

# Work Report Month 1

**Prepared For:**

Your Client's Name



**EXAMPLE**

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# SEO/Marketing Tasks Completed

We have done quite a bit of link building and local optimization. All tasks completed have been to drive rankings forward.

Now that the website is complete, we can redirect the old one

- ▶ **Local Citations** - 100+ additional hand built citations.
- ▶ **Powered Listings** - A second tier of backlinks were built to the local listings to power them up.
- ▶ **Google My Maps**- We created a Google My Map with links to your locations.
- ▶ **Google My Business Embeds** - We completed additional Google Listing embeds. This adds local relevance.
- ▶ **Yelp Creation** - We made a Yelp page for you and optimized it with geo-tagged images.
- ▶ **AWS Stack** - We built a property on Amazon Web Services. This HTML mini-site exists to act as a buffer between your website and other backlinks.
- ▶ **On-site Cleanup** - We cleanup your on-page SEO and added proper HTML to improve rankings.
- ▶ **Branded Microsites** - Our team created 8 branded "mini websites" with info about your business. This adds credibility to your brand and improves authority.
- ▶ **Schema Markup/Rich Snippets** - We added JSON-LD schema to your website.



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# Going Forward Strategy

As we move into the third month, the focus is on generating calls and new clients.

Below is a list of tasks (in order of importance) that will be completed in April.

- ▶ **Link Building**- This is what will push your website to the top.
- ▶ **Page Creation** - We will create landing pages for various markets and rank them in the search results.
- ▶ **Content Syndication** - We are going to create an IFTTT network to syndicate your website's content.
- ▶ **My Maps Embed** - We will be embedding your Google My Map on high authority mini websites..
- ▶ **More citations and Web 2.0** - This is a core part of our strategy and will make your website appear more trustworthy to search engines.
- ▶ **Link Boosting** - We will boost your existing backlinks by interlinking them with other websites.
- ▶ **Other Tasks as Needed** - Our goal is to get results. We may complete other tasks as needed to drive traffic and leads.