

How Does an SEO Package Work?

Let's look at a year of SEO services.

Description

Hire a Writer's SEO product is holistic, and is set apart from the large market of SEO scam artists by **pairing with thoughtful human analysis and world-class content and copywriting.**

SEO is a long-term strategy with many moving parts. Without access to or control over any part of HAW's full-scale SEO product, we can't make any promises about long-term or overall performance. However, it is the case that optimized blog posts gain keyword rankings and on-page cleanup can provide quick ranking gains.

Level of Access Required

To complete all parts of the audit and implementation process and conduct accurate reporting, we will need access to the following for each SEO client:

- Google Search Console
- Google Analytics
- CMS login (WordPress, Shopify, HubSpot, etc.)
- Social media accounts (if applicable)

In the event that the client does not have GSC or Analytics set up, we will set it up for you.

Deliverables

- **Initial audit**
 - Detailed page-by-page breakdown, technical issues, sitewide problems and areas for improvement.
- **Keyword campaign**
 - Through heavy keyword research, competitor analysis and discussion with the client, identifying between 50 and 100 valuable keywords that the client would like to rank for. With client approval of the campaign, we add it to a rank tracker for general ranking accountability and reporting purposes.
- **On-page SEO cleanup**
 - This is the part where we set the stage for success. It might involve a developer, although we can work around that if need be. We take issues identified in the audit and fix them. For example, if we have no H-tags set on blog posts, we go through and do that for existing content. If existing content is poorly optimized, we'd do a quick (keyword-only) opt. Metas, menus, etc.
- **Content plan**
 - A six-month plan to publish content that targets each of the keywords in the keyword campaign. Comes with a calendar, description, keyword list and sample H1.
- **Monthly content**
 - Delivering the content outlined in the content plan.
- **Monthly reporting**
 - Each month, we deliver a standardized report that shows current rankings from the keyword campaign, traffic from organic, backlinks acquired (if applicable), social traffic (if applicable), analysis of what's happened and what's next and any incidental rankings.

- **SEO social** (optional)
 - An optional add-on. Covers only strategic posting of content that could use some quick traffic for SEO purposes. Two to three posts per week, only linking to content on the site (new and existing).
- **Link building** (optional)
 - An optional add-on. Link building is undeniably a factor in ranking well, especially in competitive markets and SERPs. We don't have to do this ourselves. There are hundreds of third-party link building companies we would consider working with for this.

Engagement Period

The ideal engagement period is indefinite. At the end of the first six months, we reassess, look at progress and, if necessary, expand the keyword campaign/adjust the deliverables to meet new client needs.

Month 1

Get moving quickly:

- Initial audit
- Keyword campaign
- Content plan
- First posts delivered

Month 2

Ramp up:

- On-page SEO cleanup
- Monthly content
- Monthly reporting
- Link building (if applicable)
- SEO social (if applicable)

Month 3

Maintenance/building up:

- Monthly content
- Monthly reporting
- Link building (if applicable)
- SEO social (if applicable)

Month 4

Maintenance/building up:

- Monthly content
- Monthly reporting
- Link building (if applicable)
- SEO social (if applicable)

Month 5

Maintenance/building up/final push:

- Monthly content
- Monthly reporting
- Link building (if applicable)
- SEO social (if applicable)
- Final push for any keywords we're lagging on (INTERNAL)

Month 6

Maintenance/building up/
reassessment:

- Monthly content
- Monthly reporting
- Link building (if applicable)
- SEO social (if applicable)
- Reassess and present new plans/
changes for campaign and other
deliverables

Months 7-12

- Continuous growth, content
production, and SEO leadership and
management
- This is typically where we see the
real magic happen, with rankings
beginning to significantly tip
upward and the whole strategy
sliding into focus as we watch it
work in the real world
- We will monitor and adjust always
to ensure optimal results and
preparation for year two

In month 13, you will get a mama jama report: a huge, robust retrospective of all of the progress achieved in the full 12 months.

Learning is Always Free

Note, we are dedicated to integrity and transparency, and we believe you should understand the reports you get and the terms we use. No hiding behind gobbledygook and jargon and acronyms.

With every SEO package we sell, learning is free: we will meet with you. Walk you through stuff at your speed. Throw everything into plain light and tell you the truth. We want you to eventually know as much as we do and be fully informed about how your site is performing.



Resources You Can Start Using Today

[Our Blog](#)

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