



SEO Assessment

Review Performance & Create an SEO Strategy for Growth

Thank you for your interest in SEO with our team at SGD - we're excited about the prospect of working together to increase organic search traffic to your website!

Based on our experience, there are typically **three main reasons** a company wants to invest in SEO and make sure it's done correctly:

1. **New Version of Website Launching:** You have a new website launching. You invested in SEO for the previous version of your website, so we want to preserve that value while positioning the new site for even greater success.
2. **Burned by an SEO Agency:** The SEO company you've been working with has been charging a lot without delivering value. You're in need of a more reliable SEO partner and stronger growth.
3. **Not Seeing Growth:** Your business isn't experiencing growth. You built a website some time ago, but leads and traffic haven't followed.

The scope of work that follows details how we'll approach these problems by implementing a holistic approach to SEO, which will move your business towards long-term success.

The proposed project is an **SEO Assessment**.

During this phase, we will review your current SEO performance and create your business's SEO strategy.

Our SEO Strategy

Our team at SGD invests in holistic SEO. Our approach is long-term, future-proof and works in both traditional search engines and AI answer engines.

The primary components of holistic SEO include:

1. Technical SEO
2. Content
3. On-Site SEO
4. Off-Site SEO

We call these the Four Pillars of SEO.

We work to improve your website's performance within each of these "pillars".

The categories align with the search engine algorithms. Incremental improvements here are designed to improve rankings, grow traffic, and generate more sales.

Our approach to SEO includes multiple project phases:

1. SEO Assessment (this phase)
2. SEO Quick Start
3. and Monthly SEO

The only commitment at this point is to the first step: the SEO Assessment.

The SEO Quick Start and Monthly options are provided for future reference. Upon completion of the SEO Assessment, we can determine if you'd like to move forward with those projects.

Throughout the SEO Assessment project, our team places a strong emphasis on **communication and transparency**.

We will ask questions of you and share our research to ensure we accurately understand and target your audience(s) and business objectives.

We will also share results and collaborate on any items that require approval.

Scope of Work: SEO Assessment

The goal of the SEO Assessment is to build awareness around the strengths and weaknesses of your presence in the search results.

With this awareness, we craft an SEO strategy by prioritising those action items that will have the most significant impact on your business's growth.

The project starts with a 1-hour meeting where we learn more about your business and develop a strong understanding of your audience, offering, and competitors.

Our team reviews your past performance history in Google Analytics alongside assessing your website's performance against the four primary components of SEO:

1. Technical SEO
2. Content
3. On-Site Optimisation
4. Off-Site SEO

At the project conclusion, we summarise our findings in a strategic overview that prioritises those action items that will have the most impact on growth.

Deliverables include:

- A PDF summary outlining our findings and recommendations
- A 1-hour consultation at project completion to share our findings and plan for the next steps.

Investment & Timeline

Limited time offer: Get \$200 off the SEO Assessment with code: SEO200

Investment: \$450 + GST, one-time

Timeline: The SEO Assessment is completed within 1 week from the kick-off call.

Next Steps

The price of the SEO Set Up is \$450 +GST.

To get started, securely purchase the [SEO Assessment service here](#).

After that, we'll contact you to book the kick-off call and get the logins for your

website, Google Analytics and Google Tag Manager so we can complete the assessment.

Contact

Feel free to let me know if you have any questions by emailing simon@sgd.com.au or [book a call with me](#) to chat through any of these details before we get started.

Looking forward to helping you grow your business with SEO.

Kind regards,



Simon Kelly

CEO at Seriously Good Design