

## AN SEO SPRING CLEANING LIST: OUT WITH THE OLD, AND IN WITH THE NEW AdaptiveSEO™.

At the WSI headquarters, we just officially said farewell to winter and welcomed spring with open (slightly frost-bitten) arms. So in the spirit of the season, we'd thought this would be the perfect time to help you perform a little spring cleaning...*digitally*, of course.

Many companies we've worked with are still stuck in the same ol' rhythm utilizing traditional SEO practices, which is fine and dandy if you don't mind getting buried on page 32 of Google's results pages. But to earn your way onto a coveted page one spot, you're going to have to clean out the outdated SEO tactics of yesteryear and adapt to Google's latest game-changing algorithms. That's where we bring in a proven 5-step process that'll get your site up front and centre. We're calling it **WSI's AdaptiveSEO™ Methodology**. Let's break it down:

### TASK 1: KEYWORD RESEARCH & COMPETITIVE RESEARCH

This is the base of your entire AdaptiveSEO (ASEO) strategy. At this level, work on conducting competitive and keyword research to find what drives the most traffic and converts the most visitors into customers.

### TASK 2: TECHNICAL SEO FUNDAMENTALS & FOUNDATION

The second level of the methodology requires that you lay the technical groundwork through tasks covering on-page basics (ie, meta titles and descriptions), Google authorship, information architecture and responsive design; all geared toward bettering user experience.

### TASK 3: OPTIMIZED CONTENT MARKETING PLAN

The goal in the third level is to align with Google's algorithms and provide valuable content that will connect you with your searchers. Develop a content calendar with themes, topics, events; attract searchers through 'long tail' keyword phrases and answer important questions that searchers ask!

### TASK 4: PUBLICIZE, SOCIALIZE & SHARE

In the fourth level, the idea is to get your content seen and *read!* Engage with your readers: comment, tweet, and share across your major social channels like Facebook, Twitter, LinkedIn and G+.

### TASK 5: MEASURE & IMPROVE

The final level includes tasks around measuring and trying to better metrics like: impressions, bounce rates, unique visitors, social signals, keyword rank, organic traffic and your backlink profile.



DROP US A LINE, WE'D LOVE TO HELP.

WSI is the world leader in digital marketing and we're equipped to implement a full suite of internet solutions. But, of course, we'll work with you to determine which strategies are best-suited to accomplish your business goals. For more information, get in touch with your local WSI Consultant at [contact@wsivorld.com](mailto:contact@wsivorld.com).