



JAWSBANANA

Creative SEO

LATEST OFFERINGS



Jawsbanana Mission:

***To Grow your business with
maximum creative search.***



HELLO!

Heather Cavanaugh
Jawsbanana
@witwiccan

An SEO that started at
Yahoo! in 2007 and always
learning technical expertise.

Packages



1

OnPage SEO

2

Social Media

3

Inbound SEO



- 70-80% of all searchers ignore paid ads and focus only on organic results.
- SEO is the single best digital marketing avenue businesses can invest in—leads have a substantially higher close rate (14.6%).
- 82% of marketers report the effectiveness of SEO is increasing, and 42% report effectiveness is increasing significantly.
- Updating and republishing content and images can increase organic traffic by as much as 111%.
- The top-ranking page contains, on average, 1,890 words.



The "Perfectly Optimized" Page

Title & Meta Elements

Title: Chocolate Donuts from Mary's Bakery

Meta Description: Learn the 3 secrets to Mary's award-winning chocolate donuts, get times & locations for availability, and learn how to make your own donuts at home.

URL: <http://marysbakery.com/chocolate-donuts>

Uniquely Valuable

The content offers everything a searcher might want in a unique, high-quality amalgamation.

Phenomenal UX

Clear layout, solid visuals, & beautiful, simple design make the page easy to use & enjoy.

Meta Data Inclusive

The page includes authorship, an enticing meta description, and schema markup for recipes, too.

LOGO | Navigation Menu

Chocolate Donuts from Mary's Bakery

There's 3 secrets that explain why our **chocolate donuts** have won awards, generated hour-long lines, & even inspired hip-hop tracks. They are:

- Our Ingredients XYZ
- The Baking Process ABC
- Timing DEF

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Facebook Tweet

How to Get Hold of Mary's Chocolate Donuts (aka locations, pricing & availability)

How to Make Chocolate Donuts at Home (aka our recipe for the **perfect donut**)

Endorsements (including one from Homer!)

NOTE: Perhaps sadly, there's no "perfect optimization." This graphic's intent is to highlight areas that may be worthy of marketers' efforts.

by Mary D. of Mary's Donuts

Bot Accessible

There are no impediments to search crawlers reaching this page or determining it's the canonical version.

Built to be Shared

Like/tweet/+1 buttons make it easy for visitors to share on their favorite networks and provide social proof.

Keyword Targeted

Primary and secondary keyword phrases appear in prominent positions in the headline, title, & content.

Multi-Device Ready

Thanks to solidly-tested, responsive design, this page loads looking great on any device, screen size, and browser.

Created by Rand Fishkin
MOZ

Uniquely Valuable

- Page provides authentic, obvious value beyond self-promotion of the host site/author
- Content quality stands apart from the crowd by a significant margin
- Text, images, & multimedia are remarkable
- Page would be described by 80%+ of visitors as useful, high quality, & unique
- Searchers who visit would be unlikely to go "back" from the page to choose a different result

Provides Phenomenal UX

- Content and navigation elements are easily consumed/understood by users
- Design is aesthetically polished, high quality, and fit authentically with the brand
- Page layout makes scanning easy & important content elements obvious
- Page renders fast (<0.5 secs to first response; <4 secs to primary content loaded)
- A minimal number of browser requests are required to fully load the page
- Page is browser & device responsive (or specifically optimized to each as appropriate)

Keyword-Targeted

- Page targets a single searcher intent (and associated keyword phrases)
- Primary keyword phrase is the first words of the title element
- Primary keyword phrase appears in page URL
- Content is logical & comprehensive, employing related terms/phrases
- Keyword phrases are highlighted with bold/italic/sizing/etc as appropriate

Built to be Shared through Social Networks

- URL is descriptive and makes the page's topic obvious
- Includes sharing options to the optimal social networks for the page's audience
- Page has inherent sharing value (i.e. those who share it will be praised by their audiences, and additional amplification is likely)
- As appropriate, employ tags for Facebook Open Graph, Twitter Cards, etc

Multi-Device Ready

- Renders in every (popular) browser properly
- Optimized to render legibly & elegantly on every screen size
- Employs the same URL when requested/loaded on every device

Elements of an Optimized Page



Created by Rand Fishkin
MOZ

Crawler/Bot Accessible

- URL is static (contains no dynamic parameters)
- Content is unique to this URL (all duplicates canonicalize to it)
- Content loads in page's HTML (not via post-load JS/AJAX/iFrames/etc)
- No more than 4 clicks are required from any page on the site to reach the URL
- Redirects from other/older versions use 301s or rel=canonical (not 302s)
- Redirects from other/older versions come direct (no redirect chains)
- If the page is temporarily unavailable, status code 503 is returned by the server
- As appropriate, page is included in an RSS feed: RSS URL is canonicalized/redirects to original
- Meta robots tag allows crawling & indexing
- Robots.txt file does not block crawler access
- Host server does not restrict search crawler IPs
- Key page elements are character length limited:
 - Title <75 characters
 - URL <90 characters
 - Meta Description <160 characters
- URL is included in site's XML Sitemaps file

- Primary keywords are used prominently in the page headline
- Primary keyword is found in the body content 2X+
- Secondary keywords appear in headline(s)/title/body as appropriate
- Images on the page employ descriptive, keyword-rich alt attributes
- Descriptive anchor text is used in links pointing to the page

Authorship, Meta Data, Schema & Rich Snippets

- Page content is associated with the author/publisher in the markup via Google+ rel="author" or rel="publisher" attribution
- As appropriate to the content/topic/vertical, page includes schema.org microdata markup options
- As appropriate to the content/topic/vertical, page includes Google's rich snippets markup options
- Employs primary & secondary keywords in the meta description
- Meta description inspires interest & click-through from SERPs/social
- Generally avoids meta keywords (unless used for internal search)
- As appropriate to country/language, page employs hreflang



1

Creative SEO

OnPage SEO Package



1. Each Page Optimized to Rank
2. New and Refreshed Content to Increase Traffic
3. Google My Business Page Management (Google Maps, Reviews)
4. Optimized Standardized Local Listings
5. Social Media Posts
6. Constant Monitoring Site Health, url structure, page load time etc.
7. Expert Trending Keyword Research Strategy
8. Detailed Monthly Reporting

Creative SEO is 1500 - 3500 depending on site services



Keyword Rankings 1 - 10 (37)

Keyword	SERP Features	executivetowing-az.com			Volume
		04 Feb	11 Mar ▲	Diff	
1. exotic towing		2	1	+1	n/a
2. specialty towing		2	1	+1	10
3. medium duty towing		1	1	0	n/a
4. towing apache junction		7	2	+5	20
5. 24 hour towing		2	2	0	10
6. towing company		3	2	+1	20
7. towing		2	2	0	20
8. apache junction towing		12	2	+10	20
9. towing near me		3	3	0	10
10. tow service apache junction		9	3	+6	n/a



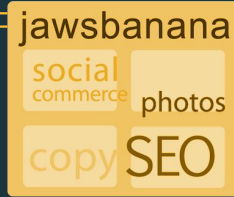
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Creative SEO

Social Media Package

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SOCIAL



1. Synced between channels to increase authority.
3. Includes FB / Twitter / Instagram / Pinterest / YouTube

Social Networking Package 1280 all 5
Social Posts **per Channel**: \$256/mo ea -
2 unique/week



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Creative SEO

Inbound Content Package

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INBOUND SEO NETWORK

- jawsbanana creates quality custom blog content around keywords. This content network is comprised of 50,000 websites and we manage 5,000,490 links.
- Linking you to sites that compliment your industry.
 - Includes monthly reporting on links and keyword rank.

10 Keywords: \$1200/national & \$950/local
Jawsbanana Creative SEO Inclusive: 4500



THANK YOU
