











visiSEO.com On-Boarding and Workflow Process

Step 1 Competitive Keyword Gap Analysis  Free!	Step 2 Baseline Information Collection 	Step 3 visiSEO Proposal Delivery 	Step 4 Kickoff Meeting 	Step 5 Data Analysis & Gap Report 	Step 6 Strategic Methodology & Implementation Plan 	Step 7 Assignment Plan 	Step 8 Staff Education & Training 
Our Free Offer, Competitive Keyword Gap Analysis	Baseline Information Collection	Deliver your proposal	Kickoff Meeting	Data Analysis and Gap Report	Strategic Methodology and Implementation Plan	Assignment Plan	Staff Education & Training
<p>We compare your company and a competitors top 20 shared keywords by organic search ranking, and create a report and provide you an overview of our B2B SEO services.</p>	<p>In order to prepare a your proposal we collect baseline information including:</p> <ul style="list-style-type: none"> • Services Needed (Core, Extended) Number of Keywords • How many Competitors • Ecosystem: Are there Partners, Channel Providers (Re-sellers), Industry Verticals 	<p>We meet with you and deliver our proposal that includes:</p> <ul style="list-style-type: none"> • Selected Options Summary • Statement of Work • Workflow Process • Pricing 	<p>The kickoff meeting is were we collect the details so a baseline visiSEO Radar Map can be created and a strategic methodology and implementation plan can be created:</p> <ul style="list-style-type: none"> • Previous Keyword Activities and Audits etc..Research and plans • Core and Extended (long tail) Keywords that your team would like to use • Example website implementation • Number and name of Competitors (with specific Products/Brand pages) • Vertical Industries or Markets • Key market associations • Partners • Channels/Re-sellers • Geographic requirements 	<p>We run our analytic suite of tools and deliver keyword analysis with alternate keywords, competitive research, other research (like association's keywords) The deliverables include:</p> <ul style="list-style-type: none"> • Create Keyword Report • Radar Map (starting point) • Competitive Report • GAP analysis based on Radar Map 	<p>We review elements of the previous step (Data Analysis and Gap Report) and create strategic methodology and implementation plan.</p> <ul style="list-style-type: none"> • Strategic Methodology – keywords/phrases; industries, markets, etc... • Implementation Activities 	<p>We work with your team and make sure we share:</p> <ul style="list-style-type: none"> • Matrix of Activities – Map out what we're doing and what your team is responsible for • Calendar of events 	<p>We meet with your team and train them how to manage the SEO process</p>
 <p>Copyright © 2018 – visiSEO.com / The Igneous Group</p>						 <p>Monthly and Quarterly Measurement</p> <p>We establish the cadence of measurement that works for your team including:</p> <ul style="list-style-type: none"> • Ongoing Monthly measurement report • Radar Map Assessment (Monthly) – • Reporting on assignments completed (both teams) 	