



Local SEO

Allison's Alligator

Every day, people search Google for local businesses like yours.
REAL SEO leads them to YOU!

ALLISON'S ALLIGATOR

Contact Us!

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(888) 993-6647

Our award winning
Tampa Bay digital agency
is experienced in SEO,
PPC, brand identity,
graphic design,
advertising strategy, and
web design.

What Is Local SEO?

Search Engine Optimization (SEO) is the process of positioning your website to rank highly in search results, making your website visible to people who are looking for a business like yours. **Local SEO** increases search traffic from geographic terms. For example, a restaurant wants to be visible in search results when people search on "springfield appliance repair" or "springfield pizza shop."

Good search rankings require SEO. SEO involves persistent content marketing and ongoing updates to your website. **Content Marketing** is a critical part of SEO because it builds your online brand, earns links and boosts your website's authority.

SEO has the **best long-term return on investment** because you do not pay for clicks from natural search results. This doesn't mean SEO is free. A dynamic **REAL SEO** program is needed to earn *and maintain* page one rankings. You don't get many clicks if you're not on page one.

REAL SEO is our proven to succeed SEO program that considers your budget, your business niche, and your competition. **REAL SEO** is:

- **Research** - We identify facts and information about your business, keywords and themes that attract people looking for your products and services, and lay the groundwork for the campaign.
- **End-User Value** – We design meaningful content, including articles, blogs and visual assets, that will be of genuine interest to your clients and potential clients.
- **Analysis** – We track, fine-tune and optimize the campaign to make sure it's reaching your clients, potential clients and the search engines.
- **Links** – We distribute the content to the right people and places and engage people across the web, earn links to your website and improve your search rankings.

You Can See Success!

The entire process is tracked in our dashboard and reports can be automatically sent to you. You'll see the content we create and detailed progress of your search rankings.



Local SEO

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LOCAL SEO Features	Description
Targeted Keywords	Identifies the most productive keywords for your Local SEO campaign.
Google My Business	Sets up and optimizes your Google My Business profile.
Local Listings	Yext PowerListing - 50+ Listings including Yelp, Facebook and Foursquare. Customer review monitoring and full analytics.
Article Syndication	Creates unique keyword-rich articles, each posted to a distinct website. No spun content.
Featured News	Earns an authoritative, editorially appropriate link from an independent news website or blog site.
Content Marketing	Shares all forms of content with the right people in the right places. Unique, quality content earns links, shows search engines that yours is a website of authority.
Tweet Splash	Your content is posted on Twitter profiles that are related to your business niche.
Onsite Blog	Adds fresh, engaging content to your website.
Visual Asset	A custom featured image that references a fact in your onsite blog.
Onsite Optimization	Optimizes your website for target keyword density, title tags, internal linking and rich snippet markup, including recommendations for overall website design.
Website Copy Edits	Adds target keywords to your existing web copy.
Conversion Optimization	Makes recommendations to improve conversion rate. Includes set up of lead capture form on your website.
Reporting	Provides campaign results, including rankings and conversions.
Link Audit	Reviews your link profile and determines if link cleanup is needed for optimal SEO performance.
\$10 Phone Tracking Credit	Tracks phone calls from your online marketing campaigns. Complimentary \$10 credit included in all SEO plans.

Local SEO plans range from Starter to Standard. Not all features are included in the lower tier plans.



Search Engine Optimization

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What Is REAL SEO?

SEO is the process of positioning your website to rank highly in search results, making your website visible to people who are looking for a business like yours. For example, a moving company wants to be visible in search results when people search on "best moving service." Optimum visibility in the search rankings requires SEO. SEO involves ongoing updates to your website and persistent content marketing. **Content marketing** is a critical part of SEO because it builds your online brand, earns links and boosts your website's authority.

SEO has the **best long-term return on investment** because you do not pay for clicks from natural search results. This doesn't mean SEO is free. A dynamic **REAL SEO** program is needed to earn and maintain page one rankings. You don't get many clicks if you're not on page one.

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REAL SEO is:

- **Research** - We identify facts and information about your business, keywords and themes that attract people looking for your products and services, and lay the groundwork for the campaign.
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- **Analysis** – We track, fine-tune and optimize the campaign to make sure it's reaching your clients, potential clients and the search engines.
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Search Engine Optimization

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REAL SEO Features	Description
Targeted Keywords	Finds the most productive keywords for your SEO campaign.
Article Syndication	Creates unique keyword-rich articles, each posted to a distinct, industry-related website. No spun content.
Featured News	Earns an authoritative, editorially appropriate link from an independent news website or blog site.
Content Marketing	Shares all forms of content with the right people in the right places. Unique, quality content earns links, showing search engines that yours is a website of authority.
Twitter Splash	Your content is posted on Twitter profiles that are related to your business niche.
Onsite Blog	Adds fresh, engaging content to your website.
Visual Asset	A custom featured image that references a fact in your onsite blog.
Onsite Optimization	Optimizes your website for target keyword density, title tags, internal linking and rich snippet markup. Includes recommendations for overall website design.
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REAL SEO plans range from Basic to Premier. Not all features are included in lower tier plans.



SEO News Plans

Allison's Alligator

We're All Over the News. *Come with Us!*

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SEO involves ongoing updates to your website and persistent content marketing. **Content marketing** is a critical part of SEO because it builds your online brand, has the potential to earn links and boosts your website's authority.

With traditional SEO, you expect content to be written about topics related to your business niche. The **SEO News Plan** process requires a new way of thinking—we create content that's in demand by our publishing partners.

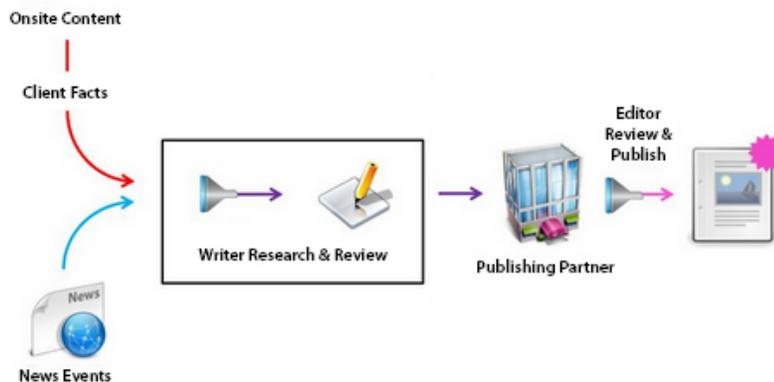
Every month, as part of our SEO News Plans process, we write content for your website that includes facts and information geared for news stories that will be requested by, or pitched to, our publishing partners.

Online local news sites want quality, unique content that's relevant to current headlines and local news stories. Problem is, they don't have reliable reporters to cover and write the stories for them. Many are having trouble finding new and interesting ways of getting good, unique content on their website. That's where we (*and you*) come in.

We've spent countless hours building a unique partnership with third party, independent websites, most of them local community news sites. We have proven our worth to our publishing partners and now, many of them routinely come to us for content.

Your business, connected to an online news piece on a reputable, local community news site—that's exactly where you want to be in today's SEO environment.

The SEO News Plans Process





SEO News Plans

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News Plans - Features	Description
Content Marketing	Shares all forms of content with the right people in the right places. Unique, quality content earns links , showing search engines that yours is a website of authority.
Onsite Blog	Interesting facts are embedded in your onsite content, in preparation for use in content placed on our publishing partners' websites.
Visual Asset	A custom featured image that references a fact in your onsite blog.
Featured News	Connects your business to a timely news story on our publishing partner's website and when editorially appropriate, earns a backlink to your website.
Article Syndication	Places articles on industry related websites.
Tweet Splash	Your content is posted on Twitter profiles that are related to your business niche.
Onsite Optimization	Optimizes your website for target keyword density, title tags, internal linking and rich snippet markup. Includes recommendations for overall website design.
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SEO News Plans tiers are Starter, Basic and Intermediate



Featured News

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Content marketing is a critical part of **SEO** because it builds your online brand, has the potential to earn links and boosts your website's authority. But, most content does not earn links. In a recent study, Buzzsumo analyzed one million articles and found a very low level of engagement—very few shares and three in four posts got zero referring domain links.¹ And, a Moz study found that 77.8% of individual pages in the top results had at least one external link from another site.² **Links do matter**—which is why **Featured News** sets your onsite content on a path to get a link from a publishing partner's website.

We start by writing content for your website that includes facts and information geared for news stories that will be requested by, or pitched to our publishing partners. We keep a database of information and facts that we've posted on your website so, when editorially appropriate, we can reference and link to the content on your website.

Local news websites want quality, unique content that's relevant to current headlines and local news stories. *Problem is*, they don't have reliable reporters to cover and write the stories for them. Many are having trouble getting good, unique content for their websites. That's where *we (and you)* come in.

We've spent countless hours building partnerships with third party, independent websites; most of them are local community news sites. We have proven our worth to our publishing partners and now, many of them routinely come to us for content.



¹ <http://buzzsumo.com/blog/50-of-content-gets-8-shares-or-less-why-content-fails-and-how-to-fix-it/>
² <https://moz.com/blog/backlinks-google-study>



Featured News

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Featured News: How We Do It

Publishing Partners	Every day, we spend hours reaching out to third party, independent website owners and build relationships with those that need reporters to cover breaking news and other stories. We show them our newsroom team and the quality of research and writing our reporters can provide for them on short notice.
Your Website Content	Interesting facts are embedded in your onsite content, typically an onsite blog post, in preparation for use in content placed on our publishing partners' websites.
Database of Facts	The facts and information posted on your website are cataloged in a database so we can quickly and easily link from a featured news story to your onsite blog post.
Result	When editorially appropriate, your onsite blog post/content receives a link from a story on a reputable, independent, third party website.
Example	<p>Hurricane is heading up the coast, predicted to hit the mid-Atlantic.</p> <p>Our publishing partner in Washington, DC places a rush order for a story about the approaching hurricane.</p> <p>Our newsroom staff begins researching the story and checks our database for blog posts that contain relevant information.</p> <p>The article includes information about hurricane preparedness, with examples of steps property owners can take to minimize hurricane property damage in the future.</p> <p>A client (window manufacturer/installer) has a blog post about hurricane proof windows. A link to the blog post is editorially appropriate for the article about the hurricane.</p>



Pay-Per-Click Advertising

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The Fast Track to Page One Search Results

What is Pay-Per-Click (PPC)?

Pay-Per-Click, or Paid Search is online advertising in which an ad for your product or service appears on the first page of Google when people search on keywords that are associated with your business. Social media platforms (Facebook) and other search engines (Bing) offer PPC opportunities too.

Features and Benefits of Pay-Per-Click:

- Works fast! Your ad can begin running the day the campaign is launched.
- You set your budget and the maximum cost-per-click you're willing to pay.
- Campaigns can be targeted to precise geographic areas and set to run on days/times of your choice.
- Retargeting campaigns show highly targeted ads to people who have visited your website.
- Google Display Network campaigns show your ads on websites that are relevant to your products and services.
- Ads can be targeted to mobile devices.
- Cost per lead is often less than other forms of advertising.
- Keyword performance can be strategically utilized to increase effectiveness of SEO campaign.
- Ideal supplement to an SEO campaign--immediate online visibility while your SEO campaign is ramping up.

You Can See Success!

Everything about your PPC campaign is reported in your dashboard. You get:

- **100% measurable results.** Our reporting software displays goals, spend, cost-per-click, and cost-per-conversion. We can tell you which keywords and ads sent traffic to your site.
- Daily updates on spend, web and phone call conversions.
- Projected and actual results.
- Comprehensive monthly report.



Pay-Per-Click Advertising

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PPC Features	Description
Opportunity Evaluation	First, we evaluate your products, services, website, goals and your competitors' online activities . If we conclude that PPC can meet your goals, we recommend a plan of action.
Conversion Goals	We help you identify your goals so we can report your exact return on investment. Tactical campaign adjustments keep results in line with goals
Conversion Optimization	We monitor the marketing metrics and adjust your campaign in an effort to reduce your cost-per-conversion.
Budget Control	Opportunities exist for very small to very large budgets. We pace the campaign to hit the budget you set.
Targeted Reach	Target a small geographic area, the entire world, or anywhere in between.
Controlled Ad Exposure	Keywords are carefully selected and grouped so that your ad will show only when a searcher is likely to be interested in your products and services.
Creative Ad Copy	Our PPC analysts write thoughtful ads, targeting the message to attract clicks only from people who are looking for a business like yours.
Fast and Flexible	Ads can start showing the day the campaign is launched and set to run on a precise schedule (your business hours, during a special event or holiday, etc.).
Daily Update	Login to your dashboard anytime and see complete campaign data, including clicks, spend, web and phone call leads and progress toward meeting your goals. Data is updated daily.
Monthly Report	Key data emailed to you in a PDF report.
Campaign Review	Regularly scheduled account review meetings ensure campaign is meeting your goals.
Google Adwords Partner	Our PPC analysts are rigorously trained, and results-driven.



Sales Lead Tracking

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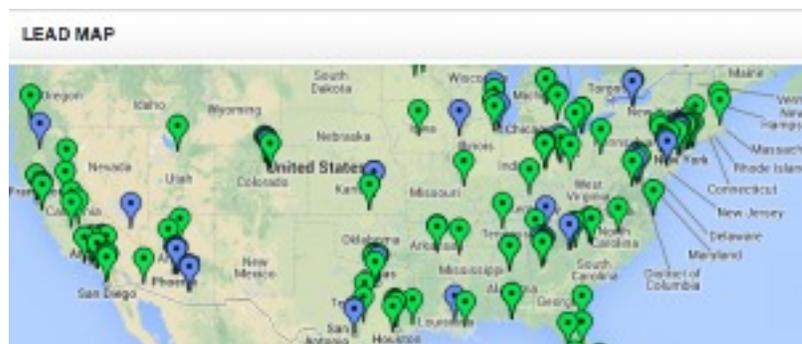
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The Guesswork Is Now Over.

Features and Benefits of Our Sales Lead Software:

- ◆ Measure the return on your investment in SEO and other marketing campaigns.
- ◆ Track phone calls and online form submissions in real-time.
- ◆ Visually analyze geographic origin of phone calls and web leads. Individual lead details associated with each lead marker.



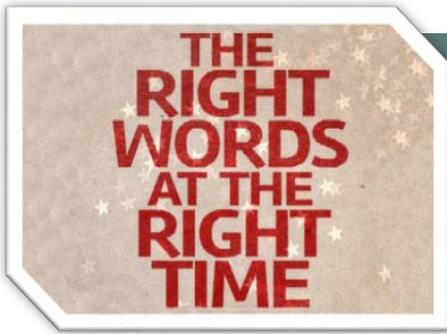
- ◆ Campaign medium (SEO, PPC, etc.) automatically identified and added to lead summary.
- ◆ Track individual leads by name, phone number, time of call and website URL.
- ◆ Use lead data to create follow up nurture campaigns.
- ◆ Log in to your dashboard 24/7 to see comprehensive details of leads and campaign progress.



Sales Lead Tracking

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Feature	Description																									
Sales Lead Map	<p>Leads are displayed on a map in your dashboard, providing visual analysis of lead origin. Green marker = phone call. Blue Marker = web lead</p> 																									
Automated Lead Source ID	<p>Software automatically detects and reports lead source for better ROI insight.</p> <table border="1" data-bbox="425 1222 1477 1467"> <tbody> <tr> <td>10/03/13</td> <td>Web Group Digital</td> <td>8920848</td> <td>webgroup-digital.c...</td> <td>Web - PPC</td> </tr> <tr> <td>10/03/13</td> <td>Alpha Creative Solut...</td> <td>4146483</td> <td>alpha-creative.com</td> <td>Web - PPC</td> </tr> <tr> <td>10/03/13</td> <td>Web Group Technology</td> <td>2079768</td> <td>webgroup-tech.com</td> <td>Web - Search</td> </tr> <tr> <td>10/03/13</td> <td>Alpha Creative</td> <td>92342899</td> <td>www.alpha-creative.c...</td> <td>Web - Search</td> </tr> <tr> <td>10/02/13</td> <td>Route</td> <td>8488391</td> <td>www.route.com</td> <td>Cold Call</td> </tr> </tbody> </table>	10/03/13	Web Group Digital	8920848	webgroup-digital.c...	Web - PPC	10/03/13	Alpha Creative Solut...	4146483	alpha-creative.com	Web - PPC	10/03/13	Web Group Technology	2079768	webgroup-tech.com	Web - Search	10/03/13	Alpha Creative	92342899	www.alpha-creative.c...	Web - Search	10/02/13	Route	8488391	www.route.com	Cold Call
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Sales Lead Graph	<p>Monthly web leads and phone calls are displayed on a graph in your dashboard.</p> 																									



Onsite Blogging

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Strategic Blogging Pays Dividends

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First, the Data

- Companies that blog are 13x more likely to generate a positive ROI.¹
- 82% of marketers who blog daily acquired a customer via their blog.¹
- 61% of U.S. online consumers have made a purchase based on recommendations from a blog.²
- Blogging increases inbound links by 97% for those companies that produce a blog.¹
- 60% of consumers feel more positive about a company after reading custom content on its site.³
- Articles with images get 94% more views than those without.⁴
- Inbound marketers who are generating positive ROI are emphasizing programs designed to get their content, and by extension their company, found. In order, blogging, organic search, and content amplification top the list. Blogging appears to have the most substantial impact on performance.¹

Our Strategy for Effective Blogging

Every blog post is well researched and includes things like facts, statistics, data, an expert opinion, etc. Then, we create a Visual Asset—a custom featured image (not a stock photo)—that illustrates a fact in the blog.

Online publishers prefer to reference factual, outstanding content that's supported with an interesting visual. In fact, we have publishing partners— independent community newspaper websites—that link to your blogs when editorially appropriate (part of our Featured News service).

The Dividends

- Every blog post is a new opportunity for your website to rank on your important keywords and send organic traffic to your website.
- Blog posts have a second home on your social media pages—another opportunity for more exposure and more sharing.
- Our Publishing Partners have social media pages where they share the content that references your blog post.
- A frequently updated blog show clients and prospects that your brand is energetic and thriving.



BuzzGraphic

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Harness the Power

An **Infographic** is a visual representation of complex information that relies mainly on graphics to tell the story.

A **BuzzGraphic** uses facts about the latest, most important, most searched for news story in your industry and places your company in the thick of it all.

The Power of the BuzzGraphic

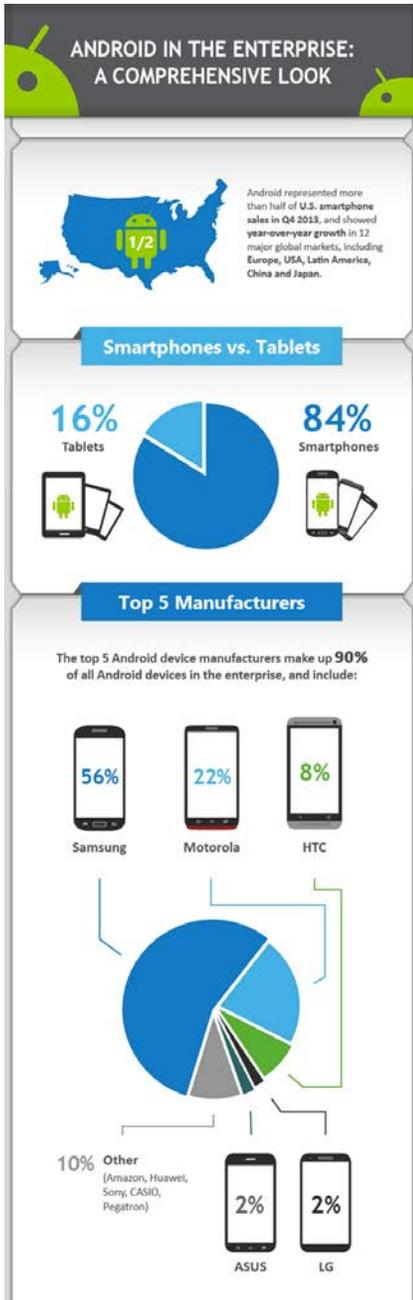
- ✦ Incorporates Newsjacking, the practice of using a hot industry news item, to draw attention to your company's online presence.
- ✦ Connects your company to the news that people are searching for online.
- ✦ High potential for sharing via social media and on industry related websites.
- ✦ Placement of BuzzGraphic on your website commands attention from visitors to your site.
- ✦ Our Top Quality Product – the Ultimate in REAL SEO.





BuzzGraphic

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Visual Asset

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Send in the Reinforcements

A big and important part of our SEO program is the **Onsite Blog**. This is where you show your customers and prospects that there are real people behind your website.

Your onsite blog brings your website to life. It has more life when you add one-of-a-kind visuals.

For an onsite blog task, we create a **Visual Asset**—a custom featured image—that references a fact in the blog. The visual asset reinforces your blog in a way that an ordinary stock photo can't.

Benefits of Visual Asset:

- Heightens your blog's visibility.
- Promotes sharing and engagement on social media.
- Creates a cohesive, professional presentation.
- Helps with outreach to our publishing partners. Publishers prefer to reference great content with a compelling visual.
- It's not a stock image! Stock photos are overused and consequently, not nearly as eye-catching and inspiring as an image designed exclusively for your blog.

