**SEO Strategy**

* Keyword research and analysis to identify the top 20 keywords in relation to industry and geographic region ‘
* Manual submission to top engines
* Keyword ranking reports each month to assess progress (Google, Yahoo and Bing)
* High rank incoming links
* Local business submission to Google Maps / Yahoo / Bing
* 50 local directory submissions
* Leverage of proprietary custom SEO software
* Sitemap creation and submission
* Schema Markup