with usually a team lead or two, project manager, and QA. Development goes through phases, and so our developers are assigned based on their skills and which project or parts of a project to take on.

CAN YOU SETUP SHOPIFY SITES?

Shopify isn't normally too hard to setup unless you want things like a custom theme. Are we also setting up the products and product variations as well? That might take a bit of work too depending if they have a CSV file or not so most quotes we provide are custom.

Regarding pages, we don't really charge for every page, unless there's some real substantial work on page. For product categories, for instance, we only count one category page. If it's a lot of categories, we add some time it takes to setup all the categories.

If it's just a few word differences, we don't add that as an extra page, unless you've got dozens of those pages. Again, always gather all the client's needs and then reach out to us with questions.

DO YOU USE WHITE HAT SEO STRATEGIES?

All of our SEO is White Hat and we support the efforts of Bruce Clay, LLC in preparing an industry-wide SEO code of ethics. We provide the same quality of work to both our clients and our white label members who resell our SEO services.

DO YOU PROVIDE UPDATES?

We send weekly update snippets and full month reports. The campaigns are actively managed and we always work to improve the campaign. We also use Freedcamp which is a great free resource to keep our projects organized. Reach out if you have questions about this.

Thank You.

We look forward to working with you soon.



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Thank You! Please email us
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