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JAWSBANANA

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# Creative SEO

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LATEST OFFERINGS



**Jawsbanana Mission:**

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



# HELLO!

Heather Cavanaugh  
Jawsbanana  
@witwiccan

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

# Packages



1

OnPage SEO

2

Social Media

3

Inbound SEO



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# Creative SEO

OnPage SEO Package



- 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.



2019 Info compiled by [Highervisibility.com](https://www.highervisibility.com)

# ONPAGE



1. Optimize Each Page to Rank.
2. Add Fresh Content to Increase Traffic
3. Google My Business Page Management (Google Maps, Reviews)
  4. Optimized Standardized Local Listings
5. Social Media SEO Signal Links
6. Available \*Webmaster Consultant\* Technical issues case by case
7. Blog Content
8. Monthly Reporting



## 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



## Keyword Rankings 1 - 10 (45)

Keyword	byerswrecker.com			Volume
	20 Feb	11 Mar ▲	Diff	
1. heavy towing	1	1	0	480
2. heavy towing rochester	1	1	0	n/a
3. towing rochester	2	2	0	20
4. heavy duty towing		2	+98	2,400
5. towing company	2	2	0	90,500
6. specialty towing	2	2	0	320
7. towing service	2	2	0	74,000
8. towing services	2	2	0	74,000
9. vehicle recovery	2	2	0	390
10. tow truck	11	2	+9	135,000

### f Engagement rate change

11 Dec - 10 Mar, 2019 vs 12 Sep - 10 Dec, 2018

**+401.91**



The keyword "vehicle recovery" also moved up +98 positions like "heavy duty towing", but got removed from our tracker and lost the data from past months. They were both ranking below 100th position, aka farther back than page 10.



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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  
Social Posts **per Channel:**  
2 unique/week



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## Creative SEO

Inbound Content Package

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## INBOUND SEO

- jawsbanana creates quality custom blog content around keywords.



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# THANK YOU

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