SEO Growth Program

Feel the relief that comes with working with a professional SEO expert who's spent the last nine years helping B2B, SaaS, Software, Technology and IT companies to rank their websites on the first page of Google for highly competitive keywords and drove seven and eight-digit revenue.

I specialize in organic SEO, Conversion Rate Optimization, and Lead Generation through inbound marketing.

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SEO Program Overview

SEO program is designed to help B2B, SaaS, Software, Technology and IT companies to rank their websites on the first page of Google for highly competitive non-branded keywords searched by prospects and potential customers. Most of the companies that use this SEO program triple their organic traffic and on average see a 90% increase in lead generation and a 60% increase in sales Year over Year.

SEO Program Goals:

1. **Identify keywords** that your prospects type in on search engines when they research and look for products and services.
2. **Optimize on and off-site SEO** and gradually improve ranking for the keywords so they appear on the first page in organic search results.
3. **Create a comprehensive content marketing strategy** to capture and drive prospects to your site when they are looking for trends, best practices, checklists or are running any relevant research for the industry during awareness and consideration stage.
4. **Create relevant contextual backlinks** on authoritative sites to support your ranking improvements.
5. **Improve conversion rates**, optimize your landing pages, improve website loading speed, and fix crawling errors so nothing prevents you from ranking on the first page.

During the course of the SEO campaign I'll review your current SEO performance, analyze your competitors and create a long term SEO strategy that outlines activities, metrics and estimated results and end goal of the campaigns for the next 1 -2 years. All SEO plans include:

1. Extensive keyword and topic research
2. SEO Competitor's analysis
3. SEO audits and technical SEO
4. Backlink profile report and analysis
5. SEO strategy planning and implementation (implementation availbale on SEO Growth and Maximize SEO plans)
6. On-page SEO
7. Content marketing with blog posts and editorial calendar
8. White hat link building

SEO Program Fee Schedule

I offer a number of SEO services and you can pick the best package for your needs and budget. I'll work with you directly to determine the specific goals you have for your business, develop an SEO strategy, optimize your website and improve your organic traffic.

Growth SEO	Advanced SEO	Maximize SEO
$3,500/month	*$5,500/month*	*$8,500/month and up*
I'll be your personal SEO consultant, write content, do outreach and build backlinks	Backlinks and content to rank for low to medium competitive keywords	Full-scale SEO campaign for highly competitive keywords and industries that require powerful backlinks
Who is it for? Companies with small marketing budgets that want to develop SEO and content marketing strategies, improve keywords rankings, organic traffic and learn how to use SEO to generate leads and revenue.	**Who is it for?** Companies that are looking for comprehensive SEO services and quality link building to rank on the first page for low to medium competitive keywords.	**Who is it for?** Companies that are looking to compete in highly competitive industries and keywords and generate 6 to 8 figure revenue with SEO.

What's covered:
- ✓ Extensive keyword research
- ✓ Keywords mapping
- ✓ SEO audit and analysis
- ✓ Technical SEO
- ✓ SEO strategy planning
- ✓ On-site optimization
- ✓ Content marketing strategy for blog posts and editorial calendar
- ✓ SEO competitor analysis
- ✓ Content and blog post writing for on and off-site publishing, 5,000 words/month (5 blog posts)
- ✓ Link building and brand mentions on high-authority publications (5 backlinks per month)
- ✓ Up to 3 hours of meetings, phone and email support

What's covered:
- ✓ Extensive keyword research
- ✓ Keywords mapping
- ✓ SEO audit and analysis
- ✓ Technical SEO
- ✓ SEO strategy planning
- ✓ On-site optimization
- ✓ Content marketing strategy for blog posts and editorial calendar
- ✓ SEO competitor analysis
- ✓ Content and blog post writing for on and off-site publishing, 10,000 words/month (10 blog posts)
- ✓ Link building and brand mentions on high-authority publications (10 backlinks per month)
- ✓ Up to 4 hours of meetings, phone and email support

What's covered:
- ✓ Extensive keyword research
- ✓ Keywords mapping
- ✓ SEO audit and analysis
- ✓ Technical SEO
- ✓ SEO strategy planning
- ✓ On-site optimization
- ✓ Content marketing strategy for blog posts and editorial calendar
- ✓ SEO competitor analysis
- ✓ Content and blog post writing for on and off-site publishing, 20,000 words/month (20 blog posts)
- ✓ Link building and brand mentions on high-authority publications (20 backlinks per month)
  Up to 4 hours of meetings, phone and email support

Prices are in USD. All plans start with a 2-month commitment. After the initial 2 months, rolling 6-month contract.

Additional SEO services
- Google Penalty Removal $500 and up
- SEO Consulting $100/hour and up
- Additional backlinks: $200 per link and up

Content Creation
- Blog post $200 and up for 1000 words.
- Website copy $300 – $750 per page

Marketing Consulting: $100/hour
- Marketing automation
- Lead generation
- Social media marketing
- Marketing strategy
- Paid campaigns

(All prices are in USD $)

How Do I Rank Websites on the First Page of Google?

I use multiple SEO techniques, tools, tactics and strategies to find and optimize keywords that will drive prospects to your website and convert them into paying customers.

1.   Extensive Keyword and Topic Research

Every SEO campaign starts with keyword research and analysis that reveals what keywords your potential customers are typing in on Google when they search for solutions and services. Not every keyword will be relevant and included in the final optimization list. We will group keywords based on topics and relevancy and will map them to existing pages or create new ones.

EXAMPLE:

Data Analytics company with an average deal size of $100,000 and 9-month sale cycle wants to optimize their homepage and be visible on search engines when its prospects in English speaking countries are searching for "data analytics."

Keyword analysis revealed that "data analytics" is a generic term that does not have a buyer intent and is searched by students and people who want to know what data analytics is. Ranking on the first page for "data analytics" will be very difficult to achieve (2 – 3 years with a monthly budget of $10,000) and traffic will have a very low conversion rate. Your prospects (IT managers, Infrastructure Directors and company owners) would be searching for keywords like "data analytics companies" or "data analytics services," which will be our goal. The suggested keyword list for optimization will include the following keywords:

Keyword	Monthly Search Volume US	CPC $	Potential Monthly Traffic (once on the first page)	Potential Leads
data analytics companies	800	35	480	14
data analytics services	250	18	150	6
data analytics company	150	35	90	3
data analytics solutions	100	35	60	2
big data analytics solutions	80	65	48	1
data analytics financial services	80	20	48	1
data analysis company	30	30	18	1
data analytics consulting company	30	30	18	1
big data analytics services	30	60	18	1
data analysis service company	10	30	6	1
Total:	1560		936	30

Where:

Monthly Search Volume US – Number of people that search for specific keywords every month in US alone. This keyword analysis was created primarily for US markets to show the potential traffic and leads. To get an estimate for worldwide traffic, multiply these numbers by 2.

CPC – Cost per click in Google Ads paid search campaign. Included for the reference to show competitiveness, budget your competitors have, and how valuable these keywords are for them.

Potential monthly traffic – Approximately 60% of those searching for a term will click on first page organic search results. Estimated number of visitors you will get when you rank on the first page.

Potential Leads – How many leads you can generate based on the average 3% – 4% website conversion rate for B2B, SaaS, Software, Technology and IT companies. Sites with inexpensive products and services can see a 10% conversion rate.

Based on the keyword analysis there is an opportunity to generate 30 monthly leads from organic search once you start ranking on the first page of Google. By taking an industry average leads to sales conversion rate of 30%, you can generate 9 sales.

2.   SEO Audits and Technical SEO

Use Google Analytics and Search Console data, and various SEO tools (Ahrefs, SEMRush, SEO audit, Content gap analysis), to uncover the gaps in your SEO strategy, keyword mapping, landing pages setup and optimization, technical SEO, and previous SEO activities. Create an action item list to improve your on-site SEO, internal linking, website loading speed, fix 404, 500 and crawling errors, to ensure there is nothing preventing you from ranking on the first page.

EXAMPLE:
The most common issues that are usually revealed by SEO analysis are:

1. Home page and internal landing pages are not optimized for keywords your prospects are searching for. Instead of including 3 – 6 mentions of relevant keywords like "data analytics solutions," the copy on-page uses "data index," "data science," "high-performance computing," all of which are very generic, irrelevant or searched by students and scientists.
2. Landing pages are over-optimized and include keywords for multiple very competitive topics. One single page includes "data analytics solutions," "data migration tools," and "data extraction software" keywords. By mixing all of these keywords on one page, you will not be able to rank for any of them on the first page. Each keyword (or set of keywords on the same topic/service) will require a separate landing page with at least 800 words of content.

3. Slow loading speed decreases your conversion rate and organic ranking on Google. Installing caching plugins, optimizing image sizes, removing unused plugins, and switching to faster hosting can solve this problem.
4. Technical errors on the site such as 500 and 404 errors, absence of SSL certificate, https and http mixed content, broken outbound links, misconfigured robot.txt, structured data, and .htaccess files can block Google crawlers and lead to errors in search index. We will create a list of issues and will ensure your website is configured properly.

3. SEO Strategy Planning and Implementation

Create a 12-month strategy plan that includes SEO activities for optimizing your key landing pages, creating content for your blog, building backlinks, optimizing the internal structure of your website, and monitoring improvements with keywords tracking tool, Google Analytics, and Search Console.

EXAMPLE:

A cloud computing company wanted to rank on the first page for all related keywords. They had a monthly budget of $10,000 to spend on organic SEO, which allowed us to target highly competitive high traffic keywords like "cloud computing" and write and publish blog posts on every possible topic, optimizing long-tail keywords.

1. We selected 3 landing pages and found relevant keywords for each of the pages.
2. Each landing page received 5 – 10 backlinks per month.
3. We planned, wrote, and posted 4 blog posts per month covering a variety of topics from trends to best practices, from challenges to checklists.
4. Created a content calendar for the year. We brainstormed ideas and topics for 20 – 30 posts that could drive organic traffic and convert them into customers.
5. We executed content marketing and link building activities for 18 months to achieve first-page ranking.

4. On-Page Optimization

Create and optimize pages for keywords identified during the keywords analysis stage. Home page, product pages, webinars, blog posts, press releases will be optimized for keywords with search traffic where possible to ensure the content on these pages is answering your prospect's questions and ranking on the first page of Google.

EXAMPLE:

Company that offers data management services wants to optimize and rank for multiple keywords like "data migration software," "data extraction software," "data capture solutions," "insurance claims OCR," and "digital transformation solutions." We created separate pages for each keyword and also found alternative keywords and close variants which also were added to

the content on each page. Close variants for "Data migration software" would be "data migration tools," "enterprise data migration," "enterprise data migration software," "data migration solutions," "data migration solutions." We also expanded the content on each page from 300 words to 800 words by adding FAQs, examples, and relevant case studies.

Webinar pages were optimized for "big data webinar" and blog posts for "data analytics trends," "data migration best practices" and etc.

5.   Content Marketing With Blog Posts and Editorial Calendar

I will work with your team and content writers to incorporate SEO into your content creation process, blog post, press releases, webinars, and other web assets. Many companies and writers are missing important elements of SEO and content marketing strategy, focusing on keywords with no traffic and not optimizing content after it gets published. Every piece of content you post on your website has an opportunity to rank on the first page and drive prospects to your site. It will also improve internal linking and help your main service/product pages rank higher. I'll write and provide one blog post for your website every month as part of the SEO program. If you don't have a content writing team or would prefer that I write more blog posts for your site, then you can add on additional posts for a fee.

EXAMPLE:

By analyzing your industry and your prospect's intent and behavior on the website, we will identify the *Informational* type of keywords—searches performed to answer questions or learn something. For example, a content calendar for the topic of data analytics will include the following keywords and suggested blog post titles:

| Keyword	Suggested blog post titles	Monthly Search Volume	Potential Organic Traffic (once on the first page)	Potential Leads
what is data analytics	What is Data Analytics - Understanding Big Data Analytics	5590	2795	28
data science vs data analytics	Data Science vs. Data Analytics - What's the Difference?	1560	780	8
healthcare data analytics	12 Examples of Big Data In Healthcare That Can Save People	1040	520	5
sas data analytics	What is SAS Analytics? Introduction to SAS Visual Analytics	520	260	3
data mining for business analytics	Data Mining for Business Analytics: Concepts, Techniques	455	228	2
data lake analytics	Azure Data Lake Analytics and U-SQL	260	130	1
advanced data analytics	Advanced and Predictive Analytics: What It Is and Why It Matters	260	130	1

future of data analytics	The Future of Business and Data Analytics	195	98	1
data analytics trends	Top Data Analytics Trends And Predictions For 2020	65	33	1
data analytics best practices	4 Ways to Implement Data Analytics Best Practices	39	20	1

I work with writers throughout the entire process from forming an idea, writing an outline, reviewing the first draft, and approving the final version. There are a few important steps that we follow to ensure that blog posts rank on the first page and drive traffic and generate leads.

1. Check posts and articles on the first page of Google and analyze structure, flow, length, and readability score. The goal is to analyze winners and write a piece that will rank on page 1-3 of Google after publishing to minimize off-site promo effort.
2. Creating a clear structure: intro, challenges, solutions, conclusion. Posts should be non-promotional.
3. At least one subhead every 300 words, no more than 150 words per paragraph. Ideal post length is 1000 to 2000 words.
4. Make sure we use universal terms and definitions, i.e., "data/automated classification" instead of "intelligent classification," "data capture" instead of "content capture." I use Google keyword planner tool and ahrefs.com to check for keyword trends and popularity.
5. Add outbound links to publications to prove claims and points we make in the post.
6. Add at least 1 – 3 forms of media (images, charts, video) to make it more engaging.
7. After Publishing – Run social promotions on major social networks.
8. Create internal links from other pages to the new post.
9. Create backlinks from third-party sites and media sources. This is the most important step in ranking your post on the first page of Google. We treat each post as a landing page.
10. Track blog post keywords ranking, impressions and traffic improvements while it moves from page 5 to page 1 of Google, usually within 2 – 6 months.

Blog posts usually covert at 0.5% – 1% rate and can be a very effective way of generating targeted traffic, improving your brand awareness, growing your remarketing lists, and generating leads.

Here is an example for one blog post about data migration checklist that started to rank on the first page and generates 1754 monthly visitors and 7 leads every month.
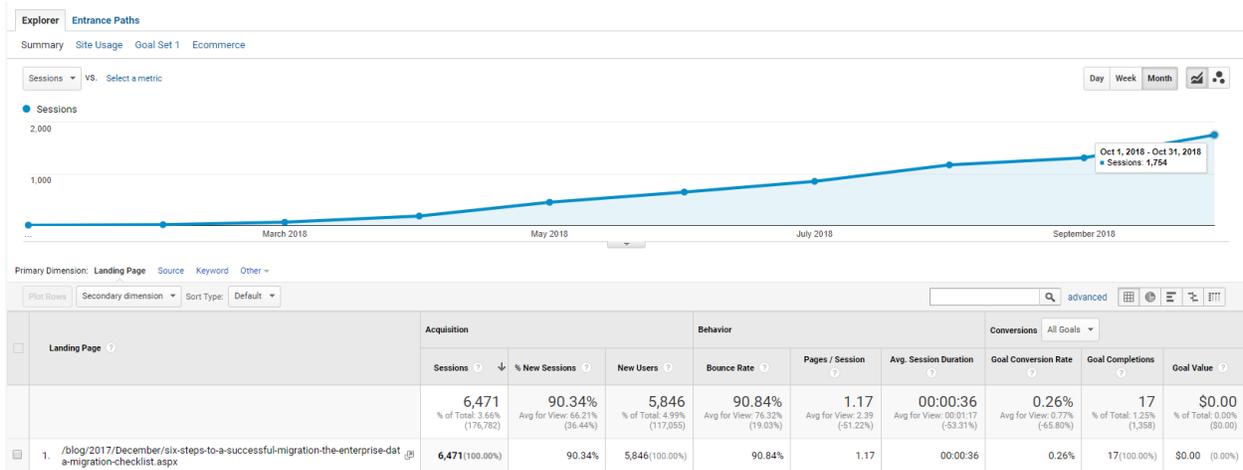
Blog posts ranked for over 552 keywords with the top performing ones being:
- Data migration checklist
- Data migration process
- Data migration steps
- Data migration

Total clicks	Total impressions	Average CTR	Average position
6.12K	131K	4.7%	19.5
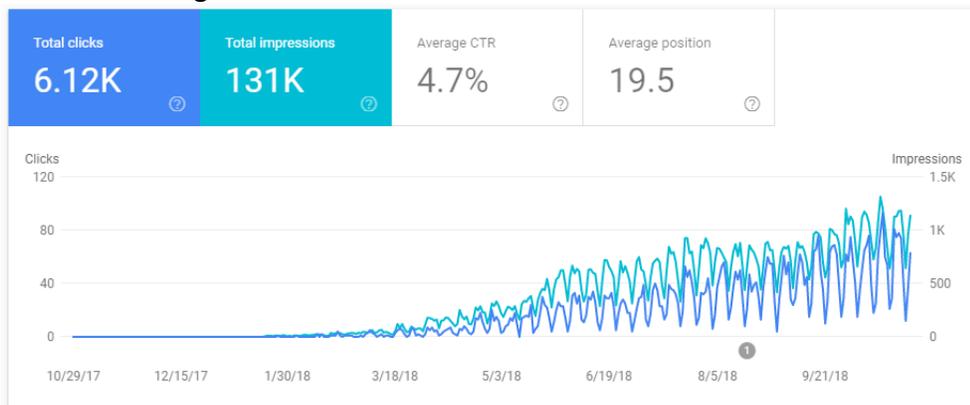
Query	Clicks	Impressions
data migration checklist	999	4,818
data migration process	465	8,998
data migration steps	170	1,846
data migration	129	25,421

6.   Link Building and Brand Mentions on High-Authority Publications

As of 2020, link building is still the most important factor in keyword ranking, growing your traffic, and improving your lead generation with SEO. I take a content-marketing approach for link building, acquiring brand mentions for my clients through content publication on high-authority sites and media resources, focusing on quality and relevance. I have worked and have relationships with hundreds of publishers, and use tools, processes, and frameworks to streamline and optimize the process of outreach, writing, and link placement. In essence, I create awesome content that publishers want to publish. Within that content, I include facts, claims, and other statements with reference links. I'll link to your site in this way, from the body of the article (and sometimes in the author byline). The publisher gets awesome content for their audience, and you get great, contextual links and brand mentions from real, quality publishers.

I aim to get 5 – 10 posts with dofollow links every month on relevant sites with organic traffic and quality backlink profiles (I do a background check for every website on ahrefs.com). Most sites charge US $50 – $300 editorial fee just for one publication, plus it takes a few hours for outreach, communication with the editor, topics research, and content writing. That makes link building the most expensive and most effective ranking improvement activity that uses 50% – 70% of the monthly SEO program budget. SEO program covers complete content ideation, creation, publication, and any associated fees.

Link Building Process & Time Frame:
You can review and approve or request changes for each keyword, topic, outline, and final copy. Upon review and approval of keywords and titles, my writers will write the full article, referencing your website as a resource within the piece, this is how I'll link to you within the article. I mostly link to the home page, services/product pages, and blog posts. I generally don't use exact keyword match anchor texts and you can have full review and approval of the final articles before we submit them for publication.

Here's a step-by-step breakdown of that process:
1. I select and suggest keywords, topics, and sites we will publish on.
2. You can review and approve topics and sites, but most clients prefer to leave it to me.
3. My team writes the full articles, sources images, and adds 2 – 3 additional outbound links to make articles credible and less promotional.
4. I submit the articles to the publishers and provide the final URL to you in the monthly report.

On average, it takes 2 – 5 weeks to publish an article once we approve keywords and start writing.

The following are a few article examples that you will get during your campaign. These aren't ones I've done (to protect the integrity of client relationships), but they are the same format, level of information, quality, and placements/sites. Within each one, you'll find examples of how I would reference, quote, or cite sources.

These are examples of how I'd cite/reference/link to your site:
https://bigdata-madesimple.com/recognition-a-new-approach-to-automated-data-capture/
https://www.dataversity.net/five-data-migration-best-practices-ensure-successful-move/
https://www.smartdatacollective.com/3-digital-transformation-trends-will-rock-ai-big-data-2018/

SEO Timeline And Deliverables

This is a breakdown of the timeline and deliverables you can expect when you work with me on the "SEO Growth" and "Maximize SEO" plans. This is not specific to each client, but just a general overview of what's included and covered in SEO services.

"SEO Growth" and "Maximize SEO" plans cover on and off-site SEO optimization for the entire site and first-page ranking for one page and set of similar keywords.

Month 1

During the first month, we will focus on analysis, on-site optimization, and planning an SEO strategy that will help you achieve your desired outcomes.

Process
- I will review your website, marketing, and sales pipelines to get a better understanding of the marketing activities, tactics, and channels that are currently working and driving leads and revenue for your company.
- By studying your online competition, we get a better idea of how difficult it will be and how long it will take to increase your ranking. We will analyze your competitor's organic traffic, keywords, backlinks, and efforts they made to gain and maintain their rankings. This will help us create the initial content for your site, which typically includes pages/posts about each of your products and services.

- Next comes on-site SEO. I'll review your site, Google Analytics and Search Console and ahrefs.com data to create an action item list to improve your on-site SEO and conversions.
- I'll plan and start writing posts and articles for content marketing/link building activities.
- I'll start an outreach campaign to find relevant sites where we can post articles with backlinks to your site.

Deliverables

- Competitor's analysis. Keyword research and mapping for your website (5 hours)
- SEO audit with a list of improvements for the website (5 hours)
- 2 hours of web development to implement the changes (2 hours)
- Backlink profile report and analysis (1 hour)
- Blogger outreach campaign and content creation for content marketing and link building (10 hours)
- Relevant contextual backlinks (1 – 5 backlinks during the first month)
- Calls and meetings to set goals, review progress and campaign details (1 hour)

Results

During this time, the process is just getting started. It takes approximately 2 – 3 weeks for Google to reindex the pages with changes and improvements and update your rankings. It is possible that you will not see any increase in traffic or leads. Remember, the results will not happen overnight and we need to be patient.

Month 2

Continue technical SEO improvements and updating the website based on the site audit results. In some cases, the website needs to be overhauled, existing pages rewritten, and new pages created. My SEO program only covers 2 hours of web development per month, which is usually enough to implement the recommended changes but not enough to redesign the entire site/pages, migrate to new CMS or complete complex technical updates. Link building activities will continue until the end of the campaign and I'll aim to create 5 – 10 backlinks per month.

Process

Continue on-site SEO improvements to ensure we fix crawling errors, create new and update existing pages. Some of the other factors and tactics are:

- Improving website loading speed, optimizing images, adding caching.
- Conversion Rate Optimization. Finding areas to improve your site to generate more leads.

- I'll review your existing content, blog posts, articles, press releases, and secondary pages to find opportunities to add or update internal links. Internal links are one of the ranking factors and can help improve organic traffic for your main pages.
- Optimization for your home and internal, service and product pages. Sometimes it requires small tweaks and sometimes we will need to create new pages and rewrite content to ensure it's optimized for keywords and prospect's intent.
- Ongoing link building activities with contextual links on relevant posts and articles on authoritative websites.
- Creating a content calendar for your company based on the keywords research. I'll find keywords with search traffic and provide guidelines for writing posts that will rank on the first page of Google and drive prospects to your site.

Deliverables
- Additional SEO reports and analysis: internal links, technical SEO, list of suggested changes (5 hours)
- Content calendar with blog topics that will drive traffic to your site
- Content optimization for your website (2 hours)
- Web development to implement the changes (1 hours)
- Blogger outreach, content writing, and links building activities through guest posts, link insertion, and skyscraper technique (20 hours)
- Contextual backlinks created for your pages and blog posts (5 - 20 backlinks)

Results
At the end of the second month, you should start seeing positive improvements in your keywords ranking where most of the keywords rank on pages 6 – 8. At this stage, it will not help you generate organic traffic as you are still far below the first page, but you will start getting occasional leads and inquiries as people find you for long-tail keywords.

Months 3 – 12

Your website will be optimized, and we will shift focus to link building activities and content creation for your blog to drive more qualified traffic and leads through content marketing. Your ranking will continue to improve month over month with some months being slow (few positions improvements) and some months very productive (few pages improvement).

Process
- We will continue with on-site SEO activities like content creation, home/service pages copy tweaks, technical optimization and fine-tuning your overall website performance. Most of the on-site optimization will be done within the first 2 months and it will turn into an ongoing activity with a much lower time allocation during the following months.

- I will provide you with one blog post every month to publish on your website in addition to the content you are already producing with your team. This will help get more content and pages optimized for informational keywords and eventually drive more targeted organic traffic to your site.
- Ongoing link building activities with contextual links on relevant posts and articles on authoritative websites.

Deliverables

- Additional SEO reports and analysis: internal links, technical SEO, list of suggested changes (2 hours)
- One blog post for your website every month (5 hours)
- Content optimization for your pages (1 hour)
- Web development to implement the changes (1 hour)
- Blogger outreach, content writing, and links building activities through guest posts, link insertion, and skyscraper technique (20 hours)
- Contextual backlinks created for your pages and blog posts (5 – 20 backlinks per month)

Results

At the end of the third month, you will see positive movement in the ranking of your keywords and this will continue to improve month over month until we reach the first page of Google. It takes 4 to 6 months to start seeing results and your organic traffic and lead generation to start picking up. Bear in mind that this is when you start seeing results, and SEO results grow over time. At some point, once you reach the first page, you may see your results taper off, and we will continue looking for other keywords, SEO optimized pages, and opportunities to increase your traffic further.

Typical ranking improvements for 3- to 4-year-old sites that never had any previous SEO can look like this:

Keyword	Monthly Search Volume US	Ranking Month 1	Ranking Month 6	Ranking Month 12	Ranking Month 18	Monthly Traffic After Month 18	Monthly Leads After Month 18
data analytics companies	800	Not in top 100	85	22	9	480	14
data analytics services	250	Not in top 100	75	31	4	150	6
data analytics company	150	Not in top 100	95	11	8	90	3
data analytics solutions	100	Not in top 100	98	14	7	60	2
big data analytics solutions	80	Not in top 100	62	9	4	48	1
data analytics financial services	80	Not in top 100	66	7	3	48	1
data analysis company	30	Not in top 100	41	13	5	18	1
data analytics consulting company	30	85	38	8	3	18	1
big data analytics services	30	Not in top 100	44	10	4	18	1

If you have an established site that has been around for at least 3 years and has over 50 quality backlinks, you can make it to the first page 1 – 3 months sooner.

Who Is This SEO Program For?

No matter what size or stage your company is at, I can help you improve your keyword ranking, organic traffic, acquire new customers, and grow MRR with performance-based SEO.

Just starting your company

- You have an investor(s) or are a self-funded company that generates revenue, and you want to reinvest it into SEO and lead generation.
- You are still figuring out product-market fit and need help with identifying your ideal customer profile and conducting market and keyword research.
- You are looking to establish your web presence and optimize your SEO to make it your main lead generation channel.
- You are committed to investing at least $4,000/month into SEO services for the next 1 – 2 years until you get to the first page and start to significantly grow your MRR.

Growing company

- You've figured out product-market fit and are now looking to compete with other established brands and companies on the market.
- You're doing at least $500k in ARR or are well funded.
- You don't have a strong online presence, and it's hard for your prospects to find you online when they search for products and services.
- You have at least one full-time marketing person or are looking to add the first marketing resource to your team.

Established companies

- You've been on the market for over 5 years, and your company is continuously growing.
- You have a marketing team that takes care of the website, email, social media, paid advertising, and other marketing campaigns.
- You have some visibility online but no clear SEO strategy and first page ranking for competitive non-branded keywords.
- You want to grow organic traffic that will deliver you qualified leads and sales.

Perfect fit before, during or after the following SEO projects

You are might be thinking about starting your SEO now but are unsure if it's the right time because you are in the midst of website redesign, CMS migration or don't have a product built yet. As SEO is a long-term investment, we can start SEO and link building at any time, and I can support and help you implement the best SEO practices for the following projects:

- Website development and content creation.
- Website migrations from one domain to a new domain.
- Technology stack migrations from one CMS to another CMS.
- Website crawling challenges where Google cannot crawl, index, sort, and rank your content due to technical SEO issues such as pre-rendering, duplicate content, or thin content leading to a poor user experience.
- Google penalties or algorithmic changes where your traffic has dropped precipitously.
- Negative or toxic backlinks that need to be properly disavowed.

Return On Investment (ROI) and Investment

The 370 marketers from B2B, SaaS, Software, Technology and IT companies who took the Bizible survey https://www.bizible.com/blog/b2b-industry-analysis-best-marketing-channels said that content marketing and SEO are the top marketing channels when it comes to generating revenue.
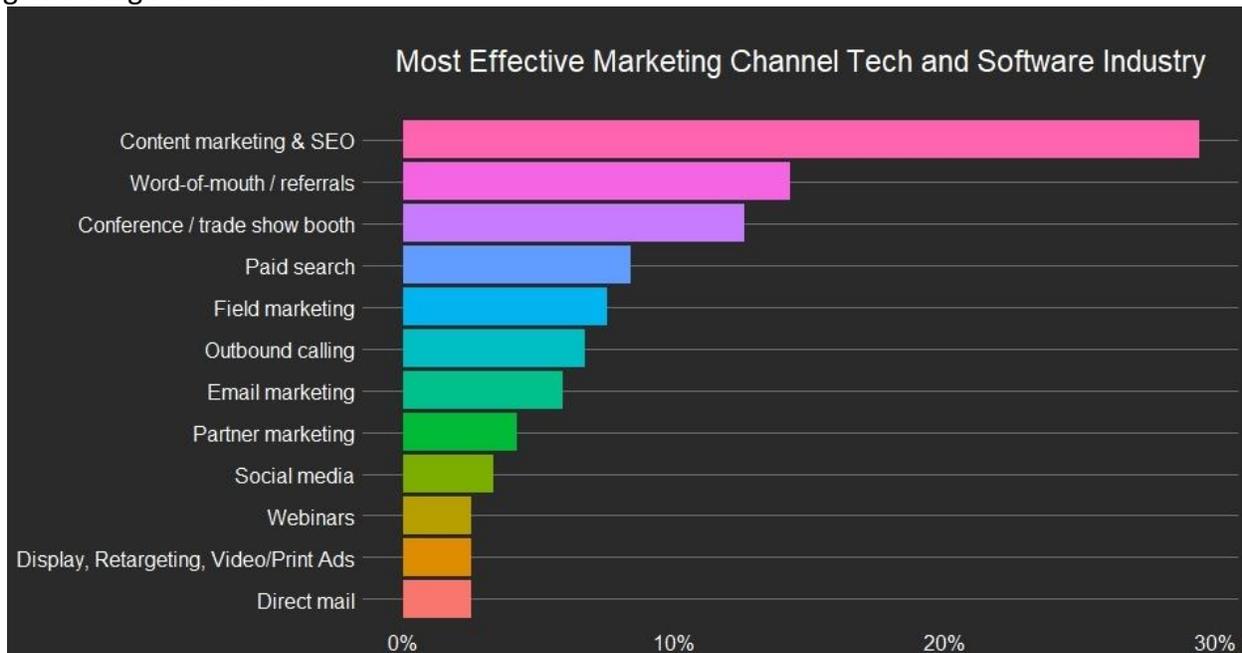
The only downside of SEO is it takes time. I work with companies where 95% of the net new sales are generated from organic traffic despite the fact that they have a comprehensive marketing strategy and paid, email, partner, and outbound marketing activities. Before we achieved first page rankings, most of their sales pipeline was driven by referrals and paid campaigns but after a year of optimization and SEO, organic traffic outperformed all other channels.

Here is what makes my SEO program an excellent investment:

Low Cost

The base cost of SEO program is $30,000, which includes everything you need to improve rankings and grow traffic. My fees, SEO tools, blogger outreach campaign, content writing, publication fees, link building, and website updates are covered, and you don't need to worry about overhead. There is no ramp-up time, we will jump on the strategy and execution right away. You will hand it over to the expert who's done SEO for B2B, SaaS, Software, Technology and IT companies for years.

Compare it to the average SEO specialist salary of $60,000 plus benefits, taxes, hiring cost and time, training, content writing, publication fees, and SEO tools, which can easily cost you over $120,000 annually. Most experienced SEOs will cost you over $100,000 in just a salary, but I offer you the same level of expertise and dedication at a fraction of the cost. I know what needs to be done to drive prospects to your site and convert them into paying customers.

High ROI

Whenever you offer enterprise services with an average deal size is over $100,000 or you sell products on your site, SEO can become a reliable source of leads and growing your MRR.

Calculating the ROI

As an example, let's look at Data Analytics Company that offers solutions and professional services in big data, cloud computing, and AI space. The average MRR per customer is $10,000 and they want to acquire 100 new customers annually. Keyword analysis shows that there is an opportunity to generate 30 leads/month with SEO from a few key pages, plus 20 – 50 additional leads from content marketing and blog posts.

Keyword	Monthly Search Volume US	Potential monthly traffic	Potential Qualified Leads
data analytics companies	800	480	14
data analytics services	250	150	6
data analytics company	150	90	3
data analytics solutions	100	60	2
big data analytics solutions	80	48	1
data analytics financial services	80	48	1
data analysis company	30	18	1
data analytics consulting company	30	18	1
big data analytics services	30	18	1
data analysis service company	10	6	1
Total:	1560	936	30

Calculating the MRR and ROI from SEO:

- Average MRR per user: $10,000/month
- ARR per user: $120,000/year
- Lead to sale conversion rate 30%
- Number of leads generated from SEO: 40 leads/month
- Number of sales generated from SEO: 12 sales/month, 144 sales annually
- Additional MRR from 12 net new monthly sales: $120,000
- Additional ARR from 144 net new annual sales: $1,440,000
- Annual SEO investment to generate 144 sales: $30,000
- ROI: $1,440,000 / $30,000 = 48:1

For every dollar you invest in SEO, you can generate $48 in sales.

This is an ideal ROI calculation and every industry and company is different. There are a few factors you need to consider for your ROI calculation:

- The above ROI calculation is the ideal scenario for a company that ranks on the first page and has an established brand, marketing and sales pipeline, and high converting landing pages. It might take you 1 – 3 years to get to that level as SEO takes time. You also need to work on improving your marketing and sales operations to be able to close deals efficiently. Before we reach the first page, your leads and MRR numbers will grow very slowly. The number of sales you will generate annually from SEO might be a single digit at the beginning.

- Depends on your industry and offering, the number of leads and MRR you generate can fluctuate a lot. Some SaaS companies with $100 – $1500/month products and services might have the potential to generate a lot of leads but will have lower ROI than companies with higher priced products ($5,000/month and higher).
- Each company uses different performance metrics and modifications in ROI calculations. You need to factor in metrics like trial to paying customer, LTV, churn rate, bookings and etc. I used rough estimates to show that regardless of the metrics you use, SEO is a very profitable channel and can generate MRR and ARR.
- You can use my ROI calculator to estimate SEO ROI for your company.

Brand Awareness and Thought Leadership

In addition to lead generation and MRR growth, SEO can make your company top of mind for everyone who is researching and looking to invest in or comparing different vendors and tools. The goal of SEO and content marketing is to rank your website landing page, blog posts, webinars, marketing assets on the first page for any possible keyword related to your industry.

Imagine your potential customer or investor is running research and typing in "data analytics best practices," "data analytics trends 2020," and "data analytics best companies/services" and for every search your website shows up, making your brand stand out and be considered as a possible vendor. Organic search results are the most trusted results among any other marketing channels, online resources, and even friend referrals.

Before We Start

If you think my SEO program would be a good fit and you want to grow your revenue with SEO, let's schedule a call. During our 30-minute conversation, we will discuss your short- and long-term goals, budget, and expectation for the SEO campaign. I will provide you with an estimated timeline, pricing, and answer your questions to the best of my ability.

If you are excited to start now, we can sign an NDA, contract, agree on the payment terms, and start working on your website the next day.

# Why is ranking on the First Page of Google Important?

During the B2B research process, **89% of B2B researchers use Google and other search engines to find companies, services, and solutions**; compare vendors; and read reviews ([source](#)). Almost all research in B2B and B2C starts on search engines. What would be the first step when looking for a new vendor or product, checking their reputation and looking for alternatives? It most likely starts with a search on Google.

B2B researchers do 12 searches on Google prior to engaging with a specific brand's site ([source](#)). How are they getting to you? It's an interesting mix—and a telling one—of [branded and category searches](#). About 71% starts with generic search queries like "data analytics best practices," "data analytics trends 2020," "data analytics in insurance" or "data analytics companies," so they're looking for trends and vendors first, not for you. If you want them to find you and not a competitor, you need to make search engine optimization (SEO) a part of your online marketing strategy. You need to optimize not only your home and landing pages but blog posts, case studies, webinars, and third-party review sites as well.

95% of people will not go to the second page of Google ([source](#)) when they are searching for solutions, products, services or tools online. If you're not ranking on the first page, you are losing 95% of your potential clients.

Organic search traffic converts 5.66 times better than paid search ads. Paid inbound and outbound marketing interrupts audiences with outreach they don't want or results they don't trust whereas organic results help your prospect find the content they love and find relevant and trusted. ([Source](#))

The 370 marketers from B2B, SaaS, Software, Technology and IT companies who took a [Bizible survey](#) said that **content marketing and SEO are the top marketing channels when it comes to generating revenue**.

Most Effective Marketing Channel Tech and Software Industry
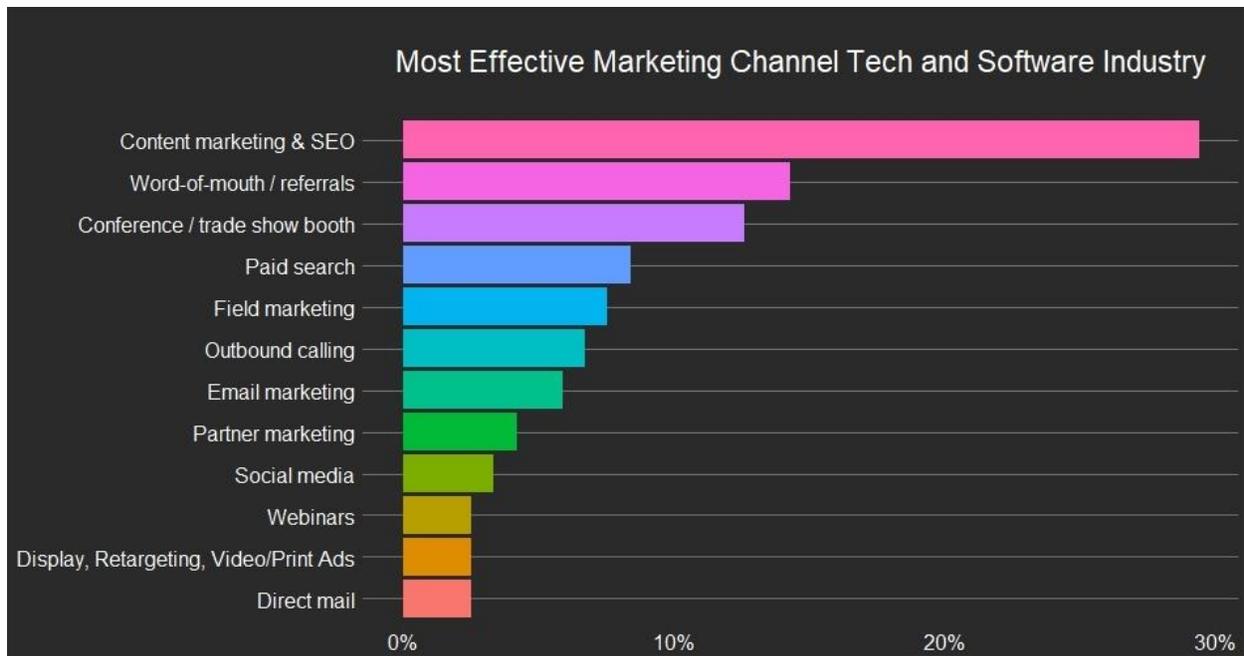
Organic search traffic is driving 50% – 70% of the revenue and sales for companies that rank on the first page of Google, making it the most profitable marketing channel.

Organic search traffic will generate leads 24/7 and will turn into the most profitable channel after first page rankings are achieved. It will also help you become a thought leader in the industry by helping you be in front of your prospects, customers, and investors when they do research online.

Why work with me?

Mike Khorev

SEO Expert and Growth Marketing Consultant

I bring 10 years of digital marketing and web experience to help you plan and execute marketing strategies that generate leads, improve sales, and grow MRR. Using the marketing attribution model and reporting, I identify and eliminate bottlenecks that prevent you from growing while also optimizing campaigns that drive positive ROI for your business.

Together with my clients, I work to define the ideal prospect persona and drive them to your site. CEOs, VPs, Directors, and marketing managers in software, B2B, and Tech companies who engage my SEO services find that their marketing now delivers leads on autopilot, allowing them to focus on scaling their companies.

Having an IT and web development background helps me see the complete picture and be able to set up the marketing and sales funnels, tools, attribution models, tracking, and web plugins needed to streamline and optimize marketing operations.

- Have an experienced growth marketer on your team for half the cost of a full-time junior marketer employee
- My planning and execution are always focused on growth, lead generation and sales
- Prioritizing SEO tactics and activities that deliver the biggest growth opportunities
- Short-term tactics will deliver results within the first 1 – 3 months
- Long-term tactics are focused on improving your brand awareness, lead generation from organic traffic, growing trust in your brand, and establishing yourself as a thought leader in your industry over the span of 1 – 3 years

- I can help you manage your marketing operations, set up and configure tools and platforms, and hire marketing team members to scale your company
- My services are fully customizable and will only include strategies and tactics that will help you grow
- You work directly with me and not an account manager
- Provide day-to-day assistance to your team on operational matters

Who I work with

Business Owners and Executives

If you have an established or well-funded B2B, SaaS, Software, Technology and IT company and need help with building or optimizing your SEO and marketing strategy to drive your sales pipeline, I can work with you as your growth expert or fractional CMO.

Marketers

I work with clients and agency-side marketers who are looking to improve their inbound marketing, SEO, and lead generation. I can consult and coach your team and can execute SEO campaigns for you. When you work with me, I become a part of your team.

Industries I specialize in

- SaaS
- Software
- Technology
- B2B
- B2C
- IT
- Medical
- Data Management
- Big Data
- Web Design and Development
- Marketing Tools
- Data Analytics
- eCommerce
- Web services

Benefits of working with an independent SEO consultant vs. an agency or in-house marketer

Hiring an independent SEO expert is a very popular option for many B2B, SaaS, Software, Technology and IT business leaders. An SEO consultant knows a particular vertical or industry extremely well and keeps up to date on the latest strategies, tactics, and future trends. You will work directly with a consultant and usually save 50% of the cost of having an employee on your team. Since you hire consultants for a specific project based on their skills, they are also generally more experienced than full-time staff.

- Independent SEO experts have more experience than SEO generalists you can find on the job market. Consultants work with multiple companies and projects and are exposed to different strategies, tools, budgeting methods, marketing, and sales data and know exactly how to build and execute your strategy to deliver the best results.
- Independent marketing consultants provide a personal level of service, the same as you would expect from your employees. They become trusted advisors that provide unique perspectives, challenge assumed strategy, help to avoid missed opportunities or potential issues, and continuously train and educate your team.
- Independent SEO experts are not treated as employees, and you will save around 50% of your budget as a result of not having to cover payroll taxes, medical insurance, paid vacations, stationary holidays, and sick leave pay.
- It's much easier to budget, plan, and negotiate your contract with an independent marketer than committing to hiring an employee. You can end a contract with no strings attached if you don't like the services or communication with the consultant.

Success Stories

The following are case studies sharing the stories of brands and companies like yours who committed to the SEO program and improved their organic traffic and grew their revenue.

Success Story #1

Overview

Client: A software company that offers automated PDF and document conversion products and services.

Offering: Document Conversion

Average MRR per client: $1000

Average Sales cycle: 1 – 3 month

The Challenge

A software company wanted to increase its ranking, organic traffic, and sales by targeting small to large businesses that are looking to optimize their PDF, document, email and fax conversion. The company had been in business for the last 5 years but was nowhere to be found for keywords like "document conversion software," "pdf conversion" and others. Potential customers were only able to find their website by looking by the brand name on Google.

The Solution

I performed a keyword analysis finding keywords their prospects would search on Google. After the keyword mapping was completed, we created 4 new landing pages optimized for a different set of keywords like "CAD to PDF conversion," "DWG to PDF Conversion," "Document Conversion Software," "Enterprise PDF conversion" and others. After landing pages were created and optimized we started link building activities. As the website didn't have enough backlinks and previous rankings for keywords, we estimated that it would take 12 months to rank on the first page.

The Results

After 12 months of SEO, keyword ranking and organic traffic have improved significantly. In total, 3 out of 4 pages ranked on the first page for the selected keywords and helped increase leads and sales.

We were able to achieve:

- 300% YoY growth in organic traffic for non-branded keywords.
- 50% YoY increase in monthly leads during the first year.
- 40% YoY increase in sales.

Success Story #2

Overview

Client: Enterprise SaaS software for Data Extraction, Capture, and Migration

Offering: Data Extraction, Enterprise OCR

Average MRR per client: $10,000

Average LTV per client: $400,000

Average sales cycle: 9 – 12 month

The Challenge

Software Company had a number of enterprise products and offerings with dedicated landing pages. Despite the fact that these landing pages were optimized by the internal team and were ranked on the first page, they only generated about 10 leads per year and were not delivering expected results. Directors and Executives were looking to find a gap in their strategy and discover why they only generate one lead per month in a competitive and high demand industry and market with thousands of searches every month.

SEO analysis revealed a number of issues with keyword mapping and optimization:

1. Incomplete keyword analysis and wrong keyword targeting. Landing pages were optimized and ranked only for keywords with very low search volumes (10 searches per month)
2. Website ranked on page 8 – 10 of Google for highly competitive, high traffic keywords. Proper keywords were not included to the landing pages copy.
3. A single landing page was optimized for two different services "content extraction" and "content capture" with very low search volumes.

4. Data Migration landing page was optimized for "intelligent content migration" keyword with only 10 monthly searches

Landing pages also didn't have any backlinks to rank for competitive keywords.

The Solution

We conducted keyword research and selected keywords for each page that have the potential to drive traffic, leads, and grow revenue. For example, instead of targeting "content extraction software" with 0 searches per month, we optimized landing page for "data extraction software" with 590 searches per month. We also selected and optimized additional keywords like "data extraction solutions," "data extraction tools" for each landing page. Since the keywords were very competitive, we estimated that it would take 15 months to rank on the first page with active link building, on-site optimization, and content marketing campaigns.

The Results

After 12 months in the SEO program, the Data Extraction page began ranking on the first page for most of the keywords and generating 200 visitors and 6 leads per month. Data Capture and Data Migration page started to rank on the first page for the majority of keywords within 18 months. We also executed a content marketing campaign with blog posts that helped double organic traffic and increase lead generation by 60%.

After the first 18 months, we achieved:

- 70% YoY growth in organic traffic for non-branded keywords.
- 60% YoY increase in monthly leads during the first year.
- 50% YoY sales pipeline growth.
- $2M in sales pipeline within 2 years from organic traffic to 3 new landing pages.

Check my blog to learn how B2B, SaaS, Software, Technology and IT companies use SEO and Content Marketing to generate 7 and 8-figure revenue.

Still Have Questions?

You've almost made it to the end of my program overview.

Now, maybe you came to this SEO program out of curiosity. Some folks do—especially those who have never worked with an SEO expert and consultant before.

But more likely, you are looking for a good SEO agency or freelancer—someone with hands-on experience in your industry, proven results, good work ethic, and a clear understanding of what it takes to rank websites on the first page of Google for competitive keywords.

Whatever your reason for contacting me or reading this, you want to know more about an expert and their services before committing to a 12-month retainer. If we were sitting face-to-face, chatting on the phone, or communicating via email, you would likely have questions by now.

Let me answer a few of those questions right here.

How Long Does SEO Take To Start Working?

The honest answer is...it depends. Frustrating, isn't it? But it's the truth. It depends on how long your website has been around, how much SEO has been done on it previously, what shape the website is in, how much content is on it, its backlink profile, and many other SEO factors.

I have worked with many clients on SEO strategy, improving their keyword ranking and traffic through the years. From my experience, it takes between 12 – 18 months for established sites with no previous rankings to start appearing on the first page for competitive keywords and start making revenue from inbound marketing (SEO).

If you are already ranking on page 2 – 3 for highly competitive keywords, it might take around 6 months to improve your rankings to the first page.

How Does the Pricing Work?

I charge a monthly retainer fee for SEO serves. That retainer fee is built based on the number of hours required to work on your website and publication fees over the life of your campaign. Those hours and fees are then amortized into a monthly retainer amount. Fees are payable 100% in advance at the start of the SEO program and then paid monthly. If you cancel or put the 6- or 12-month SEO program on hold within 3 calendar days of the payment, a kill fee will be applied. Canadian invoices will be converted to CAD$ and will include HST.

Do You Guarantee Results?

I do NOT guarantee results – any agency that does, please proceed at your own caution. The process of SEO is to optimize your website to rank higher in search engines. Search engines have an incredibly complicated algorithm that changes on a daily basis. Anyone who claims a guarantee against this algorithm is not doing their job responsibly. What I do guarantee is to cover and optimize for all ranking factors and build safe and powerful links, so Google has no choice but to rank you on the first page. My website ranks for over 2000 keywords on the first page and I'll use the same strategies and tactics for your business.

What's Included in Your SEO Services?

I have created an incredibly robust and powerful SEO program that has everything you need to start ranking on the first page, including content, SEO analysis, and link building. Since I do so much, it's actually easier to list out what's NOT included in our service. My base SEO program only include one blog post writing for your website every month. Blog posting on your site is highly recommended but not mandatory to rank on the first page. With the one blog post that I provide every month, we will be able to rank for long-tail informational queries and support main landing page improvements. Additional posts are available for a fee.

My base SEO program also only covers link building for one landing page and a set of competitive keywords. If you have multiple competitive services and pages, we can optimize and build links for an additional fee.

Next Steps

Check my blog to learn how B2B, SaaS, Software, Technology and IT companies use SEO and Content Marketing to generate 7 and 8-figure revenue.

Ready to Grow Your Company?
Book a Strategy Call

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