

Search Engine Optimization Proposal

For

West Great Lakes ACA Intergroup

http://www. westgreatlakesaca.org

Prepared by

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**Introduction**

West Great Lakes ACA Intergroup is an autonomous 12 Step recovery program for individuals who grew up in alcoholic or otherwise dysfunctional home serving Indiana, Illinois and Wisconsin. The web site at Westgreatlakesaca.org delivers information about the organization, its aims and goals and meetings within the region.

ACA wants to increase awareness of their service and connect individuals in need with local groups. This proposal will address how ACA can increase their profile through search engine optimization

**About Lizard Direct**

Lizard Direct LLC is a full service search engine optimization and search engine marketing consultancy based in Grand Rapids, Michigan. Founded by Internet industry veteran David Ellyatt, Lizard Direct offers a full array of services to assist companies to improve their visibility in the search engines. Prior to founding Lizard Direct, David Ellyatt led the web marketing team at the top 20 ecommerce and number 1 health and beauty etailer Quixtar. He has also held marketing and management positions at iVillage.com, FamilyPoint.com and the Journal Square Interactive division of Advance Internet.

**Search Engine Optimization**

The primary method used by any web surfer to find information, or a company’s web site, is searching using a major search engine. Search engine optimization addresses the requirements of the major search engines and provides refinements to a site so that it can be more search engine friendly and therefore perform better in the search engine results pages

Reviewing the major search engines as they stand currently, it is evident that the site Westgreatlakesaca.org has been visited by the search engines and that all 3 of the major engines have indexed and cataloged pages from Westgreatlakesaca.org.

Number of pages currently indexed by the major search engines. Note that if a page is not indexed then it will never be returned in a search engine query.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **URL List** | **Total** | **Google/** | **Bing** | **Yahoo!/** |
| **AOL/** | **FAST/** |
| **HotBot** | **AltaVista** |
| **www.Westgreatlakesaca.org** | **17** | 7 | 5 | 5 |

Number of inbound links to Westgreatlakesaca.org as recognized by the major search engines

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **URL List** | **Total** | **Google/** | **Bing** | **Yahoo!/** |
| **AOL/** | **FAST/** |
| **HotBot** | **AltaVista** |
| **www.Westgreatlakesaca.org** | **0** | 0 | NA | 0 |

**Strategy and Methodology**

The search engine optimization (SEO) strategy and approach utilized for this project will be two pronged. One area of focus will be what refinements can be made to the architecture of Westgreatlakesaca.org to make the site more search engine friendly. The second area of focus will be to focus specifically on individual pages and to optimize those specific pages so that individually those pages are highly ranked in the search engine results pages.

**1 Architectural Refinements**

Lizard Direct will initially undertake a complete analysis of Westgreatlakesaca.org to evaluate the sites’ code, content, content management system, layout, internal linking structure and behind the page information. The site will also be verified with both Bing and Google to ensure that any issues that they have with the site are accounted for. From this analysis recommendations will be made for over arching improvements that can be made across the site to make the site more search engine friendly.

A review of the referrer data from web site statistics will also be completed to reveal areas of strength and weakness.

When this analysis is complete the insights can be applied to the current site or factored in to the design process for a new incarnation of the site.

**2 Individual pages**

Keyword research will be undertaken by Lizard Direct to determine which keywords and keyword phrases are actually being used by searchers online when they are looking for the types of information and help that ACA offers.

Keyword research comes in two parts. Firstly information highlighting which are the most popular keywords and secondly a report for each keyword grouping demonstrating which keywords are the most effective targets to optimize for, based upon a combination of search volume and the number of other web pages covering that topic.

When keywords have been selected from the keyword research Lizard Direct will then develop recommendations to optimize the key section pages of Westgreatlakesaca.org. These recommendations may include refinements to on page copy and behind the page code.

**Implementation**

Recommendations will be delivered to ACA and their development partner Nathan Heimstra for implementation. Lizard Direct will not undertake the modifications to Westgreatlakesaca.org. Lizard Direct will undertake a post implementation quality assurance check and if any recommendations are unable to be implemented for whatever reason, alternate recommendations will be made wherever possible.

**Tactics, Guarantees and Spam**

There are many companies out there that promise guarantees of number one results or top positions in the search engines. No search engine company can genuinely make those promises as none of us control the algorithms of the major search engines. As a buyer of search engine optimization services you should be careful of any company offering those types of promises and equally wary of companies that are willing to use less than ethical tactics.

Lizard Direct employs only best practice techniques that are in keeping with all of the guidelines issued by the major search engines. We do not use spam techniques such as Cloaking, Doorway pages or Ghost pages. We know that your web site is an important asset that cannot risk the possibility of being banned by a major search engine. Furthermore Lizard Direct offers industry exclusivity so that when contracted by ACA, Lizard Direct will not engage in any search engine optimization or search engine marketing for a direct competitor.

**Project assumptions**

It is assumed, in order for this project to have the maximum impact that the following actions are undertaken by ACA

* Provision of the referral data from their web site stats
* Collaboration on keyword selection
* Implementation of recommendations made by Lizard Direct

**Deliverables**

Site architecture optimization recommendations

Keyword research

Individual page optimization recommendations

Implementation quality assurance

**Fees**

Due to the nature of the work that the West Great Lakes ACA Intergroup does Lizard Direct has heavily discounted the fees that would be charged to a commercial customer. The work undertaken on architectural refinements will be done pro bono and the work done on keyword research and individual pages will be done for the nominal fee of $300