

## LOCAL SEO ROADMAP TO ORGANIC SUCCESS

Welcome to the Water Restoration Marketing roadmap to organic success! It's time to embark on a journey that will elevate your online presence. Here's a glimpse of what lies ahead as you kickstart your journey with us. Please see the Kickstarter Roadmap for additional details on the website development process.

### KICKOFF MEETING

It all starts here! We will guide you through the journey, confirming details and answering any burning questions you may have.

1

DAY 1

DAY 1

2

### GOOGLE BUSINESS ACCESS

Claim or give us access to your company's Google Business Profile for optimization.

### SOCIAL MEDIA ACCESS

Grant us access or share login credentials to all your existing social media accounts. We'll do the rest.

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DAY 1

WEEK 1

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### COLLECT GRAPHICS

We need as many job photos, logo files, and graphic assets that you can get us. We'll use them to make you look great!

### CONTENT CREATION

Based on the details we collect during the kickoff and onboarding process, we'll have everything we need to create all your content.

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WEEK 1

WEEK 1

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### GBP OPTIMIZATION

We will optimize your Google Business Profile including description, services, photos, Q&As, posts, and MORE.

### REVIEW GENERATION

Your account will be created and you'll be sent everything to start generating more 5 star reviews for your business with just a name and phone number.

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WEEK 1

WEEK 2

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### PROFILE CREATION

We will create your HomeServiceHookup.com profile and create more valuable backlinks to your business online.

### DEVELOPMENT WRAPS

Once your website is LIVE, the hard work continues and intensifies as we expand your online presence to generate more leads for your business.

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WEEK 4

WEEK 4

10

### DASHBOARD INTEGRATION

We setup your analytics and tracking, and integrate our tools into a simple, powerful dashboard to track your results.

### MONTHLY AUTHORITY BUILDING

We post optimized articles to your website every month as the foundation of our SEO strategy.

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ONGOING

ONGOING

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### MONTHLY LOCAL SERVICE PAGES

By creating a variety of content and including service and location-based keywords we help you rank even higher.

### FEATURED PROJECTS

We couldn't make it easier to highlight your work and expertise each month. This is extremely important to dominate the competition.

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ONGOING

ONGOING

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### SUPPORT/MAINTENANCE

No more worries! As part of the website package, we'll take care of your website's hosting and maintenance.

### GBP ENGAGEMENT

We will publish new posts and backlinks to your Google Business Profile each month and continually optimize your Services, Q&As, etc.

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ONGOING

ONGOING

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### BACKLINKS & CITATIONS

We'll expand your business online by creating more links to your website and ensure your business info is present and accurate across the web.

### MONTHLY MEETING AND REVIEW

We will meet on a regular basis to make sure our efforts are turning into new business and discuss new opportunities.

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ONGOING