



**Search Engine Optimization Proposal
Fortune International
5/25/11**

TheBlueHyattResidences.com

Background

- Fortune International is looking to improve the organic search rankings on one of its properties: www.TheBlueHyattResidences.com
 - Currently 80% of the traffic is from PPC
- The site design is fairly new – built on a WordPress template
- Google Analytics implemented April 2011 (approx 3100 unique visitors April 23-May 23)
- Site is translated into Spanish
 - Of note: significant traffic from South America (2 referring sites are Spanish language sites)
- Page count : 46 pages (24 are English, 24 Spanish)
- No current tags and minimal inbound linking
- PPC program is in place
- Some confusion with Hotel Blue & The Hyatt at the Blue (hotel on property)
 - 50% bounce rate on site indicates likely confusion for visitors
- The site is mobile friendly but not optimized for mobile access
 - Droid:
 - iPhone:
 - Blackberry: renders fairly well, difficult to navigate

Brand Search Results



blue hyatt residences

Search

[Advanced search](#)

Everything

[Images](#)

[Videos](#)

[News](#)

[Shopping](#)

[More](#)

Burr Ridge, IL

[Change location](#)

[Show search tools](#)

[Miami Boutique Hotels- Miami Luxury Hotel- Hyatt At The Blue](#)

Hyatt Miami At The **Blue** - official site. Experience the best in service, location and ... Press Room · **Hyatt** Blog · New Hotels & Designs · **Hyatt Residences** ...
Rooms & Rates · Maps & Directions · Guest Services · Special Offers
 www.theblue.hyatt.com/hyatt/hotels/index.jsp - Cached

[Hyatt Residences](#)

The **Blue**, **Hyatt Residences** is a 17 acre property, set on the famed TPC Blue ...
 www.hyatt.com/hyatt/about/hyatt_residences.jsp?language=en - Cached

[Miami Hotel Rooms- Miami Hotel Suite- Hyatt At The Blue](#)

Hyatt Miami At The **Blue** - official site. Enjoy spectacular views and ...
 theblue.hyatt.com/hyatt/hotels/rooms/room-description.jsp - Cached

[Hyatt Hotel Miami- Hotel Hyatt Miami- At The Blue](#)

Hyatt Miami at The **Blue** - official site. Experience the best in service, ...
 theblue.hyatt.com/hyatt/hotels/services/maps/index.jsp;jsessionid... - Cached
[More results from theblue.hyatt.com](#) »

[FORTUNE - International Realty](#)

THE BLUE HYATT RESIDENCES. Live to Play in Doral. 305.400.6393. LIFESTYLES IN SOUTH FLORIDA. THE BEST OF KEY BISCAYNE Grand Bay and The Ocean Club ...
 www.fir.com/ - Cached - Similar

[Brickell Realty Group - The Blue Hyatt Residences](#)

All **residences** come FULLY FURNISHED and can be assigned to the **Hyatt** Miami rental program. **Hyatt** Miami operates The **Blue** as a luxury hotel, characterized by ...
 www.brickell-realty.com/theblue.html - Cached

[The Blue — The Blue, Hyatt Residences Celebrates its Grand Opening](#)

MIAMI – December 20, 2010 – The **Blue, Hyatt Residences**, the upscale residential component of Hyatt Miami at The Blue, celebrated its official grand opening ...
 thebluehyattrades.com/.../the-blue-hyatt-residences-celebrates-its-grand-opening/ - Cached

Summary

- We believe that there is a substantial opportunity to improve the organic search rankings of TheBlueHyattResidences.com
 - Keyword integration into content
 - Site tags (Title, meta, alt, etc)
 - Inbound link development
 - Content enhancement
- Improved visibility will work to increase relevant organic traffic and improve quality scores for PPC campaigns (more traffic at less cost)

SEO Research/Analysis/Strategy

- Keyword Strategy Development
 - Factors/inputs:
 - Search volume
 - Relevance
 - Competitiveness
 - Performance in paid search
 - Site analytics data
- Benchmarking
 - Competitive link profile analysis
 - Competitive ranking analysis
 - Natural search traffic performance
- Technical/Architectural/Content Assessment
 - Site organization
 - Crawlability
 - Footprint Consolidation
 - URL consolidation
 - Duplicate content
 - Tags
 - Content
 - Internal linking structure
 - Internal anchor text

SEO Strategic & Tactical Plan

- Keyword strategy
- Content strategy
- Short and long-term recommendations for enhancing
 - Inbound link profile (external links)
 - Internal link structure
- Recommendations for addressing technical issues
- Recommended improvements to conversion process
- Recommended changes to analytics setup
- Prioritized implementation plan

SEO Strategic & Tactical Planning

Keyword Landscape Map

Keyword	DIFFICULTY SCORE	Broad Search Volume Monthly	Exact Search Volume Monthly	Relevance	Priority
auto inventory management	47%	320	110	high	1
auto inventory software	50%	590	170	high	1
automotive inventory management	42%	210	110	high	1
automotive inventory software	41%	210	140	high	1
car inventory software	41%	320	140	high	1
auto dealer inventory management	50%	91	28	high	2
auto dealer inventory management				high	2
auto dealer inventory software				high	2

Content Enhancement Strategy
Sample Content Plan – Thought Leadership Section

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Link Profile Analysis

The amount and quality of inbound links (links from other sites) are critical factors in how well a site ranks in natural search engine rankings. This chart shows:

- Total number of external links that are [followable](#) by search engines
- How many different sites these links represent ([Linking Domains](#)) and how diverse these sites are ([Linking C-Blocks](#))
- How much authority these links are giving to the home page ([Page Authority](#)) and to the site overall ([Domain authority](#))

Site	Total Links*	Domain Authority	Home Page Authority	Linking Domains	Linking C-Blocks	Linking Domain Diversity
VAuto	10,196	42/400	51/400	390	97	24/192
Dealership	1,120	12/400	1/400	10	1	1/120
First	1,120	12/400	1/400	10	1	1/120

Link Profile Analysis – Anchor Text Distribution

Anchor Text	Number of Linking Root Domains Containing Anchor Text	Number of Links Containing this Anchor Text
www.vauto.com	334	455
vauto	26	819
[No Anchor Text]	12	2,385
vauto.com	6	20
http://www.vauto.com	5	9
vauto inc	1	1
http://www.vauto.com	1	1
vauto live in	1	1
vauto	1	1
www.vauto	1	1
velocity fro	1	1
used car p	1	1
bain capita	1	1
real deal	1	1

Includes all phrases with contained in more than 5 links

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Assessment – Local Search Presence

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Initial Implementation

- Content and tag edits
 - Develop tags for 15 pages
 - Copy edits to six pages
 - Develop two new pages
- Initial directory submissions
- Technical adjustments

SEO Monitoring and Development

- Quarterly reporting/monitoring
- Ongoing optimization
 - Ongoing content edits/enhancements
 - Additional content/tag edits as warranted
 - Recommendations for inbound link development

Project Estimate

I. Search Engine Optimization

- A. SEO research and recommendations
- B. Implementation
- C. Quarterly review and updates @ 2
- D. Project management

	Fees	Materials	Total
A. SEO research and recommendations	\$5,500	\$1,000	
B. Implementation	\$5,300		
C. Quarterly review and updates @ 2	\$4,000		
D. Project management	\$1,500		
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	\$16,300	\$1,000	\$17,300
Total			
	\$16,300	\$1,000	\$17,300

Notes

Initial deposit: \$3500 due at contract signing. To be applied to final project invoice.

Estimated costs due monthly as incurred.

Materials fees - estimated costs for outside directory placements for link enhancements.

Any changes to the program scope will be estimated and approved before work commences.

Optional

Spanish optimization: MS to provide English content in Word, FI to translate, MS to implement - \$1500

Design review and recommendations: \$3500

Mobile enhancements: review and recommendations - \$ 2750

Project Timeline

- Research and recommendations: 3 weeks
- Implementation: 3 weeks

Questions & Next Steps