



## Our SEO Campaign: Our Proven 8-Step Growth System

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### ✅ Step 1: Discovering the DNA of Your Business

Before we touch a single keyword or line of code, we start by understanding *you* and your business inside and out. Great SEO starts with strategy — not tactics.

On our discovery call, we:

- Get clear on your vision and business goals
- Identify the keywords that matter most
- Analyze your top competitors
- Estimate timelines and ROI

This sets the blueprint for everything we do next.

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## **Step 2: Strategic Keyword Research — Unlocking the Right Traffic**

Our in-house team uses advanced tools and frameworks to uncover search terms your ideal customers are using — including the ones your competitors missed.

We:

- Identify "low-hanging fruit" keywords
- Reverse-engineer your competitors' keyword strategies
- Hand-select target phrases aligned with your goals

This ensures we're targeting traffic that converts, not just traffic that looks good on paper.

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## **Step 3: Live SEO Strategy Call — See the Plan Before We Execute**

We present everything live so you can see how we'll take your business to the first page of Google.

You'll:

- Review the full custom SEO strategy
- Understand our keyword research findings
- See a live demo of your 24/7 dashboard
- Get a clear breakdown of cost, timelines, and ROI

It's not a pitch — it's a strategic roadmap.

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## **Step 4: Welcome Aboard – Let's Kick Things Off Right**

You'll receive a personal welcome email from our founder with:

- A link to schedule your onboarding call
- A secure billing setup form
- An onboarding questionnaire to provide access and reporting preferences

This step ensures a frictionless launch.

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## **Step 5: The Onboarding Strategy Call — Aligning Before We Accelerate**

You'll meet our full team and walk through the execution plan in detail.

This call:

- Aligns strategy with your business goals
- Gives you full clarity before launch
- Provides another live walkthrough of your dashboard

You'll leave with confidence and clarity.

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## **Step 6: Website Audit & SEO Foundations — Fixing What's Holding You Back**

We start execution with a comprehensive, manual audit of your site — not just for compliance, but for performance.

Then we fix it all:

- Optimizing titles, URLs, and on-page content
- Creating or consolidating pages
- Fixing internal links
- Speed, mobile, and Core Web Vitals optimization

This lays a rock-solid foundation for growth.

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## **Step 7: Authority Building — Content Creation & Strategic Link Outreach**

We now focus on building your site's authority month after month.

Every month we:

- Create blog content targeting strategic keywords
- Outperform competitors' blog posts in value and relevance
- Reach out to high-authority sites for backlinks

This builds your online reputation and ranking power.

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## **Step 8: Monthly Reporting & Continuous Optimization — Scaling What Works**

With the campaign running, we monitor, refine, and scale.

You'll receive:

- Monthly performance reports
- Quarterly strategy reviews
- Ongoing site/content optimization
- 24/7 dashboard access

This is where long-term SEO wins are locked in — with data, discipline, and momentum.

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**At Thomas+David+Jacob, this isn't just SEO. It's your growth engine.**