

SEO Growth Program

WE HELP
BUSINESS
TO GROW FASTER

EXPANDING YOUR
BUSINESS



Are you struggling to get your website to rank on the first page of Google for competitive keywords?

Do you want to drive significant revenue through online organic traffic? If so, we have the solution for you.

Meet our professional SEO expert who has a proven track record of helping companies achieve top rankings and generate impressive revenue figures.

KHM Anwar

contact@localseoserp.com

<https://localseoserp.com/>

SEO PROGRAM OVERVIEW



The SEO program is designed to help B2B, Software, Technology and IT companies to rank their websites on the first page of Google for highly competitive non-branded keywords searched by prospects and potential customers. Most of the companies that use this SEO program triple their organic traffic and on average see a 90% increase in lead generation and a 60% increase in sales Year over Year.

SEO Program Goals:

1. Identify keywords that your prospects type in on search engines when they research and look for products and services.
2. Optimize on and off-site SEO and gradually improve ranking for the keywords so they appear on the first page in organic search results.
3. Create a comprehensive content marketing strategy to capture and drive prospects to your site when they are looking for trends, best practices, checklists or are running any relevant research for the industry during awareness and consideration stage.
4. Create relevant contextual backlinks on authoritative sites to support your ranking improvements.
5. Improve conversion rates, optimize your landing pages, improve website loading speed, and fix crawling errors so nothing prevents you from ranking on the first page.

During the course of the SEO campaign I'll review your current SEO performance, analyze your competitors and create a long term SEO strategy that outlines activities, metrics and estimated results and end goal of the campaigns for the next 1 -2 years. All SEO plans include:

1. Extensive keyword and topic research
2. SEO Competitor's analysis
3. SEO audits and technical SEO
4. Backlink profile report and analysis
5. SEO strategy planning and implementation (implementation available on SEO Growth and Maximize SEO plans)
6. On-page SEO
7. Content marketing with blog posts and editorial calendar
8. White hat link building

An Overview of The SEO Program Fees

With my SEO services, you can choose the best package based on your budget and needs. As your SEO specialist, I will help you develop a strategic SEO plan, optimize your site, and improve your organic traffic.

THE GROWTH OF SEO

Approximately Per Month

\$1500.00

I will be your SEO consultant, write content, do outreach, and build backlinks for you

What is the purpose of it?

SEO and content marketing strategies for small businesses that want to improve keyword rankings, organic traffic, and generate leads using SEO.

- ✓ Intensive keyword research
- ✓ Mapping keywords
- ✓ Analyze and audit SEO
- ✓ SEO technical aspects
- ✓ Planning an SEO strategy
- ✓ Optimization of the site
- ✓ Blog post strategy and editorial calendar for content marketing
- ✓ Competitors' SEO analysis
- ✓ Writing content and blog posts for on-site and off-site publishing, 5,000 words/month (5 blog posts)
- ✓ 5 backlinks per month from high-authority publications and link-building
- ✓ Support over the phone and email for up to two hours

AN ADVANCED SEO STRATEGY

Approximately Per Month

\$2500.00

Ranking for low- to medium-competitive keywords with backlinks and content

What is the purpose of it?

In order to rank on the first page for low to medium-competitive keywords, companies need comprehensive SEO services and quality link building.

- ✓ Intensive keyword research
- ✓ Mapping keywords
- ✓ Analyze and audit SEO
- ✓ SEO technical aspects
- ✓ Planning an SEO strategy
- ✓ Optimization of the site
- ✓ Blog post strategy and editorial calendar for content marketing
- ✓ Competitors' SEO analysis
- ✓ Writing content and blog posts for on-site and off-site publishing, 10,000 words/month (10 blog posts)
- ✓ 10 backlinks per month from high-authority publications and link-building
- ✓ Support over the phone and email for up to three hours

BOOST YOUR SEO EFFORTS.

Approximately Per Month

\$3500.00

A full-scale SEO campaign for highly competitive keywords and industries with strong backlinks

What is the purpose of it?

In order to rank on the first page of search results for low to medium-competitive keywords, companies need quality SEO services and link building.

- ✓ Intensive keyword research
- ✓ Mapping keywords
- ✓ Analyze and audit SEO
- ✓ SEO technical aspects
- ✓ Planning an SEO strategy
- ✓ Optimization of the site
- ✓ Blog post strategy and editorial calendar for content marketing
- ✓ Competitors' SEO analysis
- ✓ Writing content and blog posts for on-site and off-site publishing, 20,000 words/month (20 blog posts)
- ✓ 20 backlinks per month from high-authority publications and link-building
- ✓ Support over the phone and email for up to Four hours

ADDITIONAL SEO SERVICES

We also offer additional SEO services.

Google Penalty Removal up to \$100

Up to \$100/hour for SEO consulting

An additional backlink costs \$200 and up

Development of Content

A 1000-word blog post costs \$100 and up.

Web copy costs \$200 - 450 per page.

Hourly rate for marketing consulting: \$40

Automation of marketing processes

A lead generation process

The marketing of social media

Strategies for marketing

Pay-per-click campaigns

{All prices are listed in USD}

How to rank a website on the first page of Google?

I USE A VARIETY OF SEO TECHNIQUES, TOOLS, STRATEGIES, AND TACTICS TO FIND AND OPTIMIZE KEYWORDS THAT ATTRACT POTENTIAL CUSTOMERS TO YOUR WEBSITE AND CONVERT THEM INTO PAYING CUSTOMERS.



Extensive keyword and topic research

Every SEO campaign starts with keyword research and analysis, showing the keywords your potential customers enter into Google when searching for solutions and services. Not every keyword will be relevant and included in the final optimization list. We group keywords by topic and relevance and assign them to existing pages or create new ones.



SEO Audit and Technical SEO

Leverage Google Analytics and Search Console data and various SEO tools (Ahrefs, SEMRush, SEO audits, content gap analysis) to identify gaps in SEO strategy, keyword mapping, landing page setup and optimization, technical SEO and previous SEO - Discover Activity. Create a list of actions to improve your site's SEO, internal linking, site loading speed, fix 404, 500 and crawl errors, and make sure nothing is stopping you from ranking on the first page.



Planning and implementation of SEO strategies

Create a 12-month strategic plan that includes SEO activities to optimize your key landing pages, create content for your blog, build backlinks, optimize your website's internal structure, and use keyword tracking tools, Google Analytics, and Search Console monitoring improvements.



Page optimization

Create and optimize pages for keywords identified during the keyword analysis stage. Home pages, product pages, webinars, blog posts, and press releases are all optimized for keywords with search traffic wherever possible to ensure the content on these pages answers potential customers' questions and appears on the first page of Google.

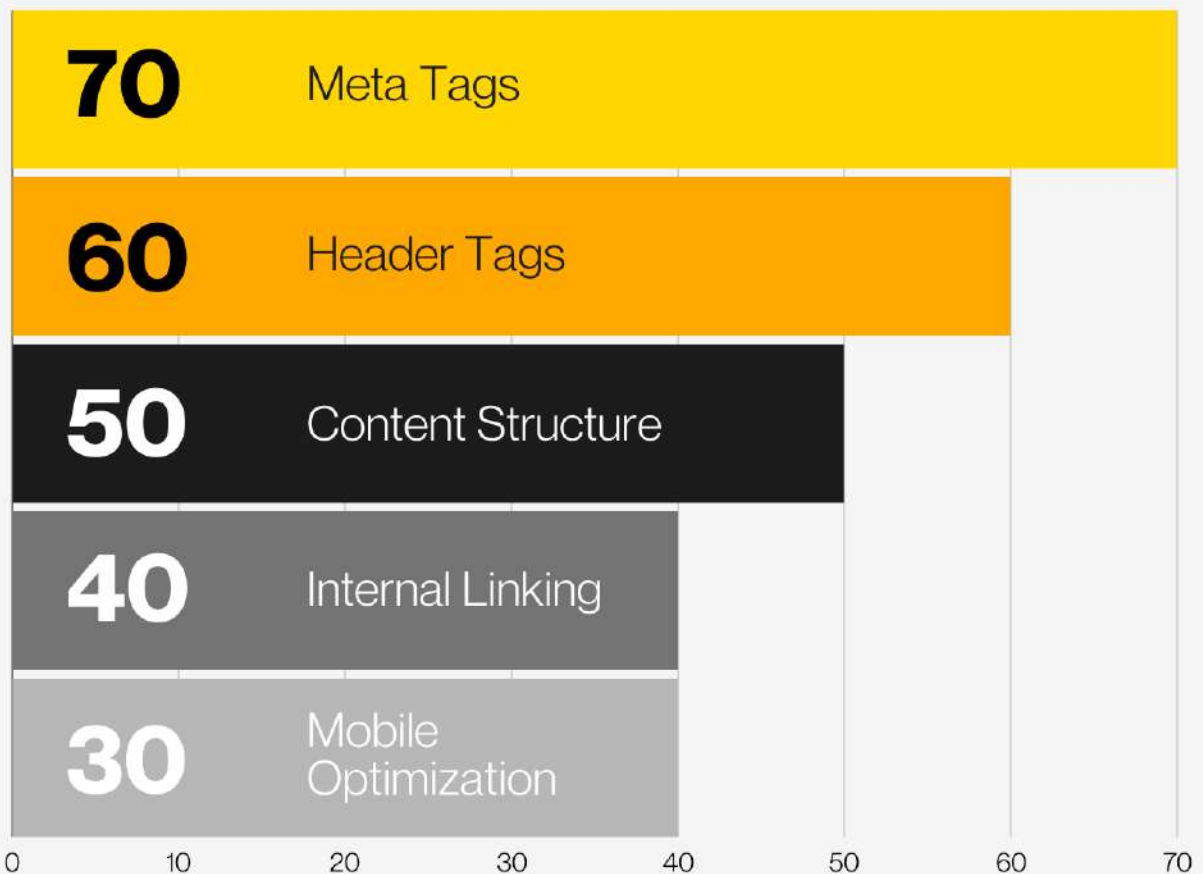


Content marketing through blog posts and editorial calendar

I work with your team and content writers to integrate SEO into your content creation process, blog posts, press releases, webinars, and other web assets. Many companies and authors are missing important elements of SEO and content marketing strategies because they focus on keywords that get no traffic and don't optimize their content after publishing. Every piece of content you publish on your website has a chance to rank on the first page and attract potential customers to your website. It can also improve internal linking and help your key service/product pages rank higher. As part of my SEO plan, I write and publish a blog post for your website each month. If you don't have a content writing team or would like me to write more blog posts for your site, you can pay to add more posts

On-Page Optimization Insights

Analyzing the impact of on-page factors, including meta tags, headers, and content structure, on search engine rankings.



Promotion and link-building through high-authority publications



Chart Description :



Examining the effectiveness of link-building campaigns in acquiring high-quality backlinks and improving domain authority.

Link building remains one of the key drivers behind ranking keywords, increasing traffic, and improving lead generation. As part of my link-building strategy, I employ content marketing by publishing quality and relevant posts on authoritative websites and media resources to increase brand mentions for my clients. I utilize tools, processes, and frameworks I've developed to optimize outreach, writing, and link placement processes efficiently and effectively. My job is to create content publishers want to publish. That means including references to facts, claims, and statements within that content and linking to your site in its body (and sometimes the author's byline) for increased branding opportunities for both you and the publisher. Getting quality contextual links and brand mentions from natural publishers is very beneficial both ways!

Every month, I get 5 to 10 do-follow posts on relevant sites with organic traffic and quality backlink profiles (I check every website on Ahrefs.com). Most sites charge US \$50 - \$300 for a single publication, plus a few hours for outreach, communication with the editor, topic research, and content creation. Therefore, link building is the most expensive and effective ranking improvement activity that consumes 50% - 70% of the monthly SEO budget. A comprehensive SEO program includes content ideation, creation, publication, and associated costs.

Link Building Process and Timeline:

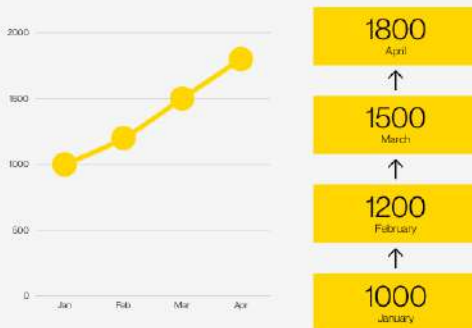
My writers will link to your website after reviewing keywords and titles. Once completed, you can review or request changes for keywords, topics, outlines, and final copies. Most links lead to your homepage, service/product pages, or blog posts using anchor texts that don't exactly match those used, giving you plenty of opportunity for review before publication.

Here is how it works: This process must work effectively (this section does not explain any technical terms).

1. I suggest keywords, topics, and sites for publication.
2. Clients are welcome to review and approve topics and sites themselves, but most prefer that I handle this aspect.
3. We write full articles using images sourced by us and 2 or 3 outbound links added as credible credibility factors for each article.
4. I send you the URL every month after submitting articles to publishers

Who is this SEO plan for?

No matter the size or stage of your business, I can help you improve your keyword rankings and organic traffic, attract new customers, and increase your MRR with performance-based SEO.



JUST Started Your Company

- You have one or more investors, or are a self-funded business that generates revenue that you want to reinvest in SEO and lead generation.
- You are still determining your product market fit and need help identifying your ideal customer profile and conducting market and keyword research.
- You want to build your online presence and optimize your SEO so that it becomes your most important lead generation channel

Growing Company

- You have determined the market fit of your product and now want to compete with other established brands and companies in the market.
- Your online presence is not strong enough and it is difficult for your potential customers to find you online when they search for your products and services.
- You have at least one full-time marketing person, or are looking to add your first marketing resource to your team

Set up a Company

- You have been in the market for over 5 years and your company is growing.
- They have a marketing team that handles website, email, social media, paid advertising, and other marketing campaigns.
- You have some online visibility, but no clear SEO strategy or first page rankings for competitive, non-branded keywords.
- You want to increase organic traffic, providing you with qualified leads and sales

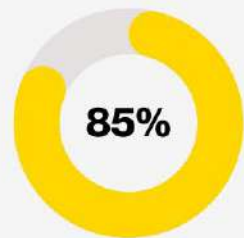
Perfect before, during or after your SEO project You might be thinking about starting SEO now, but you're not sure if it's the right time because you're in the middle of a website redesign, CMS migration, or haven't built a product yet. Since SEO is a long-term investment, we can start SEO and link building at any time, and I can support and help you implement best SEO practices for:

- Website development and content creation.
- Website migration from one domain to a new domain.
- Technology stack migration from one CMS to another.
- Website crawling challenges, where Google is unable to crawl, index, sort, and rank your content due to technical SEO issues such as pre-rendering, duplicate content, or sparse content, resulting in a poor user experience.

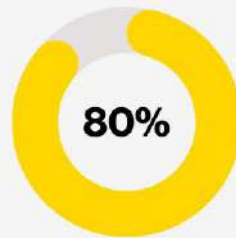
Technical SEO Audit ↘



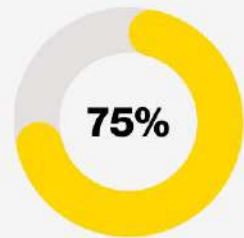
Site Speed



Mobile Friendliness



Crawlability



Structured Data

Conducting a thorough review of technical aspects such as site speed, mobile-friendliness, and crawlability to enhance search engine performance.

BRAND AWARENESS AND LEADERSHIP

Lead generation and MRR growth can put your business in front of people who want to research, invest, or compare different vendors and tools. SEO and Content Marketing aim to rank your website's landing pages, blog posts, webinars, and marketing resources on the first page for every possible keyword related to your industry.

Imagine your potential customers or investors researching and typing "data analytics best practices." Your website will appear for every search query. You are making your brand stand out as a potential provider worth considering. Organic search results are more trusted among all other marketing channels, online resources, and even recommendations from friends.



Before we start

If you think my SEO plan is a good fit and you want to increase sales through SEO, we will schedule a meeting. During our 30-minute conversation, we'll discuss your short—and long-term goals, budget, and expectations for your SEO campaign. I will provide you with an estimated time frame and price. And answer your questions to the best of my ability.

If you want to get started right away, sign a contract, agree on payment terms and start working on your website the next day.



Why is Google homepage ranking important?



During the B2B research process, 89% of B2B researchers use Google and other search engines to find companies, services, and solutions, compare providers, and read reviews (source). Almost all research in the B2B and B2C space starts with search engines. What is the first step when looking for a new supplier or product, checking its reputation and looking for alternatives? It probably started with a Google search.

95% of people don't reach the second page of Google when searching for solutions, products, services, or tools online (source). If you don't rank on the first page, you'll lose 95% of your potential customers.

The organic search traffic conversion rate is 5.66 times higher than paid search ads. Paid inbound and outbound marketing interrupts audiences with unwanted influence or distrustful results. In contrast, organic results help your prospects find the content they like and find relevant and trustworthy content. (source)

Content marketing and SEO are the most critical marketing channels for generating revenue, according to 370 marketers from B2B, SAAS, software, technology and IT companies who participated in the Visible survey.

For companies ranking on the first page of Google, organic search traffic accounts for 50-70% of sales and revenue, making it the most profitable marketing channel.

Organic search traffic generates leads 24/7 and becomes the most profitable channel once first-page ranking is achieved. It will also help you get in front of your prospects, customers, and investors as they do their online research, helping you become a thought leader in your industry.

Why work with me?

KHM ANWAR SEO EXPERTS AND DIGITAL OPTIMIZATION SPECIALIST:



I have 05 years of digital marketing and web experience to help you plan and implement a marketing strategy that generates leads, increases sales, and increases MRR. Using marketing attribution modeling and reporting, I can identify and remove bottlenecks that are holding you back while optimizing marketing campaigns to deliver positive ROI for your business.

Because I have an IT and web development background, I can see the big picture and set up the marketing and sales funnels, tools, attribution models, tracking, and web plugins needed to streamline and optimize marketing operations.

- Add an experienced growth marketer to your team for half the price of a full-time junior marketer
- My planning and execution always focus on growth, lead generation and sales
- Prioritize SEO strategies and activities that offer the most significant opportunities for growth
- Short-term strategies will bear fruit within the first 8-10 months
- Long-term strategies focus on increasing your brand awareness, generating leads from organic traffic, increasing trust in your brand, and establishing yourself as a thought leader in your industry within 1 to 3 years
- I can help you manage your marketing efforts, set up and configure tools and platforms, and hire marketing team members to grow your business
- My services are fully customizable and include only strategies and tactics to help you grow
- You work directly with me, not with an account manager
- Provide support to your team on day-to-day operational matter



BENEFITS OF WORKING WITH AN INDEPENDENT SEO CONSULTANT COMPARED TO AN AGENCY

HIRING AN INDEPENDENT SEO CONSULTANT IS A VERY POPULAR OPTION FOR MANY B2B, SAAS, SOFTWARE, TECHNOLOGY, AND IT EXECUTIVES. SEO CONSULTANTS KNOW A PARTICULAR INDUSTRY OR INDUSTRY VERY WELL AND STAY UP-TO-DATE ON THE LATEST STRATEGIES, TACTICS, AND FUTURE TRENDS. YOU WORK DIRECTLY WITH A CONSULTANT, OFTEN SAVING 50% ON THE COST OF HIRING A TEAM. BECAUSE YOU HIRE CONSULTANTS BASED ON THEIR SKILLS FOR A SPECIFIC PROJECT, THEY ALSO TYPICALLY HAVE MORE EXPERIENCE THAN FULL-TIME EMPLOYEES.



- Independent SEO experts have more experience than the SEO generalists you will find on the job market. Consultants have worked with multiple companies and projects, are familiar with different strategies, tools, budgeting methods, marketing and sales data, and know precisely how to structure and implement your strategy to achieve the best results.
 - Independent marketing consultants provide the personalized service you expect from your employees. They will become trusted advisors, providing a unique perspective, challenging assumed strategies, helping avoid missed opportunities or potential issues, and continually training and developing your team.
 - Independent SEO experts are not treated like employees, You don't have to pay payroll taxes, health insurance, paid holidays, hospital leave and sick pay, thus saving approximately 50% of your budget.
 - It is much easier to budget, plan, and negotiate a contract with an independent marketer than to commit to hiring employees. If you don't like the consultant's service or communication, you can terminate the contract unconditionally.
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Do You Still Have Questions?

⁰ You are almost done with my program overview.

You may have come to this SEO program out of curiosity. Some people do – especially those who have never worked with SEO experts and consultants before. More likely than not, though, you're looking for a good SEO agency or freelancer - one with real-world experience in your industry, proven results, a good work ethic, and a clear understanding of what it takes to get a website to show up in Google rankings. People on the first page have competitive keywords.

Whatever your reason for contacting me or reading this article, you'll want to know more about the experts and their services before you pay for 12 months. If we've sat together face to face, talked on the phone, or communicated via email, you probably have questions right now.

Let me answer some of these questions here.

How long does SEO take to work?

The honest answer is that it depends. Frustrating. But it's true. This depends on how long your website has been around, how much SEO has been done to it previously, the shape of the site, how much content it contains, its backlink profile, and many other SEO factors.

I have worked with many clients to develop SEO strategies that improved their keyword rankings and traffic over the years. In my experience, it takes 12 to 18 months for an established website that has not previously ranked for competitive keywords to appear on the first page and generate revenue through inbound marketing (SEO). Let's say you already rank on pages 2-3 for one of your highly competitive keywords. It can take about six months for your first page ranking to improve.

Do You Still Have Questions?

How does pricing work?

- 0 I charge a monthly fee for SEO services. This upfront fee depends on the number of hours you need to work on the site and the cost of publishing during the campaign. That time and cost is then amortized through monthly upfront payments. Fees are charged 100% upfront at the start of the SEO plan and then paid monthly. If you cancel or pause a 6 or 12-month SEO plan within 3 calendar days of payment, a termination fee will be charged. Canadian bills are converted to Canadian dollars and include HST.

Do you guarantee results?

I do not guarantee results - any agency doing this, please do so on your own. The SEO process involves optimizing your website to rank higher in search engines. Search engines have an extremely complex algorithm that changes every day. Anyone claiming to provide guarantees about this algorithm is not doing their job responsibly. What I guarantee is that I will cover and optimize all ranking factors and build safe and robust links so that Google has no substitute but to rank you on the first page.

What does your SEO service include?

I created a compelling SEO program that provides everything you need to rank on the first page, including keyword Research, content, SEO analysis, and link building. Since I do so much, it's actually easier to list what's not included in our services. My basic SEO plan involves writing one blog post per month for your website. It is highly recommended to blog on your website, but ranking on the first page is not mandatory. One blog post I provide each month helps us rank long-tail information requests and supports home page improvements.

There is a fee for additional donations.

My basic SEO plan also only includes link building for landing pages and a set of competitive keywords. If you have multiple competing services and websites, we optimize and build links for an additional fee.

Book a Strategy Call

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