

# Growth Program 2024

*Feel the relief that comes with working with a professional inbound marketing consultant in Tampa who's spent over a decade helping small and medium enterprises, companies with less marketing budget to rank their websites on the first page of Google for highly competitive keywords and drove seven and eight-digit revenue.*

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

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# Growth Program Overview

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This Growth Program 2024 especially focuses on SEO and inbound marketing. BUT, we want to put it on the record, we are an end-to-end solution for everything you need to turn your small company into a big BRAND. This program is designed to help B2B, B2C, SMEs, and Local Service Providers 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.
6. **Extensive Technical SEO optimization** that can lead to the exponential reduction in the bounce rate and increment in the sales conversion.

During the course of the SEO campaign we'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
6. On-page SEO
7. Content marketing with blog posts and editorial calendar
8. White hat link building

# **How Do We Rank Websites on the First Page of Google?**

We 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.

## **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.

## **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.

## **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.

## **5. Content Marketing With Blog Posts and Editorial Calendar**

We 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 blog posts for your website every month as part of the SEO program. In case, you don't have a content writing team or would prefer that We write more blog posts for your site, then you can add on additional posts for a fee.

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

As of 2024, link building is still the most important factor in keyword ranking, growing your traffic, and improving your lead generation with SEO. We 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. We 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, We create awesome content that publishers want to publish. Within that content, We 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.

We aim to get maximum dofollow links every month on relevant sites with organic traffic and quality backlink profiles (We 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. For more, you can always get book a free consultation with me to understand the action plan and deliverables.

# **Who Is This Growth Program For?**

No matter what size or stage your company is at, We can help you improve your keyword ranking, organic traffic, acquire new customers, and grow MRR with marketing and lead generation services.

## **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 marketing 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 website to make it your main lead generation channel.
- You are committed to investing at least \$400/month into marketing services for the next 12 months or 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 We 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. We 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 & High ROI**

The base cost of SEO program is minimal, 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, B2C, SMEs, and local service providers for over a decade.

Compare it to the average SEO specialist salary plus benefits, taxes, hiring cost and time, training, content writing, publication fees, and SEO tools, which can easily cost you over \$6,000 annually. Most experienced SEOs will cost you over \$100,000 in just a salary, but We offer you the better level of expertise and dedication at a fraction of the cost. We know what needs to be done to drive prospects to your site and convert them into paying customers.

## **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.

### **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 FREE CONSULTATION CALL. During our 60-minute conversation, we will discuss your short- and long term goals, budget, and expectation for the SEO campaign. We 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 work with us?**

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At Local2 Global Group, we bring an experience of over a decade in 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, we identify and eliminate bottlenecks that prevent you from growing while also optimizing campaigns that drive positive ROIs for your business.

Together with our clients, we 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 our 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 us 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.
- Our 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 3 – 6 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
- We can help you manage your marketing operations, set up and configure tools and platforms, and hire marketing team members to scale your company.
- Our services are fully customizable and will only include strategies and tactics that will help you grow.
- You work directly with us and not an account manager.
- Provide day-to-day assistance to your team on operational matters.

### **Industries We specialize in**

- ◆ Technology
- ◆ B2B
- ◆ B2C
- ◆ IT
- ◆ Medical
- ◆ Data Management
- ◆ Web Design and Development
- ◆ Marketing Tools



- ◆ Data Analytics
- ◆ eCommerce
- ◆ Web services
- ◆ AV Rentals
- ◆ Packers and Movers
- ◆ Repair Industry
- ◆ Construction Industry
- ◆ Local Businesses of different niche

## **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.

We have worked with many clients on SEO strategy, improving their keyword ranking and traffic through the years. From my experience, it takes between 6– 8 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.

## **Do You Guarantee Results?**

We 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 We 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. Some of the websites I have worked with 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?**

We 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 We do so much, it's actually easier to list out what's NOT included in our service. My base SEO program only includes ten blog posts writing for your website every month. Blog posting on your site is highly recommended but not mandatory to rank on the first page. With those ten blog posts that we provide every month, we will be able to rank for long-tail informational queries and support main landing page improvements. Additional posts are available if deemed necessary....

**Ready to Convert Your Company into a BRAND?**

**Contact me on WhatsApp +1 (813) 297-4650**

**<https://local2globalgroup.net>**