

**100<sup>th</sup> Monkey** has been in business since 2010. We offer a wide variety of marketing, business development, and sales services. We partner with you, becoming part of your team in order to create unique solutions to meet your business goals.

## Reporting

Custom dashboard with backend login to view all SEO/GoogleAds/FacebookAds metrics/insights/data  
SEO Metrics:

- Monthly tasks
- Local GEOGRIDS for top 5 keywords
- Media room report
- Organic keyword ranking report
- GBP data (calls, engagement, etc)
- GoogleAnalytics data
- Backlinks data
- Listings created (Directories/Citations) data

## Analytics

- Setup/manage/analyze GoogleAnalytics
- Setup/manage/analyze Google Search Console
- Setup/manage/analyze AHREFs (internally)
- Setup/manage/analyze SEMRush (internally)

## Audits

- Monthly website site audit (crawls entire website to find issues like duplicate title tags, missing or broken links, duplicate pages/content, missing SEO elements, and more)
- Monthly Core Web Vitals audit (integrates with Google Lighthouse to pull the current)
- Core Web Vitals for the website) - we'll review and offer suggestions to your developers to fix these issues to improve the performance scores that Google wants to see
- Monthly GBP audit, we scan your GBP listings to ensure accurate data is currently displayed instead of suggested-user edits or malicious edits
- Monthly backlink profile analysis, we'll scan your backlink profile and look for toxic links that need to be disavowed or removed to protect your backlink profile

## One-Page Optimizations

- Write custom title tags optimized for priority keywords based on industry best practices
- Write custom meta descriptions for priority keywords based on industry best practices
- Write & optimize H1 heading tags based around priority keywords for optimal rankings (assuming the page has H1 tags and we have access to edit/adjust/optimize)
- Create internal linking strategy around priority keywords or keywords struggling to rank (we ideally link from top level pages to deeper pages nested underneath to enhance crawling, indexing, and ultimately help rankings)
- Will add/edit geographic relevant keywords to existing content to boost up keyword ratios and density based on priority keywords and which locations they need to rank
- Create custom schema, implement, and manage
- Optimize SEO settings via website plugins (Wordpress)
- XML sitemap optimization / management (Wordpress)
- 404 error resolution (if it's something we can control)
- 301 redirect link management (we will setup and apply 301 redirects as needed)

# 100<sup>th</sup> Monkey SEO Services

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## **GBP Optimizations:**

Optimize GBP listings fully:

- Categories
- Service Area(s)
- Attributes
- Hours
- Special Hours
- Listing Name
- Pin location/marker
- Address
- Phone Number
- Website (ensure correct URL)
- Business description

Photos:

- Upload photos on a recurring schedule so listings get photos “dripped”
- Optimize photos for optimal rankings when we upload
- Ensure all photo categories have photos in them

Products:

Create custom products on clients website and offerings Pull images/URLs/text from website to create products

Services

Create custom services based on clients website and service offerings Pull images/URLS/text from website to create services

## **GBP Optimizations, cont:**

Website:

- Create GBP website
- Optimize GBP website based on priority keywords and geo-areas targeted
- Publish GBP website

Content:

- Write custom GBP description fully optimized around priority keywords
- Write custom GBP posts for each service offered by the client

Posts:

- Write GBP posts based on main service offerings using images and freshly written custom content with advanced optimizations (hashtags, NAP, etc)
- Schedule GBP posts based on a set schedule
- Auto-recur scheduled GBP posts so that fresh content is always being dripped in and available for optimal engagement and activity factors

## **Article/Press Release Creation/ Syndication:**

- Write custom articles based on a priority keyword
- Optimize article by implementing GMB listing location and ranking signal data
- Set up custom third party domain media room (enterprise level)
- Set up custom media room on clients website (optional)
- Set up custom social wall (for displaying Reddit/Twitter posts if applicable)
- Distribute custom content to high authority news websites

## **Citation/Directory Syncing:**

- |                       |                   |
|-----------------------|-------------------|
| ○ Google My Business  | ○ Local469        |
| ○ Foursquare          | ○ Mundo           |
| ○ Merchant Circle     | ○ N49             |
| ○ City Squares        | ○ OpenDi.us       |
| ○ Hotfrog             | ○ ShowMeLocal     |
| ○ Chamber of Commerce | ○ SpeedyLocal     |
| ○ Manta               | ○ Statesman       |
| ○ JudysBook           | ○ Storeboard      |
| ○ Brownbook           | ○ TopRatedLocal   |
| ○ eLocal              | ○ USCity          |
| ○ Enroll Business     | ○ Wherezit        |
| ○ EZLocal             | ○ Yasabe          |
| ○ FindOpen            | ○ YellowBot       |
| ○ Garage Commerce     | ○ Where To?       |
| ○ GetFave             | ○                 |
| ○ HubBiz              | ○ ZoomLocalSearch |

## **Monthly Deliverables/Tasks:**

- Analyze Google Analytics data monthly
- Analyze Google Search Console data monthly
- Analyze Backlink Profile data monthly
- Analyze Keyword Rank Reports monthly
- Analyze Google Business Profile listings monthly to ensure accurate data/optimizations
- Review clients website monthly to ensure on-page optimizations are optimal for current rankings (can change from month to month)
- Review internal linking structure monthly
- Schedule GBP posts monthly for always-fresh content
- Create listings on core directories & sync monthly to ensure accuracy and duplicates do not get created
- Sync with top data aggregator (Foursquare /Factual)
- Create Google Site, add a new page optimized for priority keywords each month
- Write custom article/press release around priority keyword
- Embed GBP listing, map, and ranking signals in each press release
- Syndicate/Distribute press release/article to high authority entities: New sites

## **Make 100<sup>th</sup> Monkey Your Marketing Team!**

Our team of experienced marketers and administrative professionals can become your company's Marketing Department, essentially functioning as a part of your company. We can put together a package that fits your unique needs, freeing you from the worries of hiring and managing employees, training, covering duties during vacations or sick days, paying benefits and payroll taxes, and so much more!