

CREATIVE COWBOYS

Comprehensive SEO Strategy

creativecowboys.co

Prepared by Creative Cowboys Support Team | 2025

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 |
|---|------------|-------------|------------------------------------|
| digital marketing agency West Georgia | Commercial | Medium | / |
| digital marketing agency Villa Rica GA | Commercial | Medium | /digital-marketing-villa-rica-ga |
| SEO company West Georgia | Commercial | Medium | /seo |
| SEO agency Villa Rica GA | Commercial | Medium-High | /seo |
| Google Ads agency West Georgia | Commercial | Medium | /ppc |
| web design West Georgia | Commercial | Medium | /web-design |
| web design Villa Rica GA | Commercial | Low-Med | /web-design |
| PPC management West Georgia | Commercial | Low-Med | /ppc |
| digital marketing Carrollton GA | Commercial | Low-Med | /digital-marketing-carrollton-ga |
| marketing agency Douglasville GA | Commercial | Medium | /digital-marketing-douglasville-ga |

Tier 2 — Secondary Keywords (High Value)

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

| | | |
|--------------------------------------|------------------------------|---------|
| marketing agency Newnan GA | /digital-marketing-newnan-ga | Medium |
| video production West Georgia | /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 |
|---|--|
| how long does SEO take for a small business | /blog/how-long-does-seo-take |
| how much do Google Ads cost for small business | /blog/how-much-does-google-ads-cost |
| SEO vs Google Ads which is better | /blog/google-ads-vs-seo-small-business |
| what to look for in a marketing agency | /blog/what-to-look-for-marketing-agency |
| how to get more customers in West Georgia | /blog/local-seo-guide-west-georgia |
| how to optimize Google Business Profile 2025 | /blog/google-business-profile-optimization |
| do Facebook ads work for small businesses | /blog/facebook-ads-small-business |
| how to rank on Google in Georgia | /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 — /

| Element | Content |
|------------------|--|
| Status | EXISTS |
| 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">• Web Design, SEO & PPC for Small Businesses Villa Rica, GA• Everything Your Brand Needs to Win Online• Proven Results for West Georgia Small Businesses• What Our Clients Say• Ready to Grow? Let's Talk. |
| 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

| Element | Content |
|-----------------|---|
| Status | EXISTS (optimize) |
| 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">• SEO Services• PPC / Google Ads• Web Design• Social Media Advertising• Brand Strategy• Media Creation |

| | |
|-------------------------|---|
| Meta Description | 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. |
| Title Tag | Digital Marketing Services for Small Businesses in West Georgia Creative Cowboys |

SEO Service — /seo

| Element | Content |
|-------------------------|---|
| Status | CREATE |
| 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"> • What Is Local SEO & Why It Matters for West Georgia Businesses • Our SEO Process: How We Get You Ranked • Local SEO vs. National SEO — What You Need • Keyword Research & Strategy • On-Page SEO Optimization • Google Business Profile Optimization • Link Building & Off-Page SEO • SEO Reporting & Transparency • SEO Results: What to Expect & When • Frequently Asked Questions About SEO |
| 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

| Element | Content |
|------------------|---|
| Status | CREATE |
| 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">• Why Google Ads Work for West Georgia Small Businesses• Our PPC Management Process• Google Search Ads• Google Display & Remarketing Ads• Campaign Setup & Keyword Targeting• Conversion Tracking & ROI Reporting• How Much Does PPC Cost?• PPC vs. SEO — Which Is Right for You?• Frequently Asked Questions About PPC |
| 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

| Element | Content |
|-----------------|---|
| Status | EXISTS (optimize) |
| 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">• Why Your Website Is Your #1 Marketing Asset• Custom Website Design (No Templates)• SEO-Optimized From Day One• Mobile-First & Fast-Loading• Our Web Design Process• Website Redesigns• Landing Page Design• Portfolio: West Georgia Websites We've Built• How Much Does a Website Cost? |
| Meta | Creative Cowboys builds custom, SEO-optimized websites for small businesses in |

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

Social Media Ads Service — /social-media-ads

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

Brand Strategy Service — /brand-strategy

| Element | Content |
|------------------|--|
| Status | CREATE |
| 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">• What Is Brand Strategy & Why Does It Matter• Logo Design & Visual Identity• Brand Voice & Messaging• Competitive Brand Positioning• Brand Guidelines• Rebranding Services |
| 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

| Element | Content |
|------------------|--|
| Status | CREATE |
| 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">• Why Visual Content Matters• Business Video Production• Professional Business Photography• Graphic Design for Marketing• Social Media Content Creation• Our Media Creation Process |
| 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

| Element | Content |
|------------------|--|
| Status | EXISTS (optimize) |
| 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">• Our Story• Why We're Different From Other Agencies• Our Team• Our Process• Our Values• Clients We've Helped |
| 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

| Element | Content |
|------------------|---|
| Status | CREATE |
| 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">• John B. Jackson Law — 21 #1 Rankings in Personal Injury SEO• Commercial Insurance Agency — 2 Years of Great ROI• Harmonic Productions — 300% Increase in Engagement• Our Approach to Transparent Reporting |
| 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

| Element | Content |
|------------------|--|
| Status | CREATE |
| 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">• Latest Posts• SEO Tips• PPC & Google Ads• Web Design• Social Media Marketing |
| 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

| Element | Content |
|------------------|--|
| Status | EXISTS (optimize) |
| 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"> • Book Your Free Consultation • What Happens After You Reach Out • Where We're Located • Frequently Asked Questions |
| 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

| Element | Content |
|------------------|---|
| Status | CREATE |
| 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">• Digital Marketing for Villa Rica Small Businesses• SEO in Villa Rica• Google Ads in Villa Rica• Web Design in Villa Rica• Why Local Businesses Trust Creative Cowboys |
| 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

| Element | Content |
|------------------|---|
| Status | CREATE |
| 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">• Digital Marketing for Carrollton Small Businesses• SEO Services in Carrollton• Google Ads Management in Carrollton• Web Design for Carrollton Businesses |
| 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

| Element | Content |
|------------------|--|
| Status | CREATE |
| 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"> Digital Marketing for Douglasville Businesses SEO in Douglasville Google Ads in Douglasville Web Design in Douglasville |
| 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 | CREATE |
| 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">• Small Business Digital Marketing in Newnan• SEO for Newnan Businesses• Google Ads in Newnan• Web Design in Newnan |
| 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 |

| | | | |
|------------------------|------------------------------|----------------------------|--------------------------------|
| /ppc | /results | PPC results | CTA section |
| /web-design | /seo | SEO optimization | SEO-optimized websites section |
| /web-design | /ppc | PPC landing pages | Landing page design |
| /results | /seo | SEO services | Jackson Law case study |
| /results | /ppc | PPC management | Insurance case study |
| /results | /contact | Get your free consultation | CTA section |
| /about | /results | our results | Proof section |
| /about | /contact | free consultation | CTA |
| All local pages | /services | digital marketing services | Intro section |
| All local pages | /contact | free consultation | CTA |
| All blog posts | Relevant service page | 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 |
|-----------------------|--|----------|
| Schema Markup | Add LocalBusiness + Organization schema to homepage. Add Service schema to each service page. Add FAQPage schema to FAQ sections. | HIGH |
| XML Sitemap | Create sitemap.xml listing all pages, service pages, local landing pages & blog posts. Submit to Google Search Console. | HIGH |
| Robots.txt | Ensure robots.txt is properly configured — allow all crawlers on public pages, disallow /cia/ client dashboard and any admin pages. | HIGH |
| Core Web Vitals | 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. | HIGH |
| Mobile Responsiveness | All pages must pass Google Mobile-Friendly Test. Current site appears mobile-optimized — maintain on new pages. | HIGH |
| HTTPS / SSL | Confirm SSL certificate is active and all pages serve over HTTPS. Check for mixed content warnings. | HIGH |
| Canonical Tags | Add canonical tags to all pages to prevent duplicate content issues, especially local landing pages. | HIGH |
| Open Graph Tags | Add OG title, description, and image to all pages for social sharing optimization. | MEDIUM |
| Google Search Console | Verify site, monitor coverage errors, submit sitemap, track keyword impressions. | HIGH |
| Google Analytics 4 | Ensure GA4 is installed with conversion tracking for contact form submissions and phone calls. | HIGH |
| Page Speed | Target 90+ PageSpeed score on mobile and desktop. Minimize unused JavaScript from Next.js build. | HIGH |
| Internal 404 Errors | Audit for broken internal links, especially from footer links marked '#' that need to be updated with real URLs. | MEDIUM |
| Image Alt Text | All images must have descriptive alt text including target keywords where natural. | MEDIUM |
| URL Structure | Use clean, keyword-rich URLs (e.g., /seo not /services/search-engine-optimization). | HIGH |

| | | |
|------------------------|--|-------------|
| NAP Consistency | Ensure Name/Address/Phone is identical everywhere online: website, Google Business Profile, directories. | HIGH |
|------------------------|--|-------------|

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 |
|------------------------------|---|---|
| Business Name | Creative Cowboys Media | Must match exactly across all citations |
| Primary Category | Internet Marketing Service | Most important category for agency searches |
| Additional Categories | Web Designer, Advertising Agency, Social Media Marketing Service | Adds visibility for service-specific searches |
| Business Description | 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 |
| Website Link | https://creativecowboys.co | Confirm it tracks correctly in GSC |
| Phone Number | (470) 243-7517 | Consistent with website |
| Address | 222 West Montgomery St, Villa Rica, GA 30180 | Consistent with website NAP |
| Service Area | Villa Rica, Carrollton, Douglasville, Newnan, Bremen, Dallas, Atlanta area | Add all served cities |
| Services Listed | SEO, PPC Advertising, Web Design, Social Media Ads, Brand Strategy, Media Creation | Match website service pages |
| Photos | Add team photos, office photos, client work examples, before/after results | Minimum 10 high-quality photos |
| Posts | Publish weekly GBP posts about tips, case studies, offers | Signals active business to Google |
| Q&A Section | Pre-populate with key questions: pricing, timeline, service area, industries served | Prevents inaccurate answers |
| Reviews Strategy | 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 |
|--------------------------------|-------------------------------|---------------------------------|
| Organic Search Impressions | 250% increase from baseline | Google Search Console |
| Organic Click-Through Rate | Avg CTR > 3.5% | Google Search Console |
| Ranking — Primary Keywords | Top 5 for Tier 1 keywords | Google Search Console / SEMrush |
| Google Business Profile Views | 500+ monthly views | GBP Insights |
| GBP Direction Requests + Calls | 25+ monthly actions | GBP Insights |
| Organic Traffic (Sessions) | 200% increase from baseline | Google Analytics 4 |
| Contact Form Conversions | 10+ organic leads/month | GA4 Goal Conversions |
| Google Reviews | 25+ reviews, 4.8+ avg rating | Google Business Profile |
| Pages Indexed | All 16 priority pages indexed | Google Search Console |
| Core Web Vitals | All metrics 'Good' status | GSC Core Web Vitals Report |