Core SEO Services (Bullet Points – VERY IMPORTANT)

SEO Strategy & Planning

- Market & competitor analysis

- Keyword research based on search intent

- SEO roadmap aligned with business goals

- **On-Page SEO**

- Title tags & meta descriptions optimization

- Header structure (H1–H6)

- Content optimization for keywords + readability

- Internal linking strategy

- Image optimization & ALT tags

- **Technical SEO**

- Website audit & issue fixing

- Page speed optimization

- Mobile responsiveness

- Indexing & crawlability fixes

- Core Web Vitals optimization

- **Content SEO**

  - SEO-optimized blog/content planning

  - Keyword mapping to content

  - Content gap analysis

  - Optimizing existing pages for better ranking

- **Off-Page SEO**

  - High-quality backlink strategy

  - Authority & trust building

  - Safe link-building methods

  - Brand mentions & outreach

- **Local SEO (Optional but Powerful)**

  - Google Business Profile optimization

  - Local keyword targeting

  - NAP consistency

  - Local citations

Tools You Use (Boosts Trust on Upwork)

Examples:

- Google Analytics

- Google Search Console

- Ahrefs / SEMrush

- Screaming Frog

- PageSpeed Insights

SEO Process

Simple 4–5 step flow:

1. Website & competitor audit

2. Keyword & opportunity research

3. On-page & technical optimization

4. Content & authority building

5. Tracking, reporting & improvement

Results & Benefits

Very important — marketing mindset.

Examples:

- Increased organic traffic

- Higher keyword rankings

- Better conversion-ready visitors

- Long-term growth without paid ads

- Strong online authority

Who This SEO Service Is For

This helps filter clients.

- Startups & new websites

- Service-based businesses

- eCommerce stores

- Local businesses

- Brands looking for long-term growth