

CHARLENE MCCRANEY

SEO Services Guide

WWW.CHARLENEMCCRANEY.COM



FOUNDER'S HELLO



Hi there!

I'm Charlene McCraney and I want to personally thank you for inquiring with me about your SEO needs.

I find great joy in teaching small business owners how to increase traffic to their website through SEO so they can stress less over social media likes & followers and ultimately make more money.

I'm on a mission to help you create a great impact on the platform you own, i.e. your website because that is where the magic should happen after all!

Your website deserves to be seen.
Let's work together!

Charlene McCraney

CEO & FOUNDER



How would life be different if your business could get more eyes on its website?

You have invested endless hours and money into your business. You know you have great content, resources, products, and services for those who need them the most. But, if only you could get more people to your website.

While you understand what it takes to serve the needs of your customers, spending additional hours on your website, creating content to attract them, and handling the super technical updates that need to be done to improve SEO is out of your league. Or simply put, there are just not enough hours in the day. You don't have the time.

Your website deserves to be seen

It's time for you to delegate responsibly, create content with a purpose, and drive more traffic to your website to serve more customers and generate more sales.



SEO Strategy to Get Your Website On the Path Of Getting Found & Seen

The Done For You SEO Improvement Services maximizes time and results for small business owners who don't have the time or capacity to implement SEO strategies by themselves.

- SEO Site Audit
- Content Improvement
- Keyword Research
- Blog Writing
- Website Structure
- Getting Friendly With Google



We had hundreds of articles but we were creating and pushing out content and it wasn't going anywhere. With the help of Charlene and digging deep in areas of opportunities, we have been able to optimize our content to really show up more strongly in search results. I was able to train a team member to apply the SEO strategy to all of our content going forward in order to take our community to the next level

Marty McDonald, Founder & CEO of Boss Women Media
www.bosswomen.org



SEO FRAMEWORK

SEO SITE AUDIT

How is your website showing up in search results on Google? Receive a detailed report of SEO improvement recommendations, how to maximize your website for search results and feedback on your website's overall online presence. The site audit will serve as the foundation for the monthly ongoing services.

CONTENT IMPROVEMENT

Receive SEO implementation for the current content on your website to ensure all pages and posts are updated with relevant keywords, meta descriptions, heading tags, alt text, etc. This allows your current content to work smarter and harder for you so you can spend more time on your business and converting customers.

KEYWORD RESEARCH & COMPETITOR ANALYSIS

Publish with a purpose. There's no point in optimizing a website for content no one is searching for online. Get a report of competitive keywords for your website based on your online competitors, search volume, and keyword difficulty to allow your website to generate new traffic.



SEO FRAMEWORK

BLOG WRITING

Understand how to use blogging as a powerful content marketing strategy. Once your competitive keywords are established based on relevancy and volume, a plan will be implemented for future blog content. Blog writing includes long-form posts, fully optimized for search results.

GETTING FRIENDLY WITH GOOGLE

Google Analytics, Google Search Console & Google My Business Profile analysis. Full understanding of these key areas to identifying how users are currently interacting with your website.

Analysis of top traffic referrers, top pages, and which keywords are sending people to your website on a monthly basis. Audit of Google My Business Profile and improvements for a consistent online presence across search engines.

WEBSITE STRUCTURE

Ensuring your website provides a great user experience is key for SEO. Review of your current navigational structure, pages, and or categories as well as making sure Google indexes all relevant information on your website.

Additional suggestions for technical improvements such as page speed, mobile optimization will be provided.

What past clients are saying about their experience...

“Before Charlene, I didn’t even have SEO. I spent all of my time working in my business instead of on my business. By hiring Charlene, I was able to release a tedious portion of my business I had no interest in developing and see more traffic generated to my site. The best part is that my monthly revenue has doubled since hiring Charlene. I realized how important it is to have SEO. There are some things in business that should be automated and generating new traffic to your website should be one of them. Charlene made everything easy for me from implementation to results. Not only did she do her job well, but she also educated me along the way.”

Felicia Jarrell Founder & CEO, Goldmine and Coco
www.goldmineandcoco.com



“I was struggling with a few things before hiring Charlene - using relevant keywords in my blog posts, understanding my Google analytics, and navigating make improvements to my website. I tried using plugins to boost my SEO and changing my website titles without much success. After working with Charlene I found out just how technical SEO truly is and that it is so important to hire an expert! The best part about getting SEO results is knowing that my website is working for me and generating revenue even when I’m not actively marketing my business. SEO isn’t an insurmountable obstacle, but it takes someone with the know-how to maneuver through the various components of it.

Randi Smith & CEO, Sugar Euphoria
www.sugareuphoria.com



“Prior to working with Charlene, we struggled with blog formatting and understanding of a good strategy for keyword usage. As a result of working together, we learned the importance of analyzing the competing sites that come up during a keyword search + the importance of a permalink and meta description. The best part is now having tools to do better makes the process of writing blog posts quicker and much more efficient! This knowledge will help to edit our previous posts accordingly so we can gain more visits and a better standing in Google searches.”

Briana Lockman, Assistant Marketing Manager
www.edenbodyworks.com



What past clients are saying about their experience...



"Prior to working with Charlene, my company was lacking in website structure and identity that could compete with other companies in the same industry. After months of working with Charlene, our website is stronger and has more functionality, making it a better experience for visitors and potential customers."

Hailey Brown & CEO, Sleek by Hailey
www.sleekbyhailey.com

"If you don't know much about SEO and don't think it makes a difference in the success of your business, then I'm here to tell you, it does and it's well worth the investment because you will get it back! I'm able to reach a larger audience in my area without physically having to go out and market. That means less money spent and more time focused on patient care."

Dr. Quana Tribble Jackson
Founder, PT for Her
www.ptforher.com



Let's get these results for you too!



INVESTMENT OPTIONS:

LOCAL BUSINESSES & SERVICE PROVIDER

\$5,000 - \$7,500

E-COMMERCE BRANDS

\$7,500 - \$10,000*

KEYWORD RESEARCH & CONTENT PLANNING

\$5,000

FAQS

What are the payment options?

50% of your investment is due upon contract signing and the remaining 50% is due 30 days before the completion of the retainer term. Keyword Research & Content Planning is 100% pay in full upon contract signing.

How long are your retainers?

Our projects are for a minimum of three months. E-Commerce retainers range from three to six months.

Do you offer a-la-carte services? What if I just need a site audit?

Because SEO is a long-term, holistic strategy, we do not offer a la carte SEO services.

*Denotes starting investment as some websites might require additional work depending on size and number of crawled pages per website.

THE PROCESS

1

SCHEDULE DISCOVERY CALL

The SEO discovery call is the initial conversation for us to discuss your goals, establish if our services are a good fit for your needs, and determine the best next option for you.

2

SUBMIT PAYMENT

Once we have established your goals and the service that best fits you, you will receive a client agreement and invoice to kick off our project together.

3

CLIENT ONBOARDING

After the client agreement is signed by both parties & the deposit invoice is paid, client on-boarding begins for data gathering, access credentials to website, and project timeline is detailed.

4

SEO SITE AUDIT & FEEDBACK

The initial SEO site audit is completed to serve as the foundation of all updates to be made either by Charlene McCraney or the client themselves, depending on access and decision authority.

5

SERVICES BEGIN

Once the SEO site audit is provided, the agreed-upon monthly SEO improvement services begin based on client agreement with monthly check-in status calls.