

1. **Develop 20 -25 main keywords/keyword phrases** – At first we work closely with our clients to understand all the aspects of the business including their products and/or services offered to determine the most effective keywords.
2. **Run search reports on keywords** – Once the keywords/keyword phrases are decided the next step is to run reports on the keywords. The reports provide metrics on how often the keyword/keyword phrases are searched and other related terms that have higher search volume.
3. **Run competitive analysis** – Research your competitors benchmarking best practices, but more importantly exploiting areas the competition is not capitalizing upon. This is useful not only for SEO but also for conversion rates and user experience.
4. **Begin implementing keywords/phrases** – Once the keywords are finalized then they are then implemented on your website. There are various areas of the website where the keywords will be implemented including:
 - Page titles
 - Keywords meta tag
 - Various content on pages
 - Alternate tags
 - Popular search terms
 - Product page tags
 - Footer
5. **Website links** – Building links to your site increases your PageRank and is essential in improving your organic search results. The best links are when other sites use one of your keywords on their website to link to yours. innovation Marketing employs multiple techniques in link building that will prove beneficial in your SEO campaign.
6. **Search engine friendly URL's** – Another factor that can improve your search results significantly are properly written URL's. We ensure that your URL's are completely optimized and in many cases automate the process within your platform.
7. **Create landing pages** – A great way to improve your organic results is to develop custom landing pages for your keywords and especially your popular categories and brands. innovation Marketing designs these pages and makes sure the page layout and content is optimized.

- 8. Implement Social Media campaign** – Recently search engines modified their algorithms to include social media posts. Employing a social media campaign not only is a free effective medium to connect with your customers and potential customers, but it moves you up the ranks in the search results.