SEO Plan:

On Page SEO

1. **Keyword Research:**
   a. Use keyword research tools like semrush and [google keyword planner](#) to find keywords and phrases related to industry and content.
   b. Prioritize keywords based on search volume, competition to optimize websites for search.

2. **On-Page SEO:**
   a. Optimize title tags, meta descriptions, header tags, and content with selected keywords.
   b. Implement schema markup on the website page - https://www.semrush.com/blog/h1-tag/

3. **Optimize Page Speed:**
   a. Use tools like [Google PageSpeed Insights](#) or [GTmetrix](#) to analyze and improve website loading speed.
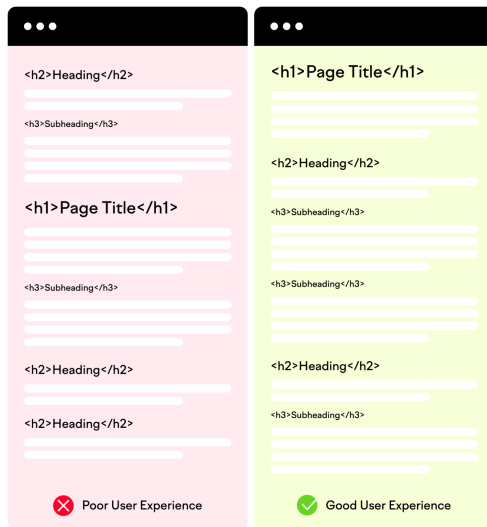   b. Compress images and minimize CSS and JavaScript files.

4. **XML Sitemap:**
   a. Create an XML sitemap and submit it to [Google Search Console](#) to help search engines crawl and index your pages more effectively.
   b. Use robots.txt and meta tags to control which pages search engines can crawl and index.

Off-Page SEO

5. **High-Quality Content and Optimization:**
   a. Create valuable, informative, and engaging content using chosen keywords - https://www.semrush.com/features/seo-writing-assistant/
   b. Write compelling meta descriptions to entice users to click on your search results - https://www.semrush.com/blog/seo-copywriting/
   c. Use h1 Tag in your blogs - see here: https://www.semrush.com/blog/h1-tag/
   d. Organize the page properly

Headings Help Readers Skim

Generated AI Prompt

```
Write a SEO-optimized blog for at least 100 words using the words in triple backticks:

```dental clinic near me, dental smiles, a dental clinic, low cost dental care, urgent
dental care```

Use the format below

<h1> Page Title </h1>

<h2>Heading</h2>

<h3>Subheading</h3>

<h3>Subheading</h3>
```

```
<h2>Heading</h2>
<h3>Subheading</h3>

Output
Page Title: The Best Dental Clinic Near Me
Heading: Are you looking for a dental clinic near you?
Subheading: Dental Smiles is the best choice for affordable, high-quality dental care.
Dental Smiles is a family-owned and operated dental clinic that has been serving the
community for over 20 years. We offer a wide range of dental services, including:
Preventive care
Restorative care
Cosmetic dentistry
Oral surgery
Dental implants
We also offer a variety of payment options, including financing and payment plans.
Our team of experienced dentists and staff are committed to providing our patients with
the highest quality of care in a comfortable and relaxed environment. We understand that
going to the dentist can be stressful, so we do everything we can to make your
experience as positive as possible.
If you are looking for a dental clinic near you, please contact Dental Smiles today. We
would be happy to answer any questions you have and schedule an appointment for you.
Heading: Why Choose Dental Smiles?
Subheading: We offer a variety of benefits that make us the best choice for your dental
care needs.
```

6. **Backlinks and Link Building:**
   a. Acquire high-quality backlinks from authoritative websites.
   b. Publish SEO related contents

7. **Local SEO:**
   a. Optimize your website for local search using Google My Business profile and Google reviews.
   b. 60 days plan to post content from our App

8. **Internal Linking:**
   a. Use internal links to guide users and search engines through the website.

9. **Mobile Optimization:**
   a. Ensure the website is responsive and performs well on mobile devices, as Google prioritizes mobile-first indexing.

10. **Analytics and Monitoring:**
    a. Set up [Google Analytics](#) and [Google tag manager](#) to track your website's performance and monitor for issues or opportunities and also to review to make data-driven decisions.

How AI can help.
1. Consultation to set up the On page SEO, and do the Keyword Research.
2. Generating the articles using Grounded LLMs that SEO optimized
3. Generate Reviews to be posts or SEO optimized IG/Facebook/Twitter posts

Future Cost Structure.

Tasks	Cost	What will Happen

Book a Call (2)	$50	Expert will get on a Zoom call to guide the user through the Application
		1. First Call
		    a. Understands the business and take note (to be summarized with AI)
		    b. Goals for the business - sales, awareness or brand recognition
		2. Second Call
		    a. Do a Keyword Research based on the last discussion
		    b. Setup the On-page SEO H1 Tag, Title Tag, Meta Description
		    c. Provide Guidance on how to schedule posts from CreateKap

Generate articles	$100	AI-Generated Articles
		1. Scrape the user website and get the output into Firestore
		2. Create a Prompt that will follow the SEO page design - provide the results in HTML format, Blogs, Google Doc
		    a. Blogs and Hashtags by itself
		    b. HTML format

Generate Reviews and posts	Free	SEO friendly reviews with Email Template to send to their Friends and customers