

La Piegia - SEO Proposal



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Here's an Overview of The Market Landscape

Keywords to target:

Piastra Per Capelli	6,600 searches/yr	Achievable
Piastre Per Capelli	3,600 searches/yr	Achievable
Piastre Per Capelli Professionali	590 searches/yr	Achievable

Ignacio, here's why you're not ranking on Page 1 for your entire business. And how I can fix that...

Problem:

Right now you are currently not moving past Google's 2nd page due to lack of authority, which is created with a strong link profile. Because 85% of people never make it past the first page, this means no one is seeing your website and the professional grade hair straighteners you offer to customers. **Assuming you begin converting just 1% of visitors (and much people do more), you can earn a minimum of E 3,894 (66 x 59 Euro) by being on the first page...**

Solution:

The good news is, as per my table above, **first page rankings can be achieved quickly in markets because your website is actually much more healthy than that of your competitors.** I can improve your website rankings with SEO using best practices that are proven to work to get you to page 1...

1. **On-Page SEO:** The first step would be to update your website's On-Page SEO so that it is suitable for SEO. This means each page will be optimized with the proper keywords (**seen above**) and structured in a way that maximizes the distribution of link power across your website. This is done as following:
 - **Keyword Research:** After we spoke, I performed keyword research on your market and competitors to find the most lucrative keywords in Italy for hair straighteners. **Now that that is complete,** I will proceed to make sure they are properly represented and optimized on your website.

- **Title/Meta Tags, Descriptions, URLs:** Now that we have those keywords picked out it is time to update each page on your website for the keywords we are going to target. **Currently, most of your pages have weak keyword densities and variations compared to your competitors.** Updating it will tell Google exactly what is being targeted on each page and can rank it as so. This process involves making sure each title tag, meta tag, description, URL and piece of content contains your primary keyword and keyword variations. By using broad keywords, your website will be able to capture multiple searches with ease.
- **Link Structure:** Lastly, once everything is optimized, I will ensure that the link structure of your website is setup in such a way that each page maximizes the power of the links coming into it. Often times, some pages on a website link to other pages that have no keywords, 'moving' the link power to that page and taking Google's 'eyes' away from your primary keywords.

2. External-SEO: Once your website is fully optimized for every keyword you are looking to target, I can begin the ranking process, as follows...

- **Citations:** The first step is to have your website indexed in all the major local websites in **Italy and Europe for consumer hair products.** I know you have already done some of these, so I will make sure to optimize all descriptions on each citation for your desired keywords. These websites provide powerful white hat links and because they are local, tell Google that you are providing your service in the respective market, boosting your rankings for your keywords.

Daily Action: Submit your website to 1-2 local directories every other day.

- **External Links:** Now, to get you ranking on page 1, I will build steady links to your website weekly from websites specific to your industry. This will be consumer product and hair care websites that have high trust flow and authority on Google based on their credibility. **In addition, I will also place links in places that your business gets talked about, like local blogs and reddit. Like you mentioned, your competitors have PBNs that can outrank you** and this will tell Google that your website is related to the industry, and get you ranking for your keywords. I keep up with every Google update, so all links coming in will be safely within Google Standards.

Daily Actions: Send 1-2 relevant high quality links to your website every other day as needed.

- **Social SEO:** The latest Google ranking algorithm places heavy emphasis on social media presence and authority. This is because social media platforms tend to be the place on the internet where links are shared the most. Therefore, I will also update your profiles on Facebook, YouTube, Twitter and Google+ to make sure they are optimized for your keywords and ensure that they are shared to create more credible links to your website. With this combination, you will be ranking for your keywords in a safe and fast manner.

Investment Costs

To succeed, On-Page SEO and Off-Page SEO need to be done simultaneously.

To recap, this includes: On-Page SEO to ensure your website is up to Google standards and all of your keywords are represented properly across every page on your website; External SEO, sending constant links to your website as needed to rank you on page 1.

For lapiega.it, **I recommend starting off with a basic package, given that you are cost conscious.** This package is a **E 699/month investment**, with no obligation- this means you can stop anytime once you feel the work has been performed to your satisfaction.

But You Get More Than Just SEO...

- **24/7 Customer Service** through Skype, phone or e-mail
- **Anytime Cancellation:** Unlike most other SEOs, I have a no obligation contract - however for best results I recommend using this ranking strategy for 60 to 90 days

...Next Steps

Ignacio, take a look through the proposal and if you have any questions or problems, e-mail me at luis@luisemorales.com and I'll walk you through it over a scheduled call.

The next steps would be to agree on a course of action and starting date to begin your SEO.

It would be awesome to get this kicked off right away so we can start getting the most out of your current marketing spend and get your business to dominate the market.

E-mail me at luis@luisemorales.com when you're ready to kick things off.

Sincerely,

Luis Morales