

FAST TRACK YOUR REAL ESTATE SEO

**FIND OUT WHAT TOP
SEO'S KNOW**

**5 STEP SEO
METHODOLOGY**

**WK
PR**

DOWNLOAD YOUR COPY NOW

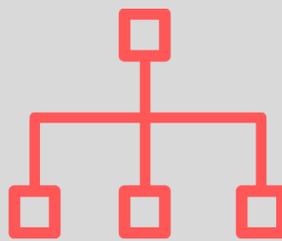
START LEARNING TODAY

SEO PROVEN METHODS

INTRODUCTION

Through our **five-phase methodology**, we help maximize the potential of your website as a business tool, build your brand reputation, and establish your name as the leader in your industry.

We believe that **SEO** holds tremendous power to change and grow businesses.



WK
PR

SEO PROVEN METHODS

5 PHASE ORGANIC SEO

1. SITE ASSESSMENT

- We will work to understand **your business**, identify its market, and find the competition.
- We will select **keywords** that are meant to drive relevant traffic to your site.
 - We will find potential challenges to the **marketing** performance of your site.
- **90%** of a campaign's success relies on the proper **selection of keywords**.



WK
PR

SEO PROVEN METHODS

5 PHASE ORGANIC SEO

2. CAMPAIGN ROADMAP

- Based on your industry, competition and the inherent *characteristics of your site*, we will create a strategy meant to match or beat the competition applying your website's structure, code, and digital footprint distribution called the **Campaign Roadmap**
- We *requisition contributors* to your project such as SEO's, Writers, Analysts, Webmasters and in the most extreme cases, seasoned experts with over a decade's worth of successful web experience. Organize activities that are meant to drive success to you in the shortest time possible.
- We report the work to you in *real time* and in some cases, require collaboration in order to achieve the best results for your campaign.
- We drive as many **strengths** to your website as we can, as soon as we can.



WK
PR

SEO PROVEN METHODS

5 PHASE ORGANIC SEO

3. ON-PAGE SEO

- We identify the technical elements of your site that can be improved to drive *better traffic performance*.
- We match the *search phrases* to the pages on your site and evaluate if your website sends the correct *semantic* signals to Search Engines regarding their **Value Proposition**, product or service.
 - We create algorithmically *appealing content* while attempting to match your marketing language in order to penetrate search filters and reach your target audience.
 - *70%* of ranking success in small markets is attributed to **On-Page** factors.



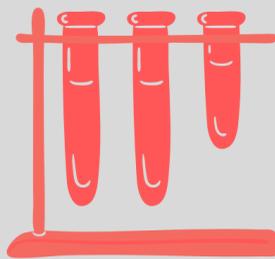
WK
PR

SEO PROVEN METHODS

5 PHASE ORGANIC SEO

4. OFF-PAGE SEO

- We look into your **digital footprint** and build your campaign based off the referral information on the world wide web about your website.
- We balance out your **anchor texts** to create a natural and balanced off-page profile.
 - We acquire inbound links to your site with our **proprietary** outreach program that acquires referral backlinks from unique publishers online, **month over month.**
- **Backlinks** still contribute to over 60% of rankings.



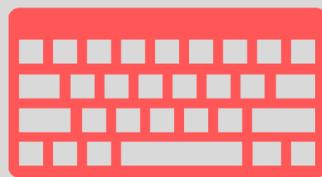
WK
PR

SEO PROVEN METHODS

5 PHASE ORGANIC SEO

5. REPORTING AND ANALYTICS

- *As a company, we have heavily invested in **technology** and provide you with real time reporting and collaboration through our **proprietary user dashboard**.*
- *Our dashboard **integrates** Analytics, Social, and Search Console data to allow business owners **holistic access** to the most important marketing data about their site. Track progress on Desktop, Tablet or Mobile.*
- ***Generate Reports and Analysis** online and in real time.*
- *Over 80% of ROI opportunity is found through **Analytics and Periodic Reporting**.*



WK
PR

SEO PROVEN METHODS

WhyKeepPayingRent.com

We are a Real Estate Marketing Service. We work with Mortgage Brokers and Real Estate Agents across the country. Some of our Services:

We Provide Lead Generation Services

We Build Custom Websites

Provide SEO Services

Video Creation



WK
PR