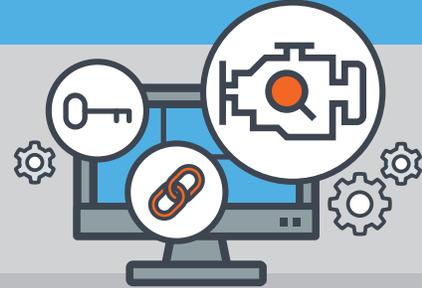




# Net Con SEO Services

## SITE AUDIT

**In-depth SEO audit of the website analyzing Technical, On-Page & Off-Site SEO aspects.**



### TECHNICAL SEO

**Page Speed Optimization:** Perform speed tests for mobile and desktop versions of your website, providing recommendations for improvements.

**Fix Broken Links:** Provide an analysis of all broken links, 404 URLs, redirect chains, and redirect loops — then start fixing.

**Search Engine Indexing:** Provide an analysis of page inclusion and exclusions. Submit web pages to search engines while excluding pages that don't need to be indexed.

**Server Status Codes:** Provide an analysis of server status codes (3XX, 4XX, 5XX) and fix issues.

**Structured Data:** Analyze structured data (Schema, Social Tags) of your website and competitor websites & implement necessary code changes.

### ON-PAGE SEO

**Keyword Research:** Analysis of current keyword focus, top performing keywords, and organic traffic. Research keywords and phrases to select appropriate, relevant search terms.

**URL Structure:** Provide an overview of URL structure of website. Analysis and recommendations on optimal website structure, navigation, URL readability and URL length for best SEO purposes.

**Title Tag Optimization:** Provide an analysis of current title tags. Edit and optimization of meta title tags utilizing keyword research, title length and proper SEO guidelines.

**Meta Description Optimization:** Analyze current meta description tags and optimize with proper call-to-actions for optimal click-through rate.

**Content Optimization:** Optimization of content on main pages including primary keywords, variations and necessary LSI text to improve search engine visibility.

**Image Optimization:** Provide an overview of current alt text and image size issues and implement changes.

**Internal Linking:** Overview current internal linking structure and implement internal links to improve the authority roadmap of the website.

### OFF-SITE SEO

**Backlink Profile:** Provide an in-depth report outlining inbound links, linking domains, and lost and dropped backlinks.

**Backlinking:** Submit websites to local listings and directories.

**Competitive Link Comparison:** Analyze domain-level and backlink metrics of competitive websites & provide a comparison report of how your website's metrics stack up to competitor metrics.

### RECAP & ANALYSIS

**Monthly Recap:** Provide monthly recap of SEO tasks completed.

**SEO Roadmap:** Provide roadmap of SEO tasks for coming month.

### COMPETITOR ANALYSIS

**Backlink Gap:** Research and provide report on backlink sources competitors are leveraging that your website is not.

**Content Gap:** Research and provide report on keywords and phrases competitors are targeting that your website is not.