

# SEO Pre-Launch Audit

10.11.2016

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[Simple Search Marketing](#)



## Overview

This proposal is to make client.com's newly redesigned website SEO-friendly. Activities presented here will ensure that any existing SEO equity is transferred to the new website, that Google is able to index the new site, and that the new site can be measured appropriately via [Google Analytics](#). Keyword research, recommendations and optimizations will also be an important part of improving organic search traffic to client.com.

## Pre-Launch Activities

### *Tools/Analytics:*

Analyze current organic traffic via Google Analytics and Hubspot; create GA Dashboard  
Set up Google Search Console on client.com to analyze indexation post-launch  
Configure Yoast SEO Plugin for Wordpress

### *Website:*

Evaluate SEO friendliness of new website code via staging link  
Analyze development team's "launch list" for [SEO best practices](#); add anything missing  
Ensure 301 redirects are set up properly  
Provide meta data optimizations, on-page recommendations based on preliminary keyword research

## Post Launch Activities

Conduct comprehensive keyword research based on business goals, competitive strategies  
Demonstrate benefits of current client marketing technologies; evaluate cost/benefits/redundancies of Hubspot, Moz, Google Analytics, Constant Contact, etc.



Recommend realistic keyword targets based on existing website content; Optimize full site with on-page content edits, internal linking

Provide recommendations for content strategies to build authority in areas lacking content/optimization opportunities

November SEO report

## Rates

Consulting rates = \$100/hour

- Expected Pre-Launch Activities estimated @40 hours
- Post-Launch Activities TBD\*

\*subject to change based on

scope

## Milestones

### I. Website Launch

On agreed launch date ( ), site will launch with review for SEO best practice completed prior. On launch date, site will be submitted to Google Search Console for reindexation. Also, dashboard will be set up in Google Analytics based on agreed upon metrics.

### II. Post Launch

The site will be fully optimized with vetted keyword targets within a month of website launch; SEO report for November delivered by 12/5.