

Subject: Fwd: Wellspring SEO
From: Eric Newkirk <newekirk@gmail.com>
Date: 1/17/2019, 4:22 PM
To: Jim Pollard <jmpollard3@gmail.com>

Erica is going to add some words to our website. I am not sure where. We will see what she does and then we can make changes if they are needed.

Thanks

----- Forwarded message -----

From: Foreseen Marketing <foreseenmarketing@gmail.com>
Date: Tue, Jan 15, 2019, 10:11 AM
Subject: Re: Wellspring SEO
To: Eric Newkirk <newekirk@gmail.com>

Eric,
No problem! I can definitely work on adding the SEO Yoast paid plugin.
I should be able to get to this by the end of the week!

As far as adding the wording in the text on your site, that is something that I can do if you are comfortable with that. Most people like to control how exactly the wording is on their site so I tend to push people towards coming up with that wording in a way that they feel best matches their language.

Let me know what you think about if you all would like for me to make some wording adjustments or if you would.

The wording that would trigger the keywords are any of the following in just about whatever form makes the most sense in the sentence structure.
"Church in Wake Forest NC, Church in Youngsville NC, Church in Heritage, Church in Rolesville NC"

Let me know which way you would prefer to go about it.

Erica

On Mon, Jan 14, 2019 at 8:28 AM Eric Newkirk <newekirk@gmail.com> wrote:

Hi Erica!

Sorry for the late reply we hosted a discipleship weekend training all weekend.

Thank you for helping us out with this. I also want you to know how appreciative I am for the price reduction. Wow! That is very generous of you. Thank you!

Would you be able to add the \$89 SEO Yoast plugin (i think it was \$89).

In your previous email, you mentioned "making a few shifts in the wording on each page to include some of your keywords in the context of the page."
Is that something you would be able to do or is that something that we would do? If we were to do it what keywords would we want to add.

Thank you!

On Fri, Jan 11, 2019 at 1:55 PM Foreseen Marketing <foreseenmarketing@gmail.com> wrote:

Eric,

I hope you all are doing well!

I just wanted to touch base with you about the SEO work, if you all have any questions at all about the work or if there is anything from my previous email that you would like me to take another look at, please let me know!

Again, I do think making a few shifts in the wording on each page to include some of your keywords in the context of the page, as well as subscribing to SEO Yoast plugin, and considering to pay for google adwords will help greatly as well as the other suggestions listed in the previous email.

I also believe that really pushing your social media presence through an engaging content calendar that has posts that will link to your site would be very beneficial as that will drive more traffic to your site. I also believe that you will get more "bang for your buck" through Facebook ads since that is where people naturally are each day.

I love the work that you all are doing for Wake Forest and I am happy to play any role I can to help out your ministry!

I am sending an invoice to your email today, I know the original price mentioned was \$500, however, I am discounting it to \$350. It can be paid at anytime online through a card on the invoice or a check can be sent to:

700 Spring Falls Dr #207
Raleigh NC, 27609

Have a great day!
Erica Switzer

On Mon, Dec 31, 2018 at 2:45 PM Foreseen Marketing <foreseenmarketing@gmail.com> wrote:

Eric,

I hope you all had a good Christmas!

Below is a list of what work I did to the site and some suggestions I have moving forward for you all!
There should be improvements noticeable in the coming days.

Work Log:

I enabled SEO Yoast the free version, which is a plugin that allows your site to identify keywords for each page in order to improve the SEO rankings.

I added the focus keyword "church in wake forest" to each page on the website under the SEO Yoast.

I added the following captions, descriptions, alt text, and to all of the images in the media on your site,
"Church in Wake Forest NC, Church in Youngsville NC, Church in Heritage, Church in Rolesville NC, Heritage High School"

I updated each page's snippets to have a description of the page on google so that your page can be more clearly understood and lead to more clicks from a google search.

Suggestions:

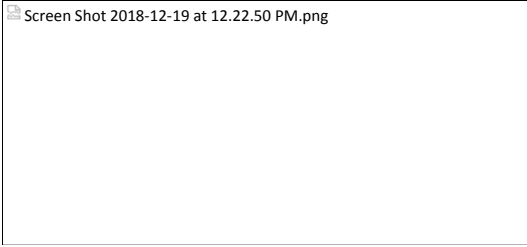
I would suggest doing is in the wording of each page of your website to reword parts of the text to include some of these key phrases, this will help the SEO immensely.

There is a paid version of the SEO Yoast plugin is \$89 a year, if you're interested in adding the paid version, we can do that, which would give us the ability to add more than just one keyword per page that your site will be seen by, which would widen the searches that bring up your page.

Let me know if you can think of any other areas where I can help!
Erica Switzer

On Wed, Dec 19, 2018 at 11:30 AM Foreseen Marketing <foreseenmarketing@gmail.com> wrote:

I am sharing a screenshot of where your current keyword rankings are at the moment, these are the keywords in order of where people have landed on your website. If you look at the position next to keyword that is where it is currently performing on Google.

 Screen Shot 2018-12-19 at 12.22.50 PM.png

From these and from your suggestions, I will add in the other keywords like Youngsville, Rolesville, "near me", etc.

I can keep a log of the changes and share it with you and your team!

I can get started on this today and have a log over to you all of the changes by the 26th if that is ok!

Let me know if you have any questions!!

Erica

On Tue, Dec 18, 2018 at 11:38 AM Eric Newkirk <newekirk@gmail.com> wrote:

Hi Erica!

I am thrilled that you will be helping us in with our SEO stuff. We really need it. Thank you.

A Couple of things:

1. I would focus on targeting primarily Wake Forest (and North) Youngsville, Rolesville i.e. over Raleigh.
2. When I do a google search for "churches wake forest nc" on my laptop it just came up on the top middle of page 4.
3. The current person maintaining the website asked if you would you be able to put together an activity log of some of the changes. This way he will be in the know of changes.
4. Good suggestion to connecting Facebook to the website.
5. Do you know when you will be able to begin making some of the changes and how bad is our current SEO stuff?

If you need anything else please feel free to let me know

Thank you Erica!

On Tue, Dec 18, 2018 at 10:47 AM Foreseen Marketing <foreseenmarketing@gmail.com> wrote:

I can send you an invoice!

As of this morning, you all are ranked 109th and on the 9th page on google for "churches in Raleigh NC" and on the first page and 8th overall for the search "churches in wake forest NC"

What do you want your push to be, are you wanting to broaden beyond the Wake Forest specific region into those who are more generically searching for churches in Raleigh? Or would you rather push for another google search that is more tied specifically into the wake forest and other surrounding areas? I believe that is more of a strategy question for you and your team of where your reach is trying to pull from geographically.

If I was you, I would boost the SEO to be targeting exactly the reach that your strategy is reaching out to, so let me know any keywords or any specific phrases that you would like to include, if any other than "churches in Raleigh / WF / etc", and I will make sure to add those to make sure that your site is performing better in those areas and effectively reaching those who are looking for a church.

After then if I was you, I would make sure that your social media plan and calendar is strategically posting content that is relevant to your church and also to those who do not attend your church, making sure that you are linking from your social media profiles to your website, that will help boost the traffic there as well which will help the performance of your site on google as well. Most people are on social media several times a day and if they are seeing content that is valuable to them they will be more likely to land on your website because you are reaching them where they already are spending their digital time.

Let me know if there are any other questions I can answer! And any other keywords/phrases that I can include to work on boosting the SEO of your site!

Erica Switzer

On Tue, Dec 11, 2018 at 3:28 PM Eric Newkirk <newekirk@gmail.com> wrote:

Hi Erica!

Thank you very much for looking into this. I would like to move forward. What is the best way to pay the \$500.

How is our current ranking? And can you help us think through what through what we can do to capture more attention?

If you were in my shoes what things would you do?

Thank you!

On Tue, Dec 11, 2018 at 11:41 AM Foreseen Marketing <foreseenmarketing@gmail.com> wrote:

Eric,

Thanks for reaching out to me about your church's website SEO!

After looking over what you all currently have going on behind the scenes of your site, I believe that we can make some improvements to the performance of the page that will impact how visible your site is to people searching!

For results, sometimes it takes a few weeks to months for your page to really begin to register with google analytics and to begin to see real results. Keep in mind too that there are some churches in Raleigh that have an agency or a staff person who are constantly on top of their sites SEO performance. That being said, competing with them doesn't always mean that your SEO ranking is because yours isn't done correctly, but rather they have paid for a lot of their placements either through google ad words or by having personal who is continuously on top of it. That among other factors, like website visits will affect how high the website ranks, which churches like Summit that have a lot of weekly visits of people watching their live stream, will also affect the performance of a site on search engines.

That being said, I cannot specifically guarantee an exact placement on google, but I can make sure that we optimize your site to make sure that people searching have every chance of landing on your page!

I can, however, make sure that your permalinks, your media, your sitemap, and your SEO plugins are all optimized and operating to the best of their abilities.

This would take about a week for me to be able to complete and it would be \$500.

If you are interested in moving forward, just let me know, and I will begin on it as soon as possible!

Have a great week!

Erica Switzer