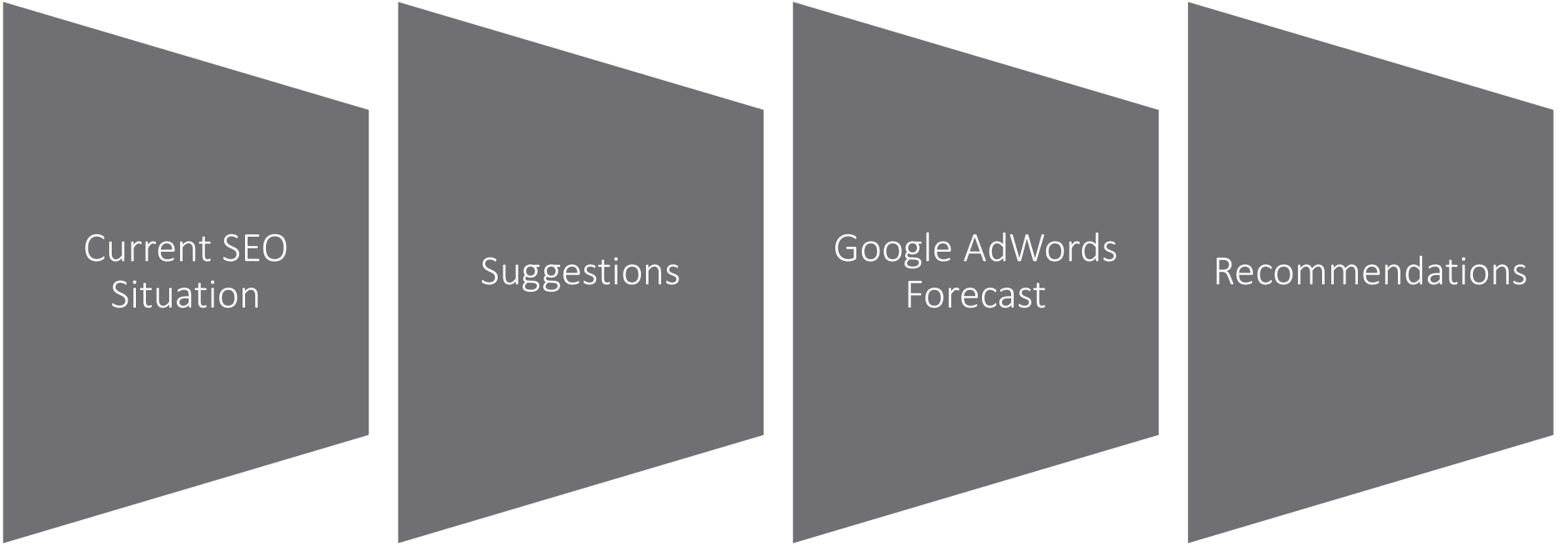




# REAL EYES PTOMETRY

September 27, 2018

# Agenda



Current SEO  
Situation

Suggestions

Google AdWords  
Forecast

Recommendations

# Current SEO Situation

# Google Search Ranks for Real Eyes Optometry

Search Phrases	Page	Position
"eye exam Burnaby"	2	1
"eye exam Metrotown"	1	7
"eye doctor Burnaby"	1	8
"eye doctor Metrotown"	1	7
"best eye doctor around Metrotown"	1	3
"best optometrist in Burnaby"	1	4
"Burnaby optometry"	2	2
"Burnaby optometrists"	2	4

# Google Keyword Forecasts

<input type="checkbox"/> Keyword	Avg. CPC	↓ Impressions	Clicks	CTR
<input type="checkbox"/> optometrist burnaby	\$2.43	536.29	7.94	1.5%
<input type="checkbox"/> eye doctor burnaby	\$1.68	268.15	6.25	2.3%
<input type="checkbox"/> eye exam burnaby	\$2.25	171.32	3.74	2.2%
<input type="checkbox"/> optometrist metrotown	\$1.48	81.93	2.82	3.4%
<input type="checkbox"/> burnaby eye doctor	\$2.35	74.49	1.20	1.6%
<input type="checkbox"/> burnaby optometrist	\$1.71	67.04	2.58	3.8%
<input type="checkbox"/> metrotown optometrist	\$1.82	29.79	1.38	4.6%
<input type="checkbox"/> eye doctor metrotown	\$1.95	29.79	0.59	2.0%
<input type="checkbox"/> burnaby eye exam	\$2.59	22.35	0.68	3.0%
<input type="checkbox"/> optometrists burnaby	\$2.45	7.45	0.20	2.6%
<input type="checkbox"/> burnaby optometry	\$1.54	7.45	0.42	5.7%
<input type="checkbox"/> metrotown optometrists	—	0.00	0.00	—
<input type="checkbox"/> burnaby optometrists	—	0.00	0.00	—
<input type="checkbox"/> metrotown eye exam	—	0.00	0.00	—
<input type="checkbox"/> metrotown eye doctor	—	0.00	0.00	—
<input type="checkbox"/> metrotown eye care	—	0.00	0.00	—
<input type="checkbox"/> burnaby eye care	—	0.00	0.00	—
<input type="checkbox"/> metrotown eye health	—	0.00	0.00	—

ZOP Media  
SEO  
Keywords

<input type="checkbox"/> burnaby eye health	—	0.00	0.00	—
<input type="checkbox"/> real eyes optometrist	—	0.00	0.00	—
<input type="checkbox"/> eye clinic burnaby	—	0.00	0.00	—
<input type="checkbox"/> best optometrist bc	—	0.00	0.00	—
<input type="checkbox"/> burnaby eye clinic	—	0.00	0.00	—
<input type="checkbox"/> metrotown optometry	—	0.00	0.00	—
<input type="checkbox"/> dr shaun pati	—	0.00	0.00	—
<input type="checkbox"/> metrotown eye clinic	—	0.00	0.00	—
<input type="checkbox"/> optometrists metrotown	—	0.00	0.00	—
<input type="checkbox"/> optometry metrotown	—	0.00	0.00	—
<input type="checkbox"/> eye health metrotown	—	0.00	0.00	—
<input type="checkbox"/> eye exam metrotown	—	0.00	0.00	—
<input type="checkbox"/> eye clinic metrotown	—	0.00	0.00	—
<input type="checkbox"/> eye care metrotown	—	0.00	0.00	—
<input type="checkbox"/> optometry burnaby	—	0.00	0.00	—
<input type="checkbox"/> eye health burnaby	—	0.00	0.00	—
<input type="checkbox"/> eye clinic burnaby	—	0.00	0.00	—
<input type="checkbox"/> eye care burnaby	—	0.00	0.00	—

# Google Keyword Historical Metrics

## TARGETED KEYWORDS

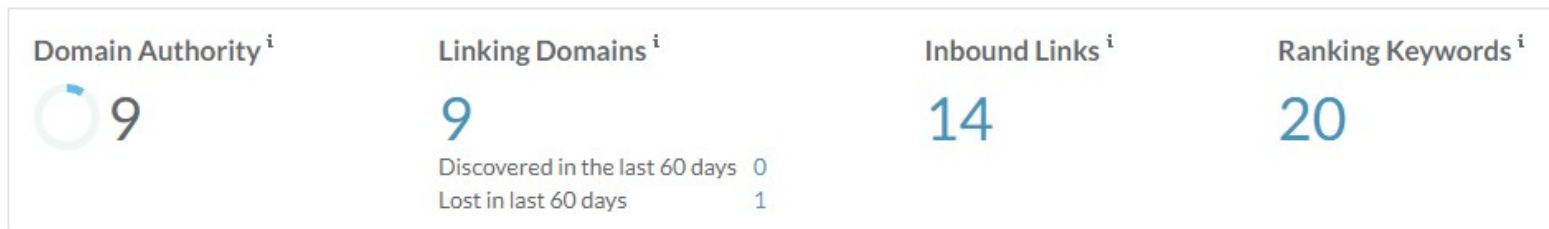
Keyword	↓ Avg. monthly searches	Competition	Top of page bid (low range)	Top of page bid (high range)
metrotown optometrist	100 - 1K	Low	\$2.67	\$6.54
metrotown eye exam	100 - 1K	Medium	\$2.74	\$6.70
metrotown eye doctor	100 - 1K	Medium	\$2.89	\$6.52
optometrist burnaby	100 - 1K	Low	\$1.99	\$5.18
eye exam burnaby	100 - 1K	Medium	\$3.02	\$5.84
eye doctor burnaby	100 - 1K	Medium	\$4.06	\$7.59
metrotown eye care	10 - 100	Low	—	—
burnaby eye care	10 - 100	Low	\$2.74	\$6.33
real eyes optometry	10 - 100	Low	\$4.92	\$7.48
metrotown eye clinic	10 - 100	Low	\$2.61	\$7.27
eye clinic metrotown	10 - 100	Low	\$3.69	\$12.71
eye clinic burnaby	10 - 100	Medium	\$3.65	\$13.94

## UNTARGETED KEYWORDS

metrotown optometrists	—	—	—	—
burnaby optometrists	—	—	—	—
metrotown eye health	—	—	—	—
burnaby eye health	—	—	—	—
eye clinic burnaby	—	—	—	—
best optometrist bc	—	—	—	—
dr shaun pati	—	—	—	—
optometrists metrotown	—	—	—	—
optometry metrotown	—	—	—	—
eye health metrotown	—	—	—	—
eye care metrotown	—	—	—	—
eye health burnaby	—	—	—	—
eye care burnaby	—	—	—	—

# Backlink Analysis (Moz Pro) - Real Eyes Optometry

Company	Root Domain	Domain Authority	Page Authority
Real Eyes Optometry	<a href="http://realeyesoptometry.com/">http://realeyesoptometry.com/</a>	9	14
Backlinks	<a href="https://storify.com/rss/jasongonce001">https://storify.com/rss/jasongonce001</a>		
	<a href="http://www.miysvit.info/">http://www.miysvit.info/</a>		
	<a href="https://www.hotfrog.ca/company/1074657576935424">https://www.hotfrog.ca/company/1074657576935424</a>		



# Backlink Analysis (Moz Pro) - Competitor

Company	Root Domain	Domain Authority	Page Authority
Focus Eyecare Centre	https://www.myoptometrist.ca/	17	25
Backlinks	<a href="http://www.dmoz.org/Health/Senses/Vision/Optometry/Clinics_and_Practitioners/Canada/">http://www.dmoz.org/Health/Senses/Vision/Optometry/Clinics and Practitioners/Canada/</a>		
	→	<a href="https://www.arbo.org/">https://www.arbo.org/</a>	
	<a href="https://www.hotfrog.ca/company/1074657576935424">https://www.hotfrog.ca/company/1074657576935424</a>		

Domain Authority <sup>i</sup>



17

Linking Domains <sup>i</sup>

43

Discovered in the last 60 days 8  
Lost in last 60 days 1

Inbound Links <sup>i</sup>

184

Ranking Keywords <sup>i</sup>

12



# Suggestions

## SEO Adjustments

- Change Suboptimal Keywords
  - *Unsearched Keywords*
  - *High Ranked Current Results*
- Content Creation to attract more traffic from less competitive search phrases (Long-Tail Search Results)
  - *Increase Blog Submission Frequency*
  - *Create backlinks*

# Suggestions

## Website Design

- Integrate and Link Social Reviews, more visible
  - *Google (4.5\* & 13 Reviews)*
  - *Yelp (5\* & 8 Reviews)*
  - *Facebook (5\* & 2 Reviews)*
  - RateMDs
- Secure Website with HTTPS
- Optimize content for higher rankings in Google
- User Experience Adjustments
  - *Photo Hover Links - Profiles*
  - *Contact Information, Phone number closer to the top*
  - *Hours*
  - *Content Ordering*

# Google AdWords (Pay-Per-Click)

# Google AdWords Campaign Sample Financials

Revenue  
Generated

- \$139.99

Average  
Cost Per Click

- \$2

Break-Even  
Conversion %

- 1.4%

# Google AdWords Campaign Sample Financials

## 1 Click Revenue

- 0% = -\$2.00
- 1% = -\$0.60
- 1.4% = \$0.00
- 2% = +\$0.80
- 3% = +\$2.20
- 10% = +12.00

## 30 Clicks Revenue Per Month

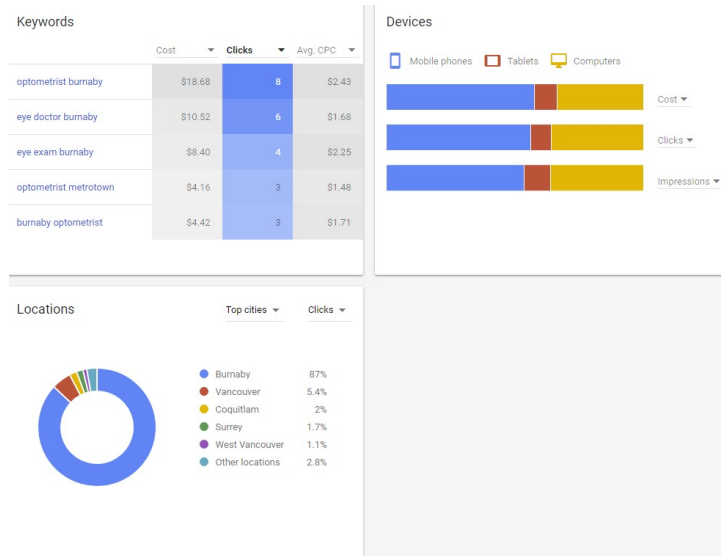
- 0% = -\$60
- 1% = -\$18
- 1.4% = \$0
- 2% = +\$24
- 3% = +\$66
- 10% = +360

## 360 Clicks Revenue Per Year

- 0% = -\$720
- 1% = -\$216
- 1.4% = \$0
- 2% = +\$288
- 3% = +\$792
- 10% = +\$4,320

# Sample Google AdWords Campaign

## TOP KEYWORDS, DEVICE TYPE, & SEARCH LOCATION



## MONTHLY OVERVIEW

Your plan can get **28** clicks for **\$56** and a **\$3** max. CPC ⓘ

Clicks	Impressions	Cost	CTR	Avg. CPC
<b>28</b>	<b>1.3K</b>	<b>\$56</b>	<b>2.1%</b>	<b>\$2.02</b>

Daily Budget: \$2.38

# Google AdWords Campaign Sample Financials

## Assumptions

- One Purchase Per Click Conversion
- Purchase is \$140
- Lifetime Value \$140

## Net Revenue 360 Clicks Per Year

- 0% = -\$720
- 1% = -\$216
- 1.4% = \$0
- 2% = +\$288
- 3% = +\$792
- 10% = +\$4,320

## Methods of AdWords

- Google AdWords
- Facebook
- Bing
- Yahoo
- Etc.

# Solutions – Project Overview

---

## ESSENTIAL

### SEO Campaign (6 months)

---

Optimize on and off-page for increased organic traffic to rank higher on Google by building **quality, trust** and **authority**.

---

**Results:** New, targeted, organic traffic that produces more traffic in ~6 months.

---

## PAID TRAFFIC

### Pay-Per-Click (PPC) Campaign

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Increase traffic by paying to display brief advertisements on Google.

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**Results:** Brings in targeted steady traffic in ~1 month.

---



# Solutions – Project Overview

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## ESSENTIAL      SEO Campaign (6 months)

---

Further audit and analysis of SEO Techniques and keywords

---

Ensure your website is compliant to Google's requirements

---

SEO Campaign Design to improve rankings on Google Canada, Yahoo and Bing

---

Improve on-page and off-page activities

---

Content suggestion

---

Launch Campaign

---

Monthly checks and reports

---

## PAID TRAFFIC

### Pay-Per-Click (PPC) Campaign

---

Further analysis of Keywords

---

Design and align PPC Campaign with your business goals and online strategies

---

Launch PPC with your ad spend budget

---

# Solutions - Pricing

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## ESSENTIAL SEO

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Regular Competitive Rate: \$899 per month

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Preferred Customer Rate: \$799 per month

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## PAID TRAFFIC

### Google AdWords

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Increased traffic in as fast as a month. Costs of bidding for keywords go down as website is optimized.

---

Rate: 20% of Pay-Per-Click(PPC) Ad Spend

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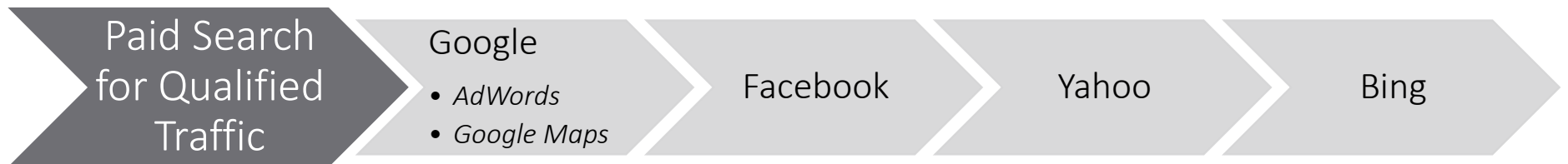
I love jokes about the eye.



The cornea, the better!

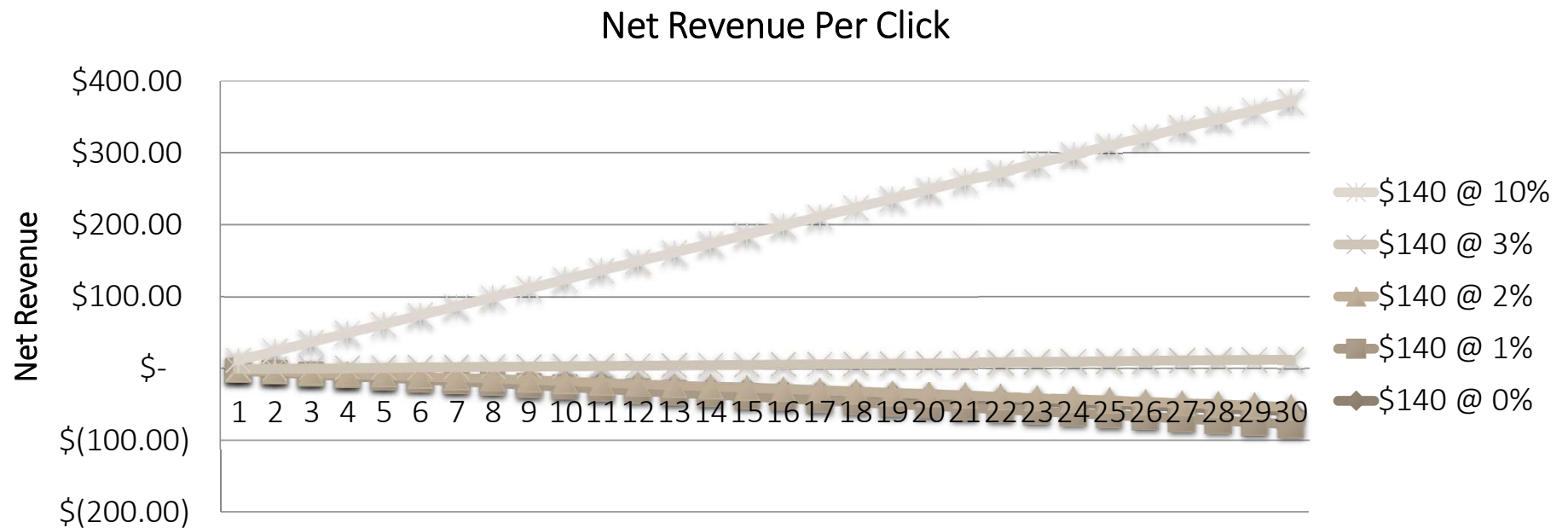
# Appendix

# Traffic Sources



# Sample AdWords Campaign

## Net Revenue Per Click (\$2/Click/Day)



# Marketing Audit

## ZOP INVOICE

5 Keywords @ \$150/m

Dr. Shaun Pati

Optometrists Burnaby

Real Eyes Optometrist

Eye Clinic Burnaby

Best Optometrist BC

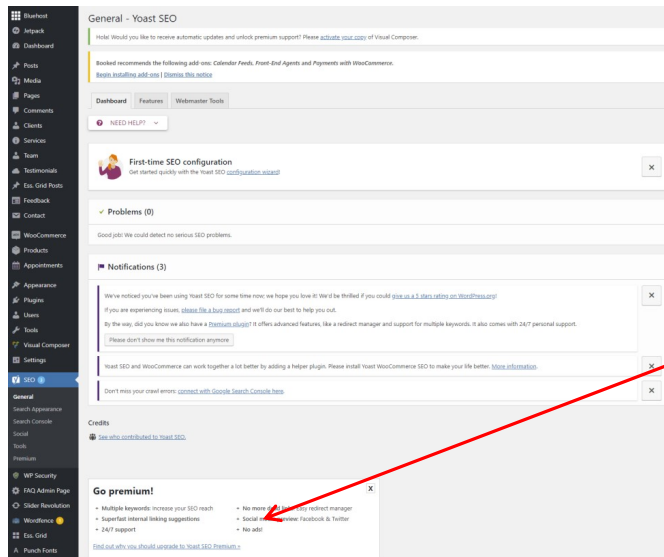
## FINDINGS

No Google Analytics

No AdWords

# Yoast SEO

## WORD PRESS SEO DASH BOARD



## YOAST SEO FREE

Yoast SEO Premium	Yoast SEO free
<a href="#">Keyword optimization</a> ✓ Optimize for <b>synonyms and related keywords</b>	✓ Only 1 keyword