



YOUR  
LOGO

# SEO Report

AUGUST  
2023





## 01. **Backlink Profile**

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## 02. **Customer Acquisition**

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## 03. **Top Keywords**

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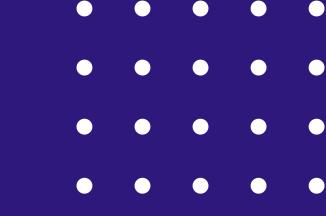
## 04. **Our Goals**

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## 05. **Our Strategy**

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## 06. **Summary**



# Current Backlink Profile



DA 60+  
Backlinks



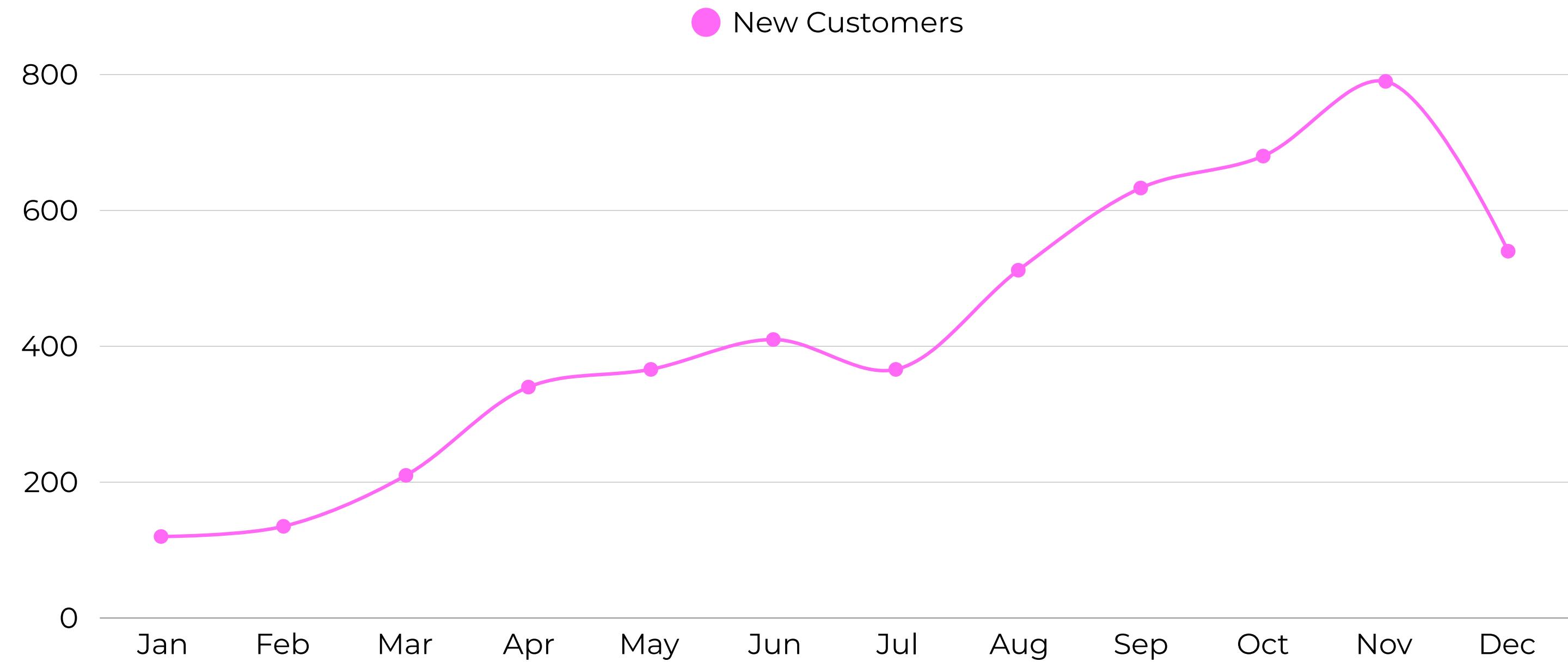
Up to DA 40  
Backlinks



Total  
Backlinks

# Customer Acquisition

2022 Statistics



# Current Top Keywords



Keyword	Rank	Traffic	CPC
Creative Studio	33	4500+	\$2.1
Branding Studio	15	2500+	\$1.5
Logo Design	2	44200+	\$8.1
Webdesign in NY	6	34600+	\$6.1
Branding System	58	1300+	\$1.2
Website Design	3	50500+	\$9.4

# Our Goals

For Q4 2023



# Our Goals

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## Our Top Priorities for The Next Few Months

### 01. Building More Backlinks

Getting to 1000 Backlinks

### 03. Increasing Organic Reach

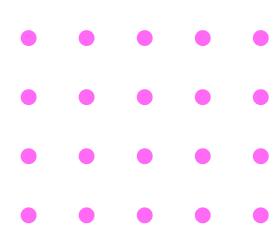
Ranking Higher Through Strategic SE Optimization

### 02. Creating New Content

Creating More Valuable and Shareable Content

### 04. Improving Conversion

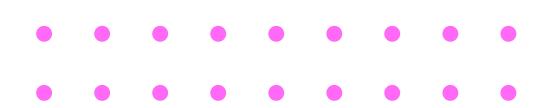
Converting More Visitors to Subscribers





# How we Build More Backlinks

- 01. Finding Broken Links
- 02. Building Linkable Content
- 03. Partner For Do Follow Links
- 04. Create Skyscraper Content
- 05. Create Infographics
- 06. Create Awareness on Social Media



# Our Pillars of Content

What types of content are we creating?



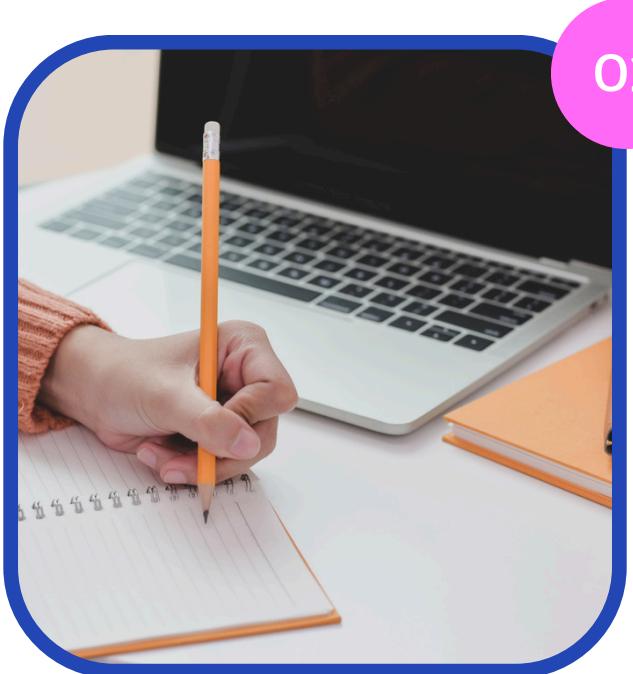
# Our Pillars of Content



01



Skyscraper  
Content for  
Creators



02



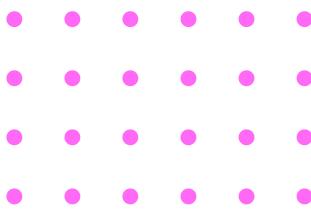
Short Form  
Tutorials for  
Youtube



03



DIY Educational  
Series Articles  
for Creators



# Increasing Reach

To increase there is pretty much only a few top level strategies that we can employ and they all involve creating new valuable content and finding ways to deliver it to our potential target audience



# How to Improve Conversion



01.

Use Clear Call  
to Actions

02.

Use More Call to  
Actions

03.

Use Subtle Pop Up  
Prompts

04.

Use Only Relevant  
CTA on Any Page

05.

Make the Sign Up  
Process Painless

06.

Improve Page Load  
Speeds



# Our Strategy

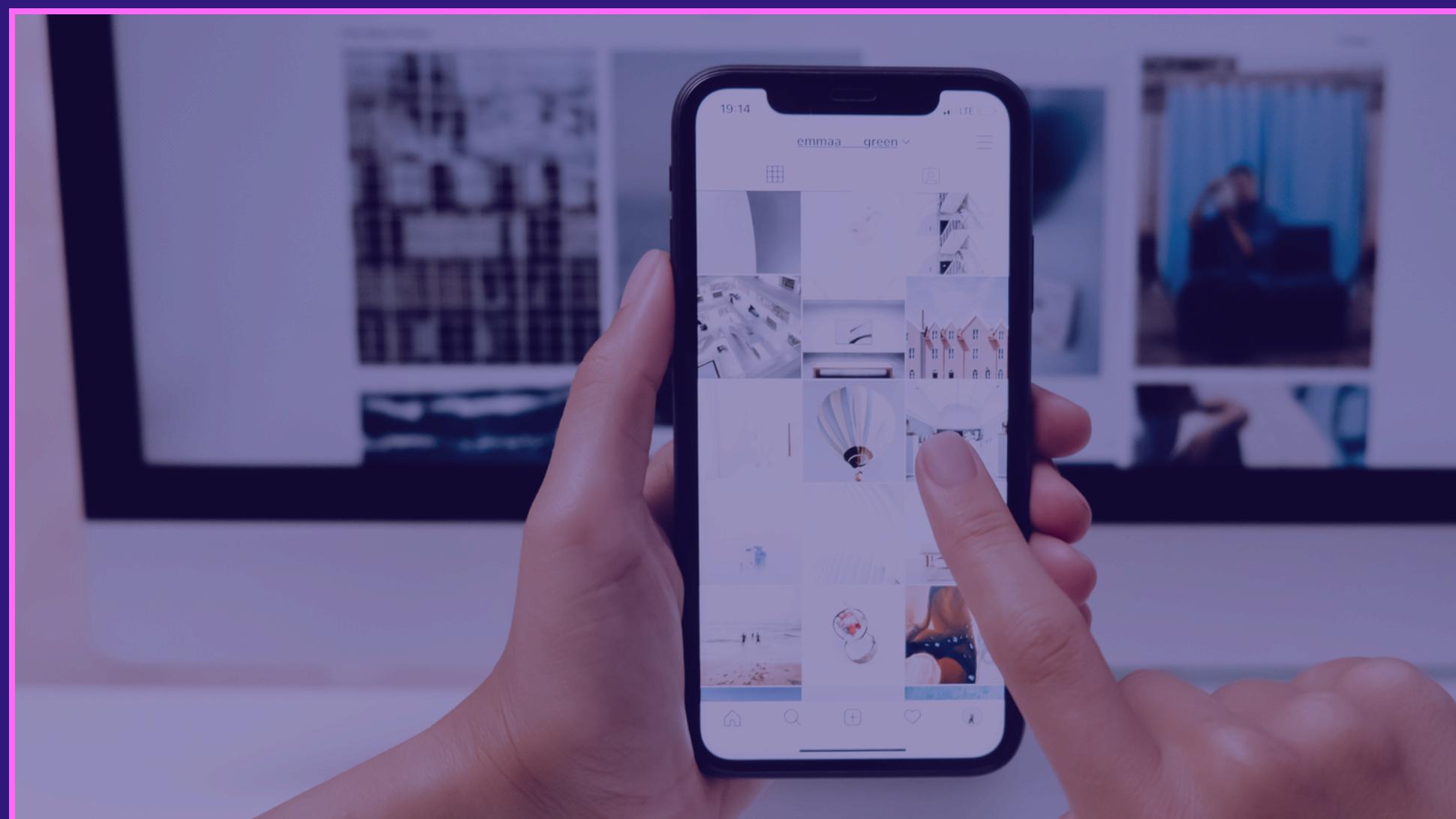


Our Top Priority

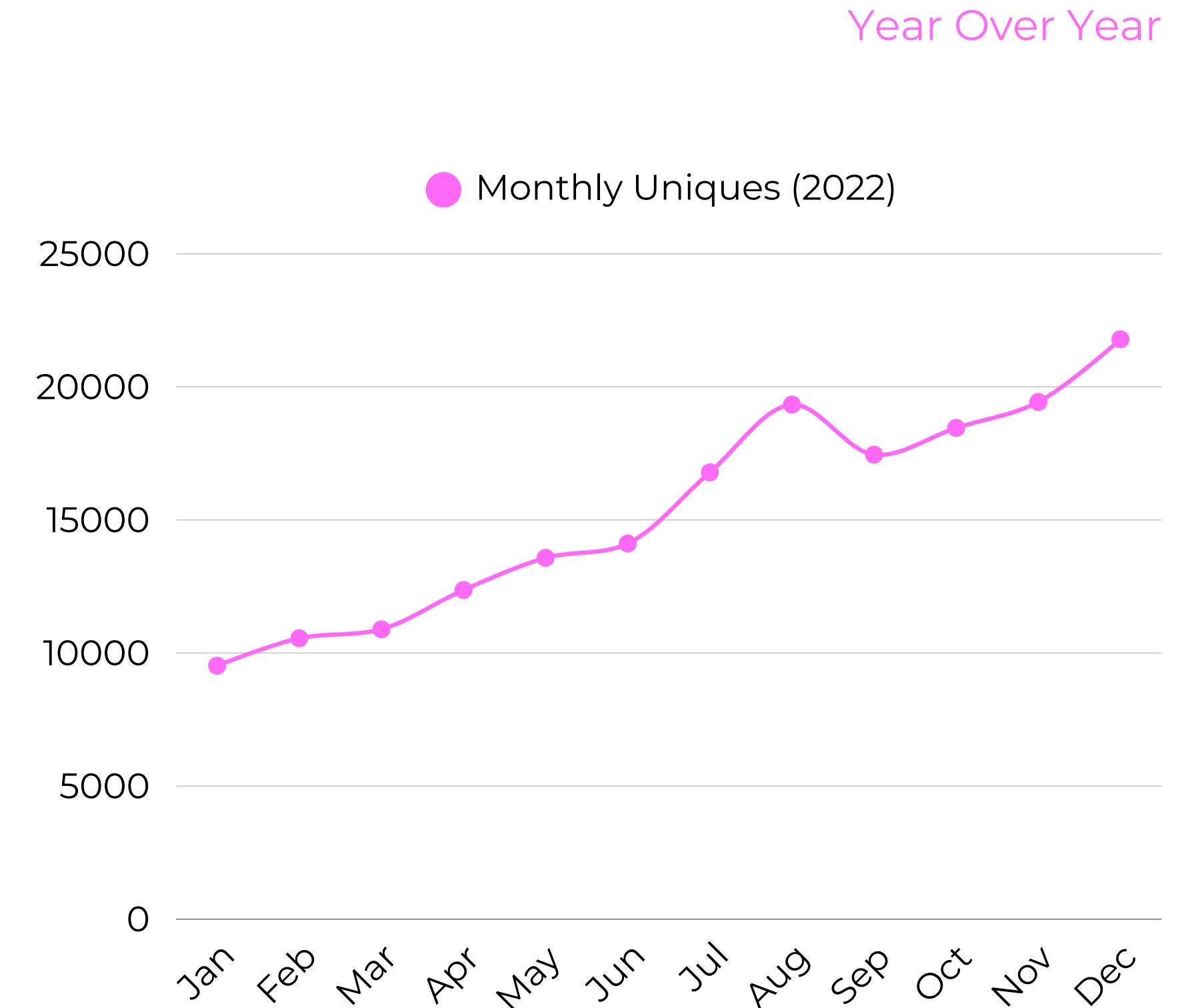
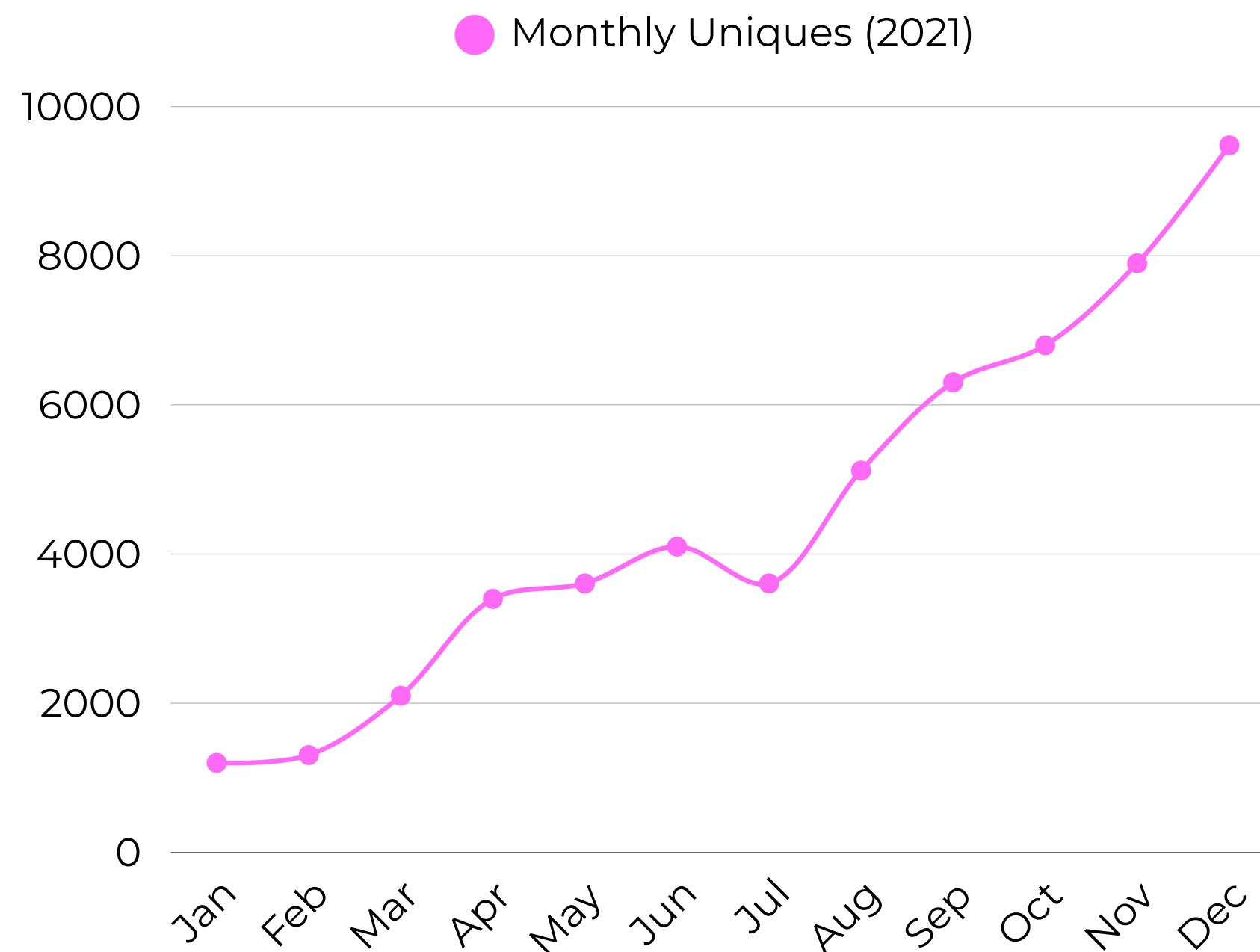


# Increasing Organic Traffic

The main criteria our strategy should be evaluated by is the organic traffic the website is getting from quarter to quarter. If the number are going up, we're doing what we're paid to do.



# Traffic



Year Over Year

# Pillars of Content Strategy

Keep executing the pillars of content strategy to create more linkable content for the audience.

## On Page Optimization

To make the pages easier to find for potential audience through search engines, use the correct keywords, tags and headings.

## Link Building Outreach

The most effective and the fastest way to build backlinks next to creating super valuable content is still direct outreach.



# Keywords to Target



Keyword	KW Rank	Traffic	CPC
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# Summary



# Summary



## What Has Happened

- 01 Traffic Keeps Increasing
- 02 More Backlinks Year Over Year
- 03 More Valuable Content Added

## What We'll Work On

- 01 Focus on New Keywords
- 02 Keep Adding Linkable Content
- 03 Focus on the Three Pillar Strategy

That's It!

# Have Any Questions?



Let's Keep in Touch

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