



TECHNICAL SEARCH ENGINE OWNERSHIP PROPOSAL



OUR APPROACH

SEO - QUALIFIED TOP-MIDDLE OF FUNNEL TRAFFIC

SEO plays an integral role in the lead generation and conversion process and can influence overall success for a website.

It's therefore important to understand the role that SEO plays in this process and by ensuring that your business is visible when your customers or prospects are searching for your offering, you'll be generating cost effective traffic that is more sustainable than paid advertising such as Google Adwords and Social Media traffic that provides a costly one-time visitor to your website.

That's why we focus on creating click-worthy content as part of our approach and we'll explain more within this proposal.



OUR PROCESS - SEARCH ENGINE OWNERSHIP

As with many areas of digital marketing, SEO activities differ from agency to agency. Our process and methodologies have been perfected over 18 years of providing this service and our awards wins are a testament to our success and the success we create for our clients.

Here's our Managing Director, Andrew Thomas, to explain more about our approach:



THE TRUTH ABOUT SEO & OUTRANKING COMPETITORS

The ultimate goal of search engine optimization for a business is to rank higher on search engines such as Google than your competitors. It's that simple. What gets you there is less simple but can be summarised in 2 simple points:

01

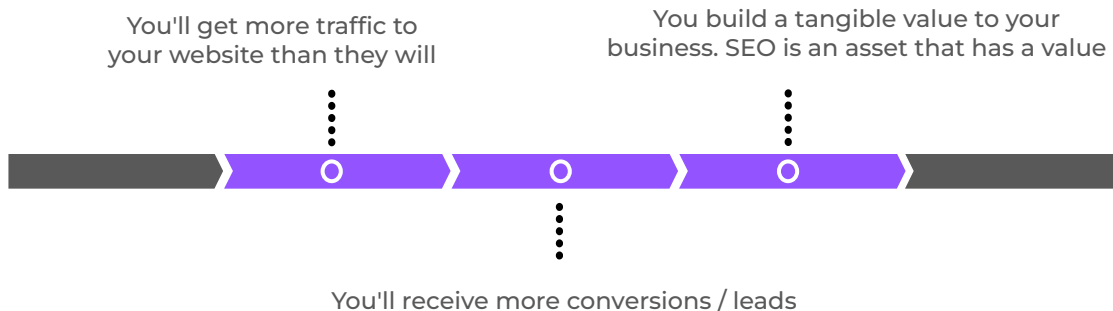
The technical quality of your website.

02

The quality and volume of content contained within your website.

If you have a superior website from a technical perspective and have volumes of higher quality content than your competitors, you will outrank them.

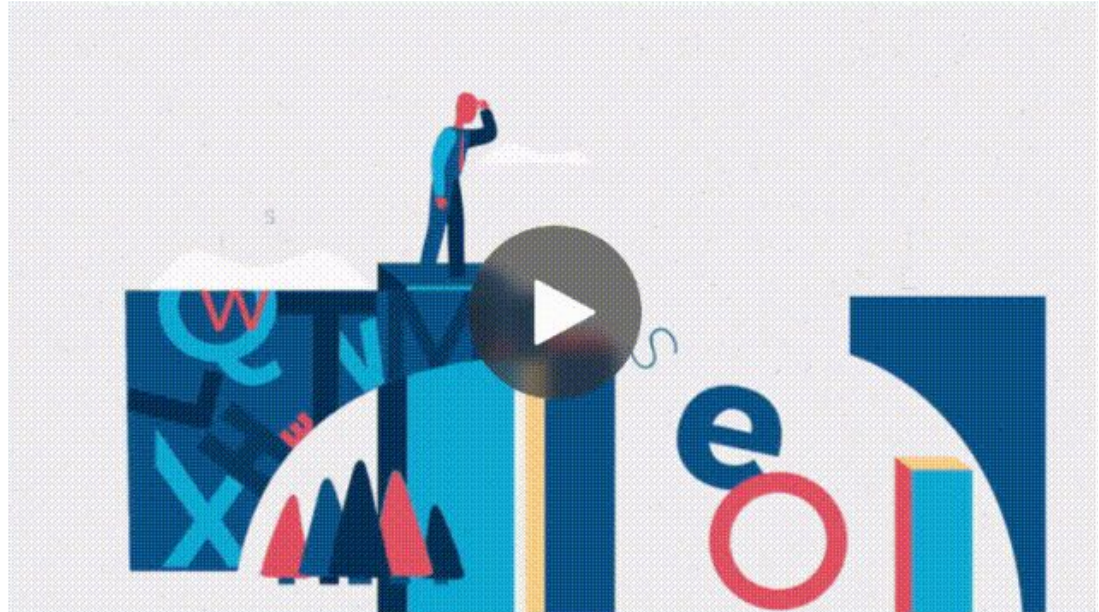
If your website outranks competitor websites, the benefits are huge:



OUR APPROACH: SEARCH ENGINE OWNERSHIP MINDSET

It's important that you understand our approach to SEO. At NEXA, we believe that companies should have the objective of 'owning' the search engine results pages relevant to your business and have termed this philosophy "Search Engine Ownership".

This short video will explain the process in more detail:



OUR APPROACH: SEARCH ENGINE OWNERSHIP MINDSET

When considering SEO for your business, you need to ask yourself whether you

A

want your website to be optimized for search engines

B

if you want your business to own the search engines for searches relevant to your business

If you're looking for just (A), NEXA may not be the right agency for your business.

If you want your business to own search engine results pages, **NEXA is the only agency for you** and we want to embark on a Search Engine Ownership journey with your business.

Our approach focuses on 3 main areas - areas that are important for any business:

- 1. Your company's search visibility**
- 2. Your search visibility in comparison to your competitors**
- 3. The value of organic traffic in actual currency**

SEARCH ENGINE VISIBILITY

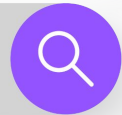


What is Search Visibility?

If you've ever searched Google for a product or service that your business offers, just to see if your website ranks, what you are actually looking for is to see how visible your company is for that specific search.

Search Visibility is a metric that can be measured to see how visible your company is across every possible search term related to your business.

Search Visibility



THE PROCESS EXPLAINED

2. SEO and Keywords

Designing content with search engine in mind - adding keywords and potential topics to the list of searches to bring in traffic

4. Content Clusters

Creation of new content clusters, repurposed content and pillar pages focusing on specific keywords

6. Content Workshop

Explaining overarching content strategy, how we will use existing content and also create new content to reach our target market

8. Reporting

Analysis to see what content is driving the most organic traffic which drives the content plan for month 3-6 in line with your goals



1. Immersion Session

One on one session with the organisation and the NEXA team to help understand the business better - objectives and goals

3. Content Gap Analysis

Audit on the current content by the team and analysing the gaps and optimizing it with SEO team

5. Quarterly Plan

Creation of quarterly plan based on objectives - to include how to target the sector with already existing content and new content

7. Production

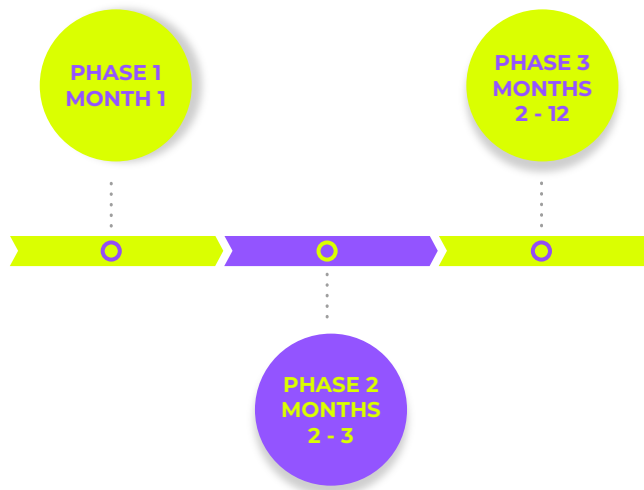
Developing new blogs, sharing repurposed content along with content suggestions - infographic, videos, animations, podcast etc

THE PROJECT PLAN - 3 PHASE APPROACH

We recommend the following approach:

Launch an advanced audit with the outcomes focused on (a) identifying the technical improvements required on your website, (b) identifying your key competitors and understanding your true Search Visibility measurement, (c) identifying the content topics that will provide real impact for your business and (d) creating an implementation strategy for roll-out.

During this stage, we'll also identify the copy writing processes and tone of voice required of the content that will need to be created for your business.



A continuous stream of ongoing SEO activity that includes frequent backlink audits and disavowing of rogue backlinks, additional backlink creation including Digital PR links, Wikipedia submissions and content creation & optimisation

Throughout the engagement, our team will provide you with regular reports that focus on the key metrics of Search Engine Visibility, Volume of Traffic and the equivalent value of the traffic that we drive to your website through our activity.

INITIAL TECHNICAL AUDIT / WEBSITE HEALTH CHECK

Our **19 point check list** has been designed to ensure that your website is tested for every important aspect that can impact its position on Google. Post audit, our team will provide you and your development team with a list of recommendations that will need to be implemented. Our experts will support your development team throughout the process so that the implementation of our recommendations is smooth and efficient. If you'd prefer for our team to make the required changes to your website, we can provide an estimate of this once the audit is complete.

1 DA & PA Check

2 Site performance (Website speed)

3 Device Performance

4 Backlinks

5 Indexed URL Status

6 Black Hat SEO (check)

7 XML sitemap

8 Robots.txt

9 HTTP status codes

10 Error pages

11 URL Structure

12 Canonicalization

13 Meta Titles

14 Meta Description

15 Headings

16 Business Listing Analysis

17 SERP Analysis

18 Schema

19 Mobile Performance

ONGOING TECHNICAL SEO STRATEGY

SEO STRATEGY



ON-PAGE SEO

- Crawlability
- Indexation
- Page Speed
- URL Duplication & Canonicalization
- Full Technical Audit



SEARCH VISIBILITY

- Domain Authority Check
- Page Authority Check
- Quarterly Profile Cleans
- Brand Citation
- Competitors
- Outreach Campaigns
- Local Portals
- International Portals
- Premium Press Release
- QA Sites
- Relevant Comments



TECHNICAL SEO

- Title Tags
- Internal Links
- Description & Various Meta Tags
- Image Optimization
- Heading Optimization



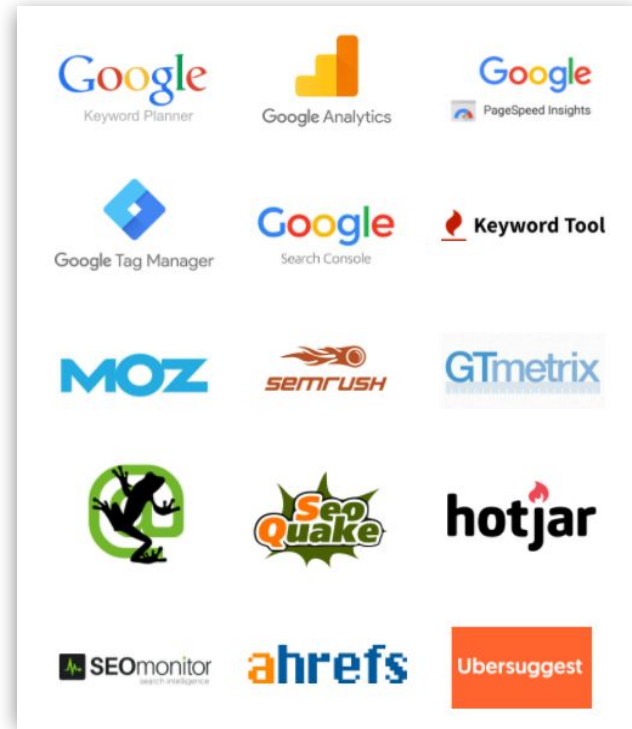
REPORTING

TOOLS & INTELLIGENCE

With so many different ranking factors influencing how well a website ranks on the different search engines, it's important to use the best research, analysis and technical tools that help us to provide live insights and real-time data.

NEXA invests over \$100,000 a year in enterprise level tools that will be used to measure and analyse the performance of your website on search engines and use this data to justify our approach and methodologies.

In addition to this list of tools on the right, we'll also introduce additional tools if the team believes that additional research and insights are required based on user experience / user journeys that impact SEO, lead generation of revenue-based performance issues.



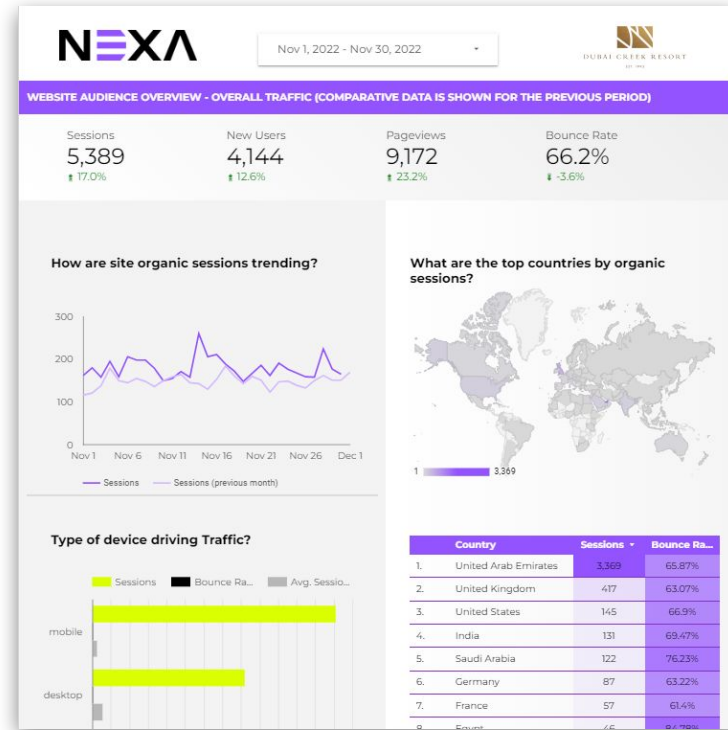
LIVE REPORTING DASHBOARDS

Looker Studio is a web-based tool that allows you to create interactive dashboards and reports from various data sources, including Google Analytics, Google ads, social media and others.

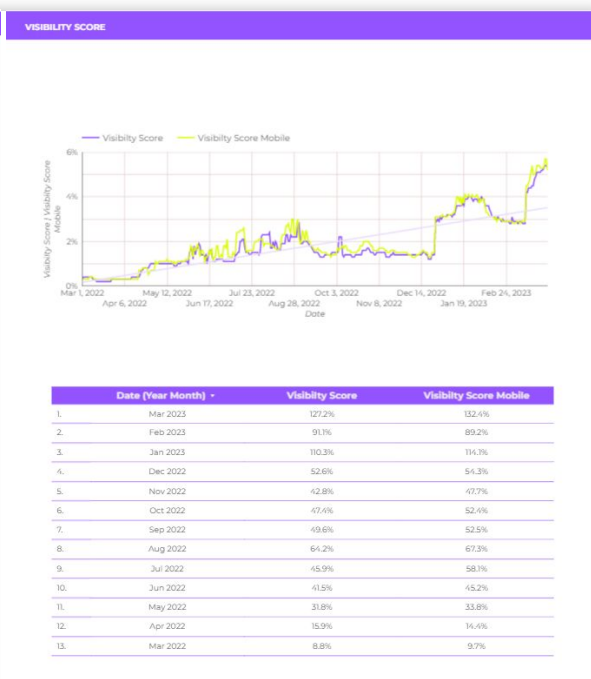
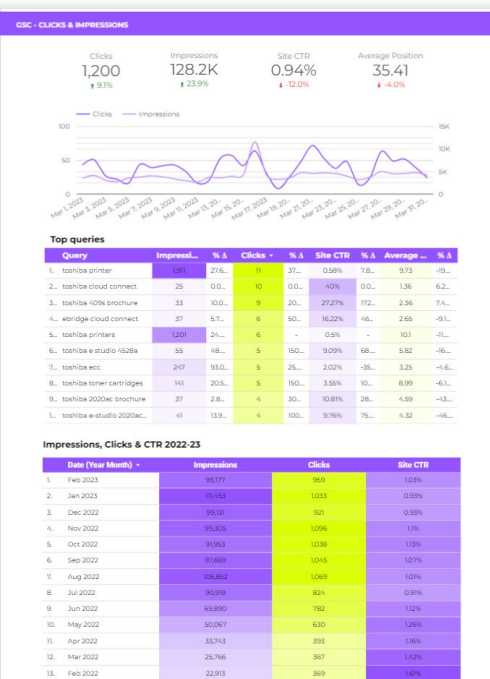
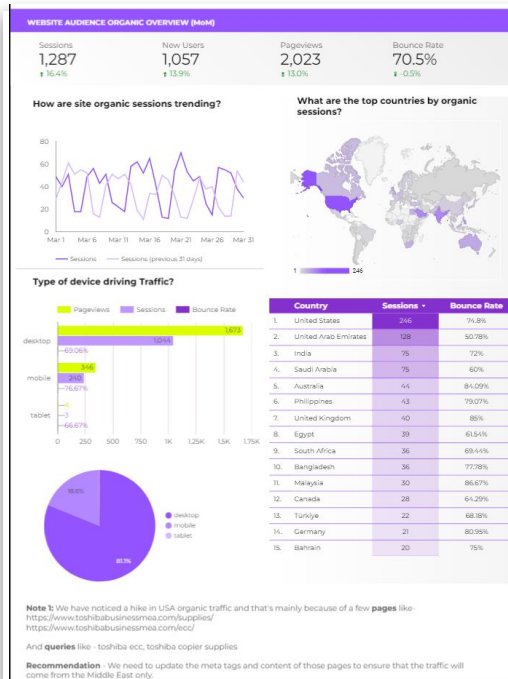
Your website's SEO performance changes on a daily basis due to frequent algorithm updates by the major search engines that impact how your website is ranking.

Therefore, rather than rely on monthly reports that present historical and often, outdated information, our team will create a LIVE reporting dashboard that allows you to see how your website is performing in real-time.

This allows you to not only understand live performance but also adjust strategies for immediate impact.



LIVE REPORTING DASHBOARDS



BENEFITS OF USING GA4



These are the main advantages of GA4:

1. GA4 provides a platform for both **website** and **mobile application**
2. GA4 has a bigger focus on the **user-journey**
3. GA4 user more **user-centric**
4. GA4 provides **predictive analytics capabilities**
5. GA4 provides **advances analysis reports**
6. Enhanced **data visualizations** and **reporting**
7. **Easy conversion** and **event tracking set-up**
8. **Automatic event tracking**
9. Easy cross-domain tracking setup
10. Access to far more **custom dimensions** and **custom metrics**
11. Quick **data validation** and **audit** built within the user interface
12. Free connection to **BigQuery**
13. More **powerful audiences** for ad campaigns



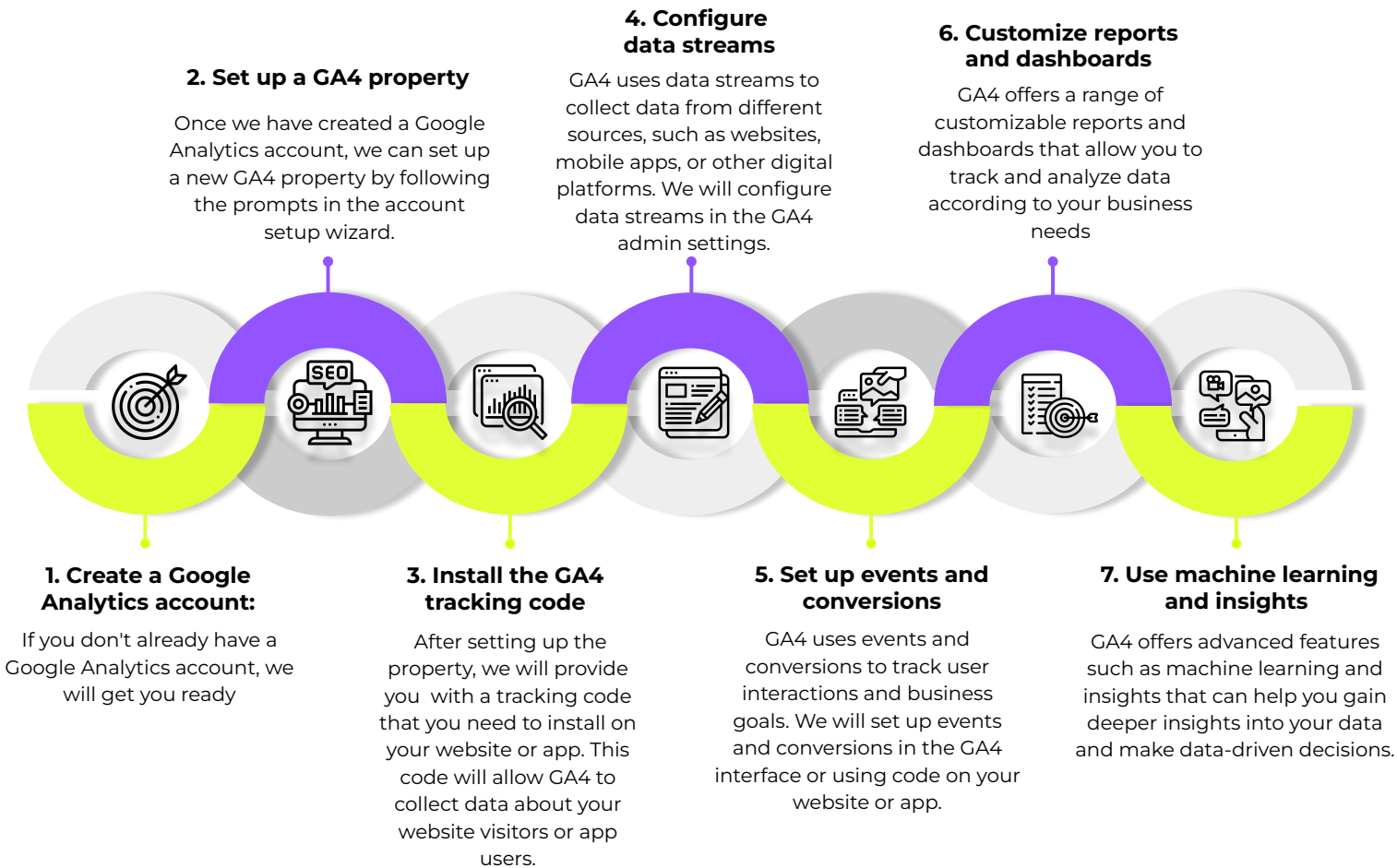
WHAT HAPPENS IF YOU DON'T UPGRADE TO GA4?



Some potential consequences of not upgrading to GA4 include:

1. **Limited Data migration:** If you choose not to migrate to GA4, it will not be possible to transfer your data or download your reports from the older version of Google Analytics (Universal Analytics). Moreover, continuing to use Universal Analytics may pose a risk of losing all your data
2. **Limited data retention:** Universal Analytics has a data retention limit of 26 months, which means that after that period, your data will be deleted. By not upgrading, you will lose valuable historical data after 26 months.
3. **Missed opportunities:** GA4 includes new features and integrations that can help you better understand your website or app's performance and user behavior. By not upgrading, you may miss out on valuable insights that could help you optimize your marketing strategies and improve user experiences.
4. **Limited support:** Google will phase out support for Universal Analytics, which means you may not receive updates or bug fixes in the future. This could lead to security vulnerabilities or other issues.
5. **Incompatibility with new tools:** As more tools and platforms integrate with GA4, you will encounter compatibility issues if you're still using Universal Analytics. This will limit your ability to take advantage of new marketing channels or technologies.

GET STARTED WITH GA4



There are several types of reporting available in Google Analytics 4 (GA4), including:

Real-time reporting

Real-time reporting shows you what is happening on your website or app at the moment. You can see how many people are currently on your site or app, what pages or screens they are viewing, and what actions they are taking.

User acquisition reporting

User acquisition reporting shows you how users are finding and accessing your website or app. You can see which channels (such as organic search, paid search, or social media) are driving traffic to your site or app, and how effective your marketing campaigns are at attracting new users.

Engagement reporting

Engagement reporting shows you how users are interacting with your website or app. You can see how much time users are spending on your site or app, what pages or screens they are visiting, and what actions they are taking.

There are several types of reporting available in Google Analytics 4 (GA4), including:

Conversion reporting

Conversion reporting shows you how effectively your website or app is driving desired user actions, such as completing a purchase or filling out a contact form.

Retention reporting

Retention reporting shows you how well your website or app is retaining users over time. You can see how many users are returning to your site or app, how often they are returning, and how engaged they are on subsequent visits.

Monetization reporting

Monetization reporting shows you how much revenue your website or app is generating, and where that revenue is coming from.



THANK YOU