



2017

SEO METHODOLOGY

— SHINY DISCO LIGHTS —

How long does SEO take to start working? How long will it be before I get top rankings?

To answer this question, rankings matter, but they're not the metric you should be focusing on and by asking this question, you're mistaking outputs for outcomes. Getting rankings is an output we can easily sell because they're emotionally satisfying, but they're worthless unless they generate leads or sales, the outcome you want. That's why we need to focus on outcomes, rather than outputs.

How long will it take for SEO to start generating leads and sales?

It takes 4 to 6 months to start seeing results, but bear in mind this is when you start seeing results, and SEO results grow over time. Shiny Disco Lights SEO Methodology is a 6 month long approach. Here's what our efforts look like during the initial months.

Month 1

On Page Optimisation

(Research and discovery, website audit, keyword strategy, and planning)

1

Keyword Research

We provide you with a list of the keywords related to your website, based on the most frequent search results in your domain. After keyword finalisation, we start with on-page activities.

2

Website Audit

We perform an audit on your website to check for it's on-page status (35% of search engine ranking depends upon this). The checklist includes:

Meta title	Image Alt tags	HTML compression
Meta description	Inline CSS	Site loading speed
Headings (H1, H2, H3, Bold, Italics)	Text code ratio	Mobile friendliness
robots.txt	Google analytics test	Canonical Tags
Sitemap	Favicon Test	Most commonly used keywords.
Broken links	Social media check	
SEO friendly URL.	HTML page size	

3

Competitor Analysis

We analyse your competitors based on the search engine queries and try to locate their backlinks. As per the competitors' statuses, we lay down a roadmap for further activities.

4

Directory List Finalisation

We finalise a list of the directories and high PR sites where we can place your links. If a specific region needs to be targeted, we make use of regional directories. Directory submissions are of three types:



Regular listing

It takes about 3-4 months of listing. This is free of cost and once listed, your website stays there for its lifetime.

***Recommended**



Reciprocal link listing

A link exchange, you have to post links from the directory onto your website and they post your links in the directory.



Paid Listing

By paying a set amount to the directories, you can get instant linking and instant results.

5

Press Releases

Press releases submissions under high PR sites.

Month 2

Off Page Optimisation

Technical work begins, that is, making modification to the website based on site audit results:

1

Post competitor backlink analysis we start posting in similar places as your competitors.

2

Social Media account creation and promotion on the following social media channels:

Facebook

Twitter

Pinterest

Google+

Digg

Facebook Groups

Stumble Upon

Reddit

Slide share

Linkedin

Instagram

Scoop it

Tumblr

Flickr

3

Blog creation and sharing on high PR websites like Wordpress, Tumblr and Blogger.

4

Creation of the promotional videos and sharing on high PR websites like You Tube, Vimeo and Dailymotion.

5

Question and answer posting on Quora.

6

Sitemap sharing under search engines (Google , Yahoo, Bing).

7

Business profiling.

8

Press releases submission under high PR sites.

Month 3

Off Page Optimisation

Focus on content creation. Blogging, FAQs, articles, expanded product and company information.

1

Unique content creation and sharing under various blogging and article sharing sites.

2

Infographics creation and sharing.

3

PPT creation and sharing.

4

Consistent sharing on the social media channels.

5

Social book marking to obtain backlinks.

6

Image sharing to obtain backlinks.

7

Posting in forums.

8

Press releases submission under high PR sites.

Month 4

Off Page Optimisation

Continued content creation, technical optimisation of the website, and development of a healthy link profile (which may include cleaning up low quality links). By this month you can expect a marked increase in rankings, traffic, and lead generation.

1

Commenting on related blog posts in addition to creation and sharing.

2

Infographics sharing.

3

Question and answer posting on Quora.

4

Consistent sharing on the social media channels.

5

Video marketing.

6

Article sharing to obtain backlinks.

7

Posting in forums.

8

Press releases submission under high PR sites.

Month 5

Off Page Optimisation

By this month we have started incorporating social media management into your plan to amplify your content and increase direct traffic to your website. This leads to a healthy, natural link profile, and of course generates leads in and of itself. Continuous content creation ensures that we see more and more traffic coming in from SEO at this point, and your leads start growing as a result.

1

Continuous link building on Quora, image sharing, video marketing, social book marking.

2

PPT sharing.

3

Blogpost and article sharing.

4

Press releases submission under high PR sites.

5

Social traffic generation.

Month 6

Off Page Optimisation

If your traffic has reached 5,000 visitors per month or more by this point, we add conversion rate optimisation to improve how the traffic you're receiving converts into leads and/or sales. From this point on, activities may be consistently focused on content creation and promoting that content, or doing things that are more creative.

1 Continuous link building on Quora, image sharing, video marketing, social book marking.

2 PPT sharing.

3 Blogpost and article sharing.

4 Press releases submission under high PR sites.

5 Social traffic generation.

Whatever results you are getting at 6 months should be considerably less than what you're going to be getting at 12 months.

Success by any standard rarely comes within the first 3 months, even with a healthy SEO. We have seen companies get started the right way, but quit after 2 to 3 months and paying for just a few months of SEO is no better than throwing your money away. SEO is a long term marketing tactic, and shouldn't be seen as a way to generate sales quickly.