

OPERATIVE MEDIA GROUP, INC.

SEO MARKETING PACKAGE

Plan For: www.jacquelinesuzannes.ca

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SEO is a long term strategy. By following the recommendations in this plan you will start creating a solid foundation for your site and with time, you will see results in the form of more traffic, sales, and leads. If you are facing time constraints, a managed approach a better option for you. Contact me victor@operativemediagroup.com for more details.

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Site & Links Analysis:

In this section, you will find an in depth analysis of all the critical factors that make up your website. You will learn what is working or not working and suggestions to improve the areas that are lacking.

Pages Indexed: 6 pages – Great, most or all of your pages are included in the search engines.

Websites Linking to Yours: 121 - More needed, please refer to the link building plan section.

Unique Titles on Each Page: Only 30% of title is unique, for example, instead of having “Jacqueline Suzanne’s - Calgary Alberta Restaurant - Our Wines” Maybe use “Wines - Calgary -Jacqueline Suzanne’s” Unique titles can be edited within the title tag see graphic below. It’s important to have a unique keyword rich title on each page.

Keywords in
title tags



```
<title>Google</title>
```

Well Written Content: Yes- Content is unique and crawlable (easily read by the search engines).

Clear Navigation: Yes

Use of a Sitemap: No-Not Needed

Use of a Robots.txt: No –Returns a 500 Internal Error, at minimum upload an empty file called robots.txt or [click here for more information](#).

Images Alternate Text: No Alternate Text on Images - each of your images should have a unique descriptive keyword in the **alt** attribute see this screenshot:

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Use of H (header tags) and Meta Tags: Poor Use of H1, H2 tags – You haven’t used the header tags with your main keyword “Calgary restaurant”

Competition Analysis: Your top five competitors are not other restaurants in Calgary, but dining guides and review sites. This is good news for targeting purposes, you will be targeting with specific keywords, they won't, and this will help for ranking purposes. These are review and dining guides, therefore, you should try to get your link in there if you have not done so already. This will help drive traffic and help your SEO efforts.

10 Recommended Keywords to Optimize For:

1. Restaurant Calgary
2. Calgary Restaurant
3. Calgary Alberta Restaurants
4. Calgary Brunch
5. Bistro Calgary
6. Calgary Seafood
7. Dining Calgary
8. Inglewood Calgary
9. Breakfast Calgary
10. Lunch Calgary

What exactly does “optimize for these keywords” mean?

Those are keywords that you want to try and come up in the search engines for, because these keywords are the ones your potential customers and users are searching for.

How to use these keywords?

These keywords should be used as anchor text for linking to your site. What is anchor text? Simply put it is the text in a link so rather than using “click here” to refer to your site, use one of the keywords you want to rank for. Here's what it will look like in HTML:

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Anchor Text Here

You will want to use keyword anchor text throughout your own site as well.

Optimization And Link Building Plan:

- 1) Interlink on your site- the first step to SEO is onsite
Use the recommended keywords within your site as anchor text, even if it is only a link in the footer it will greatly help your SEO efforts.
- 2) Submit to these 500 Directories (see attached excel file)
- 3) Submit to these 100 Social Bookmarking Sites (see attached excel file)
- 4) Create accounts on these 5 Social media sites
[Facebook.com](https://www.facebook.com) –create a business profile
[Twitter.com](https://twitter.com)- Give updates on Menus, food, etc...
[Linkedin.com](https://www.linkedin.com)-link to local professionals who may visit your establishment on business lunches.
[Are your customers ethnic? Join Blackplanet.com](https://www.blackplanet.com) for example
[Meetup.com](https://www.meetup.com) offer meetups in your restaurant
- 5) Participate in these 5 related forums
 - a. <http://calgarytalk.com/bbs/>
 - b. <http://forum.calgarypuck.com/>
 - c. <http://www.topix.com/forum/ca/calgary-ab>
 - d. <http://forums.canadiancontent.net/alberta/>
 - e. <http://www.topix.com/forum/ca/alberta>

- 6) <http://forums.plentyoffish.com/datingForum77.aspx> (offer discounts or other goodie for first dates in dating forum)
- 7) Comment on theses related blogs (see attached file) When you navigate to these blog postings, scroll down to the bottom of the page and you should see a form similar to this one and add your comment.

Leave a Comment

<input type="text" value="One Of Your Keyphrases Here"/>	Name *
<input type="text" value="your email address for follow ups if not just put a fake one here"/>	E-mail *
<input type="text" value="http://www.yourwebsite.com"/>	Website
<input type="text" value="A well thought out comment"/>	
<input type="submit" value="Submit"/>	

- 8) Write 10 articles using the 10 keywords in section 1 as the title also use them as anchor text in the signature box of your article. Submit your article to these 5 places:
 - a. <http://ezinearticles.com/submit/>
 - b. <http://www.isnare.com/>
 - c. <http://www.goarticles.com/>
 - d. <http://www.articlecity.com/>
 - e. <http://www.articlesbase.com/>
- 9) Write and release a press release make it newsworthy

In order to find a press release company that will get you maximum exposure, go to Google News and type in your main keyword in the

search box. Look through the results and find the press releases then take note of what company put them out there. See picture below.



[Macgamestore.com Releases Burger Shop 2](#)

prMac (press release) - Jul 29, 2009

[prMac.com] **Calgary**, Canada - Macgamestore.com today announced the release of Burger Shop 2, the sequel to the wildly popular **restaurant** management game ...

[4 and half Stars](#) Gamezebo

[all 5 news articles »](#) [Email this story](#)

10) Ask these sites for a link or try getting a link through their blog posts, guest books etc..

<http://joanne1111.blogspot.com>

<http://exfiles.typepad.com/>

<http://miseenplace.ca/>

<http://www.vanaqua.org/oceanwise/find-restaurant.html>

<http://ohsheglows.com/2009/06/07/rouge-restaurant/>

<http://www.world66.com/northamerica/canada/alberta/calgary/restaurants>

<http://chefmoz.org/Canada/AB/Calgary/Rouge1091059399.html>

[http://www1.agric.gov.ab.ca/\\$department/deptdocs.nsf/all/apa11388](http://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/apa11388)

<http://wiki.ucalgary.ca/page/Restaurants>

http://ideajoy.blogspot.com/2005_12_01_archive.html

Bonus Section:

Additional suggestions: Submit your site to local business directories such as the following:

- <http://www.google.com/local/add>
- <http://local.yahoo.com/>
- <https://ssl.bing.com/listings/ListingCenter.aspx>
- http://www.magicyellow.com/Add_Your_Business.cfm
- <http://www.contactus.yellowpages.ca/yellowpages/reportanerror.htm>

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