

# CREATIVE COWBOYS

## Comprehensive SEO Strategy

creativecowboys.co

Prepared by Creative Cowboys Support Team | 2025

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## Executive Summary

This document is the complete SEO blueprint for Creative Cowboys (creativecowboys.co). It covers every element needed to rank #1 for the agency's core service and location keywords: the full page architecture, URL structure, H1/H2 titles, meta descriptions, internal linking strategy, technical SEO requirements, Google Business Profile optimization, and a content (blog) roadmap.

The primary competitive opportunity is clear: while Twofold Marketing and The Conversion Mill have strong local SEO footprints in Villa Rica, Creative Cowboys has the brand, the proof points (21 #1 rankings for a law firm, 300% engagement increases), and the no-fluff positioning to outrank both — given proper on-page optimization and content development.

This strategy is built around three pillars:

- Service Pages — Deep, optimized pages for each core service that target high-intent keywords
- Location Pages — Dedicated pages for each city served to capture local search intent
- Content / Blog — Authority-building content that captures long-tail keywords and drives organic traffic

## Section 1: Target Keywords & Priority

The keywords below represent the highest-priority opportunities based on search intent, local competition, and alignment with Creative Cowboys' services. They are segmented by priority tier.

### Tier 1 — Primary Money Keywords (Highest Priority)

Keyword	Intent	Competition	Target Page
<b>digital marketing agency West Georgia</b>	Commercial	Medium	/
<b>digital marketing agency Villa Rica GA</b>	Commercial	Medium	/digital-marketing-villa-rica-ga
<b>SEO company West Georgia</b>	Commercial	Medium	/seo
<b>SEO agency Villa Rica GA</b>	Commercial	Medium-High	/seo
<b>Google Ads agency West Georgia</b>	Commercial	Medium	/ppc
<b>web design West Georgia</b>	Commercial	Medium	/web-design
<b>web design Villa Rica GA</b>	Commercial	Low-Med	/web-design
<b>PPC management West Georgia</b>	Commercial	Low-Med	/ppc
<b>digital marketing Carrollton GA</b>	Commercial	Low-Med	/digital-marketing-carrollton-ga
<b>marketing agency Douglasville GA</b>	Commercial	Medium	/digital-marketing-douglasville-ga

### Tier 2 — Secondary Keywords (High Value)

Keyword	Target Page	Priority
<b>local SEO services West Georgia</b>	/seo	High
<b>small business SEO Georgia</b>	/seo	High
<b>Facebook ads West Georgia</b>	/social-media-ads	High
<b>social media advertising Villa Rica GA</b>	/social-media-ads	Medium
<b>branding agency West Georgia</b>	/brand-strategy	Medium
<b>website redesign West Georgia</b>	/web-design	Medium
<b>SEO for law firms Georgia</b>	/blog/seo-for-law-firms-georgia	High

<b>marketing agency Newnan GA</b>	/digital-marketing-newnan-ga	Medium
<b>video production West Georgia</b>	/media-creation	Low-Med

## Tier 3 — Long-Tail / Blog Keywords

These keywords have lower search volume but high conversion intent. They are best targeted through blog posts and FAQ sections on service pages.

Keyword	Target URL
<b>how long does SEO take for a small business</b>	/blog/how-long-does-seo-take
<b>how much do Google Ads cost for small business</b>	/blog/how-much-does-google-ads-cost
<b>SEO vs Google Ads which is better</b>	/blog/google-ads-vs-seo-small-business
<b>what to look for in a marketing agency</b>	/blog/what-to-look-for-marketing-agency
<b>how to get more customers in West Georgia</b>	/blog/local-seo-guide-west-georgia
<b>how to optimize Google Business Profile 2025</b>	/blog/google-business-profile-optimization
<b>do Facebook ads work for small businesses</b>	/blog/facebook-ads-small-business
<b>how to rank on Google in Georgia</b>	/blog/local-seo-guide-west-georgia

## Section 2: Complete Page Architecture

The table below defines every page that needs to exist on creativecowboys.co. Pages marked 'EXISTS' should be audited and optimized using the specifications in Section 3. Pages marked 'CREATE' need to be built.

Page Type	URL	Status	Primary Keyword
Homepage	/	OPTIMIZE	digital marketing agency West Georgia
Services Hub	/services	OPTIMIZE	digital marketing services West Georgia
SEO Service	/seo	CREATE	SEO company West Georgia
PPC Service	/ppc	CREATE	Google Ads agency West Georgia
Web Design Service	/web-design	OPTIMIZE	web design West Georgia
Social Media Ads Service	/social-media-ads	CREATE	Facebook ads West Georgia
Brand Strategy Service	/brand-strategy	CREATE	branding agency West Georgia
Media Creation Service	/media-creation	CREATE	video production West Georgia
About Us	/about	OPTIMIZE	Creative Cowboys digital marketing
Results / Case Studies	/results	CREATE	digital marketing results West Georgia
Blog Hub	/blog	CREATE	digital marketing tips West Georgia
Contact / Free Consultation	/contact	OPTIMIZE	digital marketing agency contact West Georgia
Local Landing — Villa Rica	/digital-marketing-villa-rica-ga	CREATE	digital marketing agency Villa Rica GA
Local Landing — Carrollton	/digital-marketing-carrollton-ga	CREATE	digital marketing agency Carrollton GA
Local Landing — Douglasville	/digital-marketing-douglasville-ga	CREATE	digital marketing Douglasville GA
Local Landing — Newnan / Greater Atlanta	/digital-marketing-newnan-ga	CREATE	digital marketing agency Newnan GA

## Section 3: On-Page SEO Specifications

Below are the complete on-page SEO specifications for every page: H1 title, H2 subheadings, meta description, and primary target keywords. These specs are ready to implement directly into the CMS.

### Homepage — /

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Element	Content
Status	<b>EXISTS</b>
Target Keywords	digital marketing agency West Georgia, digital marketing agency Villa Rica GA, small business marketing agency West Georgia
H1 Title	Digital Marketing Agency in West Georgia That Actually Drives Results
H2 Subheadings	<ul style="list-style-type: none"><li>• Web Design, SEO &amp; PPC for Small Businesses   Villa Rica, GA</li><li>• Everything Your Brand Needs to Win Online</li><li>• Proven Results for West Georgia Small Businesses</li><li>• What Our Clients Say</li><li>• Ready to Grow? Let's Talk.</li></ul>
Meta Description	Creative Cowboys is West Georgia's no-fluff digital marketing agency. We help small businesses grow with SEO, PPC, web design & branding. Based in Villa Rica, GA. Free consultation.
Title Tag	Digital Marketing Agency in West Georgia That Actually Drives Results   Creative Cowboys

### Services Hub — /services

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Element	Content
Status	<b>EXISTS (optimize)</b>
Target Keywords	digital marketing services West Georgia, small business marketing services Villa Rica
H1 Title	Digital Marketing Services for Small Businesses in West Georgia
H2 Subheadings	<ul style="list-style-type: none"><li>• SEO Services</li><li>• PPC / Google Ads</li><li>• Web Design</li><li>• Social Media Advertising</li><li>• Brand Strategy</li><li>• Media Creation</li></ul>

<b>Meta Description</b>	Explore Creative Cowboys' full suite of digital marketing services — SEO, PPC, web design, social media ads & branding — tailored for small businesses across West Georgia and Atlanta.
<b>Title Tag</b>	Digital Marketing Services for Small Businesses in West Georgia   Creative Cowboys

## SEO Service — /seo

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Element	Content
Status	<b>CREATE</b>
Target Keywords	SEO company West Georgia, SEO agency Villa Rica GA, local SEO services West Georgia, small business SEO Georgia
H1 Title	SEO Services in West Georgia — Get Found. Get Leads. Get Results.
H2 Subheadings	<ul style="list-style-type: none"> <li>• What Is Local SEO &amp; Why It Matters for West Georgia Businesses</li> <li>• Our SEO Process: How We Get You Ranked</li> <li>• Local SEO vs. National SEO — What You Need</li> <li>• Keyword Research &amp; Strategy</li> <li>• On-Page SEO Optimization</li> <li>• Google Business Profile Optimization</li> <li>• Link Building &amp; Off-Page SEO</li> <li>• SEO Reporting &amp; Transparency</li> <li>• SEO Results: What to Expect &amp; When</li> <li>• Frequently Asked Questions About SEO</li> </ul>
Meta Description	Creative Cowboys offers results-driven SEO services for small businesses in West Georgia. Local SEO, keyword strategy & Google Business Profile optimization. Based in Villa Rica, GA.
Title Tag	SEO Services in West Georgia   Creative Cowboys

## PPC Service — /ppc

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Element	Content
Status	<b>CREATE</b>
Target Keywords	Google Ads agency West Georgia, PPC management Villa Rica GA, Google Ads management small business Georgia
H1 Title	Google Ads & PPC Management in West Georgia — Every Dollar Tracked, Every Click Optimized
H2 Subheadings	<ul style="list-style-type: none"><li>• Why Google Ads Work for West Georgia Small Businesses</li><li>• Our PPC Management Process</li><li>• Google Search Ads</li><li>• Google Display &amp; Remarketing Ads</li><li>• Campaign Setup &amp; Keyword Targeting</li><li>• Conversion Tracking &amp; ROI Reporting</li><li>• How Much Does PPC Cost?</li><li>• PPC vs. SEO — Which Is Right for You?</li><li>• Frequently Asked Questions About PPC</li></ul>
Meta Description	Creative Cowboys manages ROI-focused Google Ads & PPC campaigns for small businesses in West Georgia. No wasted spend — just qualified leads. Villa Rica, GA digital marketing agency.
Title Tag	Google Ads & PPC Management in West Georgia   Creative Cowboys

## Web Design Service — /web-design

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Element	Content
Status	<b>EXISTS (optimize)</b>
Target Keywords	web design West Georgia, website design Villa Rica GA, small business website design West Georgia
H1 Title	Web Design in West Georgia — Beautiful Sites Built to Convert
H2 Subheadings	<ul style="list-style-type: none"><li>• Why Your Website Is Your #1 Marketing Asset</li><li>• Custom Website Design (No Templates)</li><li>• SEO-Optimized From Day One</li><li>• Mobile-First &amp; Fast-Loading</li><li>• Our Web Design Process</li><li>• Website Redesigns</li><li>• Landing Page Design</li><li>• Portfolio: West Georgia Websites We've Built</li><li>• How Much Does a Website Cost?</li></ul>
Meta	Creative Cowboys builds custom, SEO-optimized websites for small businesses in

<b>Description</b>	West Georgia. Fast, mobile-friendly & built to convert visitors into customers. Free consultation.
<b>Title Tag</b>	Web Design in West Georgia   Creative Cowboys

## Social Media Ads Service — /social-media-ads

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Element	Content
<b>Status</b>	<b>CREATE</b>
<b>Target Keywords</b>	Facebook ads West Georgia, social media advertising Villa Rica GA, Instagram ads small business Georgia
<b>H1 Title</b>	Social Media Advertising in West Georgia — Scroll-Stopping Ads That Drive Real Results
<b>H2 Subheadings</b>	<ul style="list-style-type: none"> <li>• Facebook &amp; Instagram Ads for West Georgia Businesses</li> <li>• Why Social Media Ads Work for Local Businesses</li> <li>• TikTok Advertising</li> <li>• Our Social Media Ad Process</li> <li>• Audience Targeting &amp; Segmentation</li> <li>• Creative That Converts</li> <li>• Ad Budget Recommendations</li> <li>• Reporting &amp; Optimization</li> </ul>
<b>Meta Description</b>	Creative Cowboys creates and manages Facebook, Instagram & TikTok ad campaigns for small businesses across West Georgia. Real engagement, real leads, real ROI.
<b>Title Tag</b>	Social Media Advertising in West Georgia   Creative Cowboys

## Brand Strategy Service — /brand-strategy

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Element	Content
Status	<b>CREATE</b>
Target Keywords	branding agency West Georgia, brand strategy small business Villa Rica GA
H1 Title	Brand Strategy & Identity for West Georgia Small Businesses
H2 Subheadings	<ul style="list-style-type: none"><li>• What Is Brand Strategy &amp; Why Does It Matter</li><li>• Logo Design &amp; Visual Identity</li><li>• Brand Voice &amp; Messaging</li><li>• Competitive Brand Positioning</li><li>• Brand Guidelines</li><li>• Rebranding Services</li></ul>
Meta Description	Creative Cowboys builds cohesive brand identities for West Georgia small businesses — from logo to launch. Stand out, connect with customers & grow with confidence.
Title Tag	Brand Strategy & Identity for West Georgia Small Businesses   Creative Cowboys

## Media Creation Service — /media-creation

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Element	Content
Status	<b>CREATE</b>
Target Keywords	video production West Georgia, business photography Villa Rica GA, marketing content creation West Georgia
H1 Title	Video, Photography & Graphic Design for West Georgia Businesses
H2 Subheadings	<ul style="list-style-type: none"><li>• Why Visual Content Matters</li><li>• Business Video Production</li><li>• Professional Business Photography</li><li>• Graphic Design for Marketing</li><li>• Social Media Content Creation</li><li>• Our Media Creation Process</li></ul>
Meta Description	Creative Cowboys produces scroll-stopping video, photography & graphic design content for businesses across West Georgia. Tell your story. Build your brand.
Title Tag	Video, Photography & Graphic Design for West Georgia Businesses   Creative Cowboys

## About Us — /about

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Element	Content
Status	<b>EXISTS (optimize)</b>
Target Keywords	Creative Cowboys digital marketing, West Georgia marketing agency, about Creative Cowboys
H1 Title	West Georgia's No-Fluff Digital Marketing Agency — Meet Creative Cowboys
H2 Subheadings	<ul style="list-style-type: none"><li>• Our Story</li><li>• Why We're Different From Other Agencies</li><li>• Our Team</li><li>• Our Process</li><li>• Our Values</li><li>• Clients We've Helped</li></ul>
Meta Description	Learn about Creative Cowboys — a West Georgia digital marketing agency built for small businesses. No fluff. No jargon. Just transparent, results-driven marketing from Villa Rica, GA.
Title Tag	West Georgia's No-Fluff Digital Marketing Agency   Creative Cowboys

## Results / Case Studies — /results

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Element	Content
Status	<b>CREATE</b>
Target Keywords	digital marketing results West Georgia, SEO case study Georgia, marketing agency results
H1 Title	Real Results for Real West Georgia Businesses — Creative Cowboys Case Studies
H2 Subheadings	<ul style="list-style-type: none"><li>• John B. Jackson Law — 21 #1 Rankings in Personal Injury SEO</li><li>• Commercial Insurance Agency — 2 Years of Great ROI</li><li>• Harmonic Productions — 300% Increase in Engagement</li><li>• Our Approach to Transparent Reporting</li></ul>
Meta Description	See the real results Creative Cowboys has delivered for West Georgia small businesses. Case studies in SEO, PPC, and web design. Transparent reporting. Measurable growth.
Title Tag	Real Results for Real West Georgia Businesses   Creative Cowboys

## Blog Hub — /blog

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Element	Content
Status	<b>CREATE</b>
Target Keywords	digital marketing tips West Georgia, small business SEO tips, marketing blog Villa Rica GA
H1 Title	Digital Marketing Blog — Tips, Strategies & Insights for West Georgia Small Businesses
H2 Subheadings	<ul style="list-style-type: none"><li>• Latest Posts</li><li>• SEO Tips</li><li>• PPC &amp; Google Ads</li><li>• Web Design</li><li>• Social Media Marketing</li></ul>
Meta Description	The Creative Cowboys blog — no-fluff digital marketing tips, SEO strategies, and growth insights for small businesses in West Georgia and beyond.
Title Tag	Digital Marketing Blog   Creative Cowboys

## Contact / Free Consultation — /contact

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Element	Content
Status	<b>EXISTS (optimize)</b>
Target Keywords	digital marketing agency contact West Georgia, free marketing consultation Villa Rica GA
H1 Title	Talk to West Georgia's Go-To Digital Marketing Team — Free Consultation
H2 Subheadings	<ul style="list-style-type: none"> <li>• Book Your Free Consultation</li> <li>• What Happens After You Reach Out</li> <li>• Where We're Located</li> <li>• Frequently Asked Questions</li> </ul>
Meta Description	Ready to grow your West Georgia business? Contact Creative Cowboys for a free digital marketing consultation. Based in Villa Rica, GA. No obligation, no fluff.
Title Tag	Talk to West Georgia's Go-To Digital Marketing Team   Creative Cowboys

## Local Landing — Villa Rica — /digital-marketing-villa-rica-ga

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Element	Content
Status	<b>CREATE</b>
Target Keywords	digital marketing agency Villa Rica GA, marketing company Villa Rica Georgia
H1 Title	Digital Marketing Agency in Villa Rica, GA — Creative Cowboys
H2 Subheadings	<ul style="list-style-type: none"><li>• Digital Marketing for Villa Rica Small Businesses</li><li>• SEO in Villa Rica</li><li>• Google Ads in Villa Rica</li><li>• Web Design in Villa Rica</li><li>• Why Local Businesses Trust Creative Cowboys</li></ul>
Meta Description	Creative Cowboys is Villa Rica's local digital marketing agency. SEO, Google Ads, web design & social media ads tailored for Villa Rica, GA small businesses.
Title Tag	Digital Marketing Agency in Villa Rica, GA   Creative Cowboys

## Local Landing — Carrollton — /digital-marketing-carrollton-ga

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Element	Content
Status	<b>CREATE</b>
Target Keywords	digital marketing agency Carrollton GA, SEO company Carrollton Georgia
H1 Title	Digital Marketing Agency in Carrollton, GA — Grow Your Business with Creative Cowboys
H2 Subheadings	<ul style="list-style-type: none"><li>• Digital Marketing for Carrollton Small Businesses</li><li>• SEO Services in Carrollton</li><li>• Google Ads Management in Carrollton</li><li>• Web Design for Carrollton Businesses</li></ul>
Meta Description	Creative Cowboys serves Carrollton, GA small businesses with SEO, PPC, web design & social media advertising. No-fluff digital marketing that delivers real results.
Title Tag	Digital Marketing Agency in Carrollton, GA   Creative Cowboys

## Local Landing — Douglasville — /digital-marketing-douglasville-ga

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Element	Content
Status	<b>CREATE</b>
Target Keywords	digital marketing Douglasville GA, SEO agency Douglasville Georgia
H1 Title	Digital Marketing Agency in Douglasville, GA — Creative Cowboys
H2 Subheadings	<ul style="list-style-type: none"> <li>• Digital Marketing for Douglasville Businesses</li> <li>• SEO in Douglasville</li> <li>• Google Ads in Douglasville</li> <li>• Web Design in Douglasville</li> </ul>
Meta Description	Creative Cowboys provides SEO, PPC, web design & digital marketing for small businesses in Douglasville, GA. Results-driven strategies for the greater Atlanta area.
Title Tag	Digital Marketing Agency in Douglasville, GA   Creative Cowboys

## Local Landing — Newnan / Greater Atlanta — /digital-marketing-newnan-ga

Element	Content
Status	<b>CREATE</b>
Target Keywords	digital marketing agency Newnan GA, marketing company Newnan Georgia
H1 Title	Digital Marketing Agency Serving Newnan, GA & Greater Atlanta
H2 Subheadings	<ul style="list-style-type: none"><li>• Small Business Digital Marketing in Newnan</li><li>• SEO for Newnan Businesses</li><li>• Google Ads in Newnan</li><li>• Web Design in Newnan</li></ul>
Meta Description	Creative Cowboys delivers SEO, Google Ads, and web design for businesses in Newnan, GA and the greater Atlanta area. Real results, transparent pricing.
Title Tag	Digital Marketing Agency Serving Newnan, GA & Greater Atlanta   Creative Cowboys

## Section 4: Blog Content Plan

A consistent blog publishing cadence is one of the highest-leverage SEO activities available. Each post targets a specific long-tail keyword, builds topical authority, and provides internal linking opportunities to service pages. Aim to publish 2 posts per month minimum.

URL Slug	Blog Post Title	Links To
/blog/how-long-does-seo-take	How Long Does SEO Take? A Realistic Timeline for West Georgia Small Businesses	/seo
/blog/google-ads-vs-seo-small-business	Google Ads vs. SEO: Which Is Better for Your West Georgia Business?	/ppc
/blog/local-seo-guide-west-georgia	The Complete Local SEO Guide for West Georgia Small Businesses (2025)	/seo
/blog/how-much-does-google-ads-cost	How Much Do Google Ads Cost? A Transparent Breakdown for Small Businesses	/ppc
/blog/website-redesign-checklist	Website Redesign Checklist: 15 Things Your New Site Must Have	/web-design
/blog/google-business-profile-optimization	How to Optimize Your Google Business Profile for More Local Leads	/seo or /ppc
/blog/facebook-ads-small-business	Do Facebook Ads Work for Small Businesses? (Honest Answer)	/social-media-ads
/blog/seo-for-law-firms-georgia	SEO for Law Firms in Georgia: How to Rank in a Competitive Market	/seo
/blog/what-to-look-for-marketing-agency	What to Look for When Hiring a Digital Marketing Agency in West Georgia	/seo or /ppc
/blog/ppc-mistakes-small-business	10 Google Ads Mistakes Small Businesses Make (And How to Fix Them)	/ppc

## Content Writing Guidelines for Each Blog Post

Every blog post should follow these on-page optimization rules:

- Word count: 1,200–2,000 words minimum for competitive keywords
- Include target keyword in: title (H1), first 100 words, at least 2 H2s, image alt text, and meta description
- Add 2–3 internal links to relevant service pages using keyword-rich anchor text
- End every post with a clear CTA: 'Ready to grow your West Georgia business? Get a free consultation.'
- Add FAQ section at bottom targeting related 'People Also Ask' questions
- Publish author bio with Josh's name and title for E-E-A-T (Experience, Expertise, Authority, Trust)

- Use original images or graphics — label alt text with keyword + location

## Section 5: Internal Linking Strategy

Internal links distribute 'link equity' across the site and help Google understand page relationships and hierarchy. The rules below define how pages should link to each other.

### Linking Rules

- Every service page must link to at least 2 other service pages using contextual anchor text
- Every blog post must link to at least 1 service page and 1 other blog post
- All local landing pages must link to the Services hub page and Contact page
- The homepage must link to all 6 service pages in the services section
- Results/case studies page links to all relevant service pages from each case study
- Anchor text should be keyword-rich but natural — avoid 'click here' or 'learn more' as primary anchors

### Internal Link Map

From Page	To Page	Anchor Text	Context
Homepage	/seo	SEO Services	Services section
Homepage	/ppc	PPC Advertising	Services section
Homepage	/web-design	Web Design	Services section
Homepage	/results	See Our Results	Results/testimonials section
Homepage	/about	About Creative Cowboys	Footer/nav
/seo	/ppc	PPC vs SEO section	PPC vs SEO comparison
/seo	/web-design	SEO-optimized websites	On-page SEO section
/seo	/results	See SEO results	Results CTA
/seo	/blog/how-long-does-seo-take	How long SEO takes	FAQ section
/seo	/blog/local-seo-guide-west-georgia	Local SEO guide	Body content
/ppc	/seo	Compare with SEO	PPC vs SEO section
/ppc	/web-design	landing pages	Landing page optimization

<b>/ppc</b>	<b>/results</b>	PPC results	CTA section
<b>/web-design</b>	<b>/seo</b>	SEO optimization	SEO-optimized websites section
<b>/web-design</b>	<b>/ppc</b>	PPC landing pages	Landing page design
<b>/results</b>	<b>/seo</b>	SEO services	Jackson Law case study
<b>/results</b>	<b>/ppc</b>	PPC management	Insurance case study
<b>/results</b>	<b>/contact</b>	Get your free consultation	CTA section
<b>/about</b>	<b>/results</b>	our results	Proof section
<b>/about</b>	<b>/contact</b>	free consultation	CTA
<b>All local pages</b>	<b>/services</b>	digital marketing services	Intro section
<b>All local pages</b>	<b>/contact</b>	free consultation	CTA
<b>All blog posts</b>	<b>Relevant service page</b>	Contextual service links	Body + CTA

## Section 6: Technical SEO Checklist

Technical SEO ensures that Google can properly crawl, index, and rank Creative Cowboys' website. The items below are ordered by priority.

Item	Action Required	Priority
<b>Schema Markup</b>	Add LocalBusiness + Organization schema to homepage. Add Service schema to each service page. Add FAQPage schema to FAQ sections.	<b>HIGH</b>
<b>XML Sitemap</b>	Create sitemap.xml listing all pages, service pages, local landing pages & blog posts. Submit to Google Search Console.	<b>HIGH</b>
<b>Robots.txt</b>	Ensure robots.txt is properly configured — allow all crawlers on public pages, disallow /cia/ client dashboard and any admin pages.	<b>HIGH</b>
<b>Core Web Vitals</b>	Optimize LCP (Largest Contentful Paint) to <2.5s, CLS <0.1, INP <200ms. Key action: compress images, use next-gen formats (WebP), lazy load below-fold images.	<b>HIGH</b>
<b>Mobile Responsiveness</b>	All pages must pass Google Mobile-Friendly Test. Current site appears mobile-optimized — maintain on new pages.	<b>HIGH</b>
<b>HTTPS / SSL</b>	Confirm SSL certificate is active and all pages serve over HTTPS. Check for mixed content warnings.	<b>HIGH</b>
<b>Canonical Tags</b>	Add canonical tags to all pages to prevent duplicate content issues, especially local landing pages.	<b>HIGH</b>
<b>Open Graph Tags</b>	Add OG title, description, and image to all pages for social sharing optimization.	<b>MEDIUM</b>
<b>Google Search Console</b>	Verify site, monitor coverage errors, submit sitemap, track keyword impressions.	<b>HIGH</b>
<b>Google Analytics 4</b>	Ensure GA4 is installed with conversion tracking for contact form submissions and phone calls.	<b>HIGH</b>
<b>Page Speed</b>	Target 90+ PageSpeed score on mobile and desktop. Minimize unused JavaScript from Next.js build.	<b>HIGH</b>
<b>Internal 404 Errors</b>	Audit for broken internal links, especially from footer links marked '#' that need to be updated with real URLs.	<b>MEDIUM</b>
<b>Image Alt Text</b>	All images must have descriptive alt text including target keywords where natural.	<b>MEDIUM</b>
<b>URL Structure</b>	Use clean, keyword-rich URLs (e.g., /seo not /services/search-engine-optimization).	<b>HIGH</b>

<b>NAP Consistency</b>	Ensure Name/Address/Phone is identical everywhere online: website, Google Business Profile, directories.	<b>HIGH</b>
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## Schema Markup — Homepage Example

Add the following JSON-LD schema to the homepage <head> section:

```
<script type="application/ld+json"> { "@context": "https://schema.org", "@type": "LocalBusiness", "name": "Creative Cowboys Media", "url": "https://creativecowboys.co", "telephone": "+1-470-243-7517", "address": { "@type": "PostalAddress", "streetAddress": "222 West Montgomery St", "addressLocality": "Villa Rica", "addressRegion": "GA", "postalCode": "30180" }, "description": "No-fluff digital marketing agency serving small businesses in West Georgia.", "serviceArea": ["Villa Rica", "Carrollton", "Douglasville", "West Georgia", "Atlanta"], "sameAs": ["https://www.facebook.com/creativecowboys", "https://www.instagram.com/creativecowboys"] } </script>
```

## Section 7: Google Business Profile Optimization

Google Business Profile (GBP) is the #1 factor for local pack rankings ('map pack' results). Optimizing this profile is essential for ranking when potential clients search for a marketing agency near them.

GBP Element	Recommended Content	Notes
<b>Business Name</b>	Creative Cowboys Media	Must match exactly across all citations
<b>Primary Category</b>	Internet Marketing Service	Most important category for agency searches
<b>Additional Categories</b>	Web Designer, Advertising Agency, Social Media Marketing Service	Adds visibility for service-specific searches
<b>Business Description</b>	Creative Cowboys is a no-fluff digital marketing agency based in Villa Rica, GA, serving small businesses across West Georgia and the greater Atlanta area. We specialize in SEO, Google Ads (PPC), web design, social media advertising, and brand strategy — all with transparent reporting and real, measurable results. No contracts that trap you, no vanity metrics. Just strategies that drive growth.	Use all 750 characters
<b>Website Link</b>	<a href="https://creativecowboys.co">https://creativecowboys.co</a>	Confirm it tracks correctly in GSC
<b>Phone Number</b>	(470) 243-7517	Consistent with website
<b>Address</b>	222 West Montgomery St, Villa Rica, GA 30180	Consistent with website NAP
<b>Service Area</b>	Villa Rica, Carrollton, Douglasville, Newnan, Bremen, Dallas, Atlanta area	Add all served cities
<b>Services Listed</b>	SEO, PPC Advertising, Web Design, Social Media Ads, Brand Strategy, Media Creation	Match website service pages
<b>Photos</b>	Add team photos, office photos, client work examples, before/after results	Minimum 10 high-quality photos
<b>Posts</b>	Publish weekly GBP posts about tips, case studies, offers	Signals active business to Google
<b>Q&amp;A Section</b>	Pre-populate with key questions: pricing, timeline, service area, industries served	Prevents inaccurate answers
<b>Reviews Strategy</b>	Request reviews from all active clients — target 25+ reviews with avg 4.8+	Critical ranking factor

## Section 8: Competitor Gap Analysis

The following table identifies specific gaps where competitors are currently outranking Creative Cowboys and the recommended actions to close those gaps.

Competitor	Their Advantage	Our Action
Twofold Marketing	Has dedicated location pages for every service in Villa Rica	Create location-specific service pages (e.g., /seo-villa-rica-ga)
Twofold Marketing	Has 'Best Marketing Agency in Georgia' awards	Pursue local/state awards and display prominently
The Conversion Mill	Has extensive blog targeting every local keyword variation	Aggressive blog content strategy targeting West Georgia keywords
The Conversion Mill	Has individual URL per service per city	Prioritize top local landing pages first, then expand
Both competitors	Have more Google reviews and stronger GBP presence	Review acquisition campaign — reach out to all current/past clients
Both competitors	Have case studies with specific numbers	Publish detailed case studies on /results page

## Section 9: SEO KPIs & Reporting Metrics

Use these key performance indicators to track progress and demonstrate results to stakeholders. Review monthly via Google Search Console and GA4.

KPI	Target (90 Days)	Tool to Track
<b>Organic Search Impressions</b>	250% increase from baseline	Google Search Console
<b>Organic Click-Through Rate</b>	Avg CTR > 3.5%	Google Search Console
<b>Ranking — Primary Keywords</b>	Top 5 for Tier 1 keywords	Google Search Console / SEMrush
<b>Google Business Profile Views</b>	500+ monthly views	GBP Insights
<b>GBP Direction Requests + Calls</b>	25+ monthly actions	GBP Insights
<b>Organic Traffic (Sessions)</b>	200% increase from baseline	Google Analytics 4
<b>Contact Form Conversions</b>	10+ organic leads/month	GA4 Goal Conversions
<b>Google Reviews</b>	25+ reviews, 4.8+ avg rating	Google Business Profile
<b>Pages Indexed</b>	All 16 priority pages indexed	Google Search Console
<b>Core Web Vitals</b>	All metrics 'Good' status	GSC Core Web Vitals Report