

DRIVING SEO

All the parts needed for a successful SEO Strategy

FRAME

the outside structure

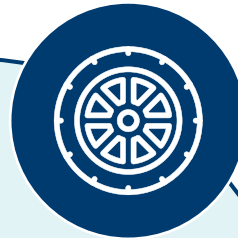
Alt attributes, site speed, mobile responsive, meta tags, schema markup, XML sitemap, robots.txt, user-friendly



LOCAL

the wheels to keep moving

Locations pages, claim locations on Google, optimize for local



CONTENT

putting everything in place

Quality, relevant, engaging, answer questions, use images and video



AUTHORITY

the key to start the engine

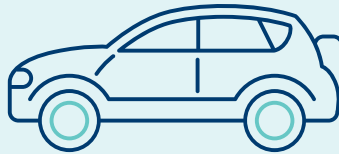
Domain authority, backlinks, keyword rankings, social presence



SECURITY

the door to get in

HTTPS certificate, speedbumps for external sites



USABILITY

steering users in the right direction

Accessible for those of all abilities on all devices

