



# SEO Action Plan for

Moto Machines

<https://www.motomachines.com/>





# Cover Letter for SEO Letter

Dear Client Moto Machine,

You thought you've been set up; you've got a website. However, it turns out that you don't get enough traffic to the site, and you don't convert people once they even do it. That's an issue because if people don't find you online or buy your services, what's the point? The problem is probably that your site is built with outdated technology. It happens to everyone, but your business needs to stay ahead of everyone. And while your website may be the engine of your online strategy but you can't ignore the critical role search, advertising, and social media play in generating traffic.

We need a comprehensive website audit and strategy to properly assess how we can improve your site. It's like an MRI online. The results will tell us what's happening to your site - what's going on, what's not going on, how users interact with the site. This will arm us with the information we need to develop a plan of attack to get your website back on track, generating high quality traffic, converting visitors into customers, and improving your productivity by making it easy for you to maintain moving forward.

Sincerely,  
Sandiweb





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# Project Summary for SEO Audit

## Project Goals

At Sender Company, we follow a structured audit process that addresses the following components of your website strategy

## Our Solution

- Site Performance
- Site Architecture
- SEO
- UX Design

## Results

Once we've completed these four key stages of the website strategy audit process, we will compile a detailed report of your site's traffic patterns,<sup>+</sup> sources, and conversion rates, along with details regarding your site's architecture and overall performance.

# Our Offerings for SEO Audit



## 01. Site Performance Analysis

- We begin every website audit by analyzing your website analytics.
- This allows us to set baseline performance metrics for your website, including traffic volume, traffic sources, search engine rankings, and conversion rates.

## 02. SEO Analysis

- SEO is an important part of your website's overall impact on your company's growth. We conduct a thorough SEO audit in two key phases:

### Technical SEO:

- We analyze your site's page hierarchy, link profile, page tags, and meta descriptions to ensure that your off-page SEO is designed properly

### On-page SEO:

- We analyze your site's content to identify your current keyword placement and density. This will allow us to identify which keywords you're targeting effectively, and which ones you aren't capitalizing on.

## 03. Site Architecture Analysis

- Your website's architecture is extremely important.
- A well-designed website will load quickly
  - on all browsers and devices, be easy to update and maintain, and be secure against malicious attacks.
- Our web development team will thoroughly analyze your website's structure.
- We will identify any issues related to your site's CMS, plugins, or hosting confirmation.
- Ensuring that each of these items are configured correctly will ensure that your revisited is stable, reliable, and secure.



# Our Offerings for SEO Audit



## 04. UX Analysis

- UX design plays an important role in your website's ability to convert visitors into marketing qualified leads (MQLs).
- Our UX team will identify the current state of your website's user journey, and identify any inefficiencies in the following areas:
  - CA Placement
  - Overall Branding
  - Content Structure

## 05. Optional: SEO Report

- Understanding which keywords to target with your SEO strategy can put you in search results ahead of your competitors, improving the traffic volume of your website and generating leads.
- If you choose to include this optimal report in your Web audit report package, we will analyze search engine traffic and competition for keywords related to your brand and products, and deliver a detailed report that covers those keycodes that you should focus on with your website's content



# Scope of Services for SEO Audit Website Review



## Analytics

- We will begin by examining your current traffic patterns and conversion rates
- We want to find out where your traffic comes from ; how do your website users behave; and, most importantly, where do we want to improve?

## User-Experience Strategy

- We need to know who your target audience is.
- From there we can break that down to create people and scenarios for users.
- This will help us set the stage for user testing to reveal why your website doesn't work the way you want it to.

## Content Audit

- Messaging is important and the messenger could just shoot your website. For quality, consistency, structure, and architecture of information, we will review the content on your website.

## SEO Audit

- Our 6-step SEO audit enables us to conduct thorough research on your existing site and provide specific recommendations for improving your rankings.
- We will look at things such as on-page rankings, off-page metrics such as backlinks and indexability.





# Scope of Services for SEO Audit Website Review

## Social Media Strategy

- By combining a review of your existing social commitment with the results of previous user testing, we will be able to determine which channels to focus on, the types of content to be produced, and the frequency of posting to give you the best return on investment.

## Email

- By reviewing your current email marketing activities, we can develop a strategy that will reach fans and customers, drive your website subscribers and drive a drip campaign to keep your subscribers engaged with marketing automation software

## Branding

- Your brand in the online world is a powerful player.
- We will review your current website branding, make suggestions for refinement based on your target audience, and develop a strategy to ensure that all channels are consistent with your branding.

## Technology

- Accessibility and maintainability are the foundations to a effective website.
- Well review your front-end code and your back end platform to find ways we can improve on efficiency.

## Governance

- Based on all aspects of the website audit, our final step will be to develop a framework to ensure that moving forward your website is always kept up-to-date and evolving. along with your business.



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# Website Strategy Audit Schedule for SEO Audit

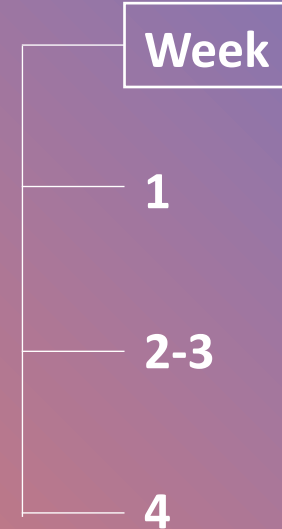
The following table details the projected completion date for each of the web audit phases listed above.

Phase	Date
Performance Analysis	Performance Analysis. Date
Site Architecture Analysis	[Site Architecture. Date]
SEO Analysis	[SEO. Date]
UX Analysis	[UX. Date]

# +Timeframe for SEO Audit



- We will need about 12 weeks from start to finish to complete the work outlined in the scope of the project, depending on when we receive feedback at each milestone.
- We are ready to start work immediately upon signing the proposal.



# + About Us for SEO Audit

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## Background

- Add details on company's history
- Previous line of services
- How it all started etc.
- Other key points

## Our Focus

- We believe it's all about you. Our focus is on meeting and surpassing your personal short- and long-term financial goals, creating and implementing processes for regularly reviewing and evaluating how your portfolio is doing, and maximizing your return-on-investment overtime



# + Why Us for SEO Audit

- We're all about the experience at the name of the company.
- We design simple, compelling and functional websites that make it easy for users to quickly find exactly what they are looking for when they arrive at your site and then convert them into paying customers.
- It's about creating a online experience that transforms users into followers, customers into ambassadors.
- We do this by listening to you, understanding your target audience, and putting our extensive online knowledge to work on a plan that will improve your business goals and change the way you think about the potential of the internet.
- If you're wondering, we're mobile first. It's not just the way of the future. It's the way of right now.



# Rest Slides are Related to Scandiweb



- Our Team for Seo Audit
- Testimonials
- Statement of work & Contact
- Contact Us





Thank You

