Dentistlongviewtx.com SEO Proposal

Prepared for:
Dentist Longview Tx
http://www.dentistlongviewtx.com/
September 14, 2012

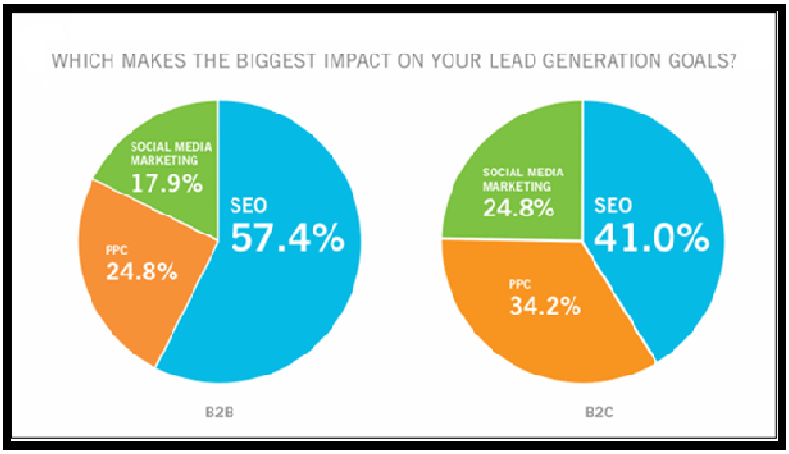
Introduction

The following document is intended to outline the ways that **dentistlongviewtx.com** can increase its presence in organic online search results. Improved rankings dramatically increase site traffic, multiplying inquiries and furthering brand awareness.

Search Engine Optimization

Studies show that organic rankings generate more clicks than paid search engine advertising (PPC). Organic search results are also deemed to be more trustworthy by the consumer, as companies' rankings are considered 'earned' rather than bought.

In 2011, a survey of 5,000 US online marketers showed SEO to be the most successful form of online lead generation.



Proposal

1. **Organic SEO**

   Organic search exposure provides the greatest return on investment. We recommend an organic strategy and campaign to increase rankings in the search engines.

2. **On-Page Optimization**

   We will provide recommendations to change both the back end and displayed content of your site's significant pages for optimal search engine visibility.

3. **Link Building**

   Speedy Media will search and find appropriate places to post content linking back to **dentistlongviewtx.com.** The number and type of link is the major factor in the search engines' decision to rank sites highly.

4. **Monthly Consultation**

   We will provide detailed monthly consulting and reporting on the site's organic rankings and the rise in web traffic, providing you with concrete proof of a return on investment.

Search Engine Overview

On Page Optimization

The page title and description are the only visible components of a website that appear in search engine results. These must be optimized for your reader to choose your listing and for Google to rank you at the top of the page.

Below is how your current home page title and description appear on **Google.com.**

Vaca & Kirby Dental Group
www.dentistlongviewtx.com/
Vaca and Kirby Dental Group serves Longview and the East Texas area by providing a complete dental experience. You'll be in good hands for Laser Dentistry, ...

Below are your competitors' SERPs as they appear on **Google.com.**

Cosmetic **Dentist** Plano **TX** - Cosmetic **Dentistry**, DDS Plano
www.smilesbyadc.com/

by Christine Hopkins - More by Christine Hopkins
Dentistry in Plano **TX**, offered by cosmetic **dentist** Christine Hopkins DDS. Information on **dentist**, cosmetic **dentistry**, family **dentistry**, and more.

Changes Needed:

- Schema tags have not been integrated into the website. Schema tags are html tags that help websites become easily recognized by search engines like Bing, Google, and Yahoo!, and improve the display of the search results.

- Content has not been optimized for search engines and should contain a call-to-action or other value based messages.

- Meta data has not been customized for Search Engines and should contain call-to-action or other brand value based messaging
- Meta data exceeds the character limits in Search Engines, resulting in ellipses (…) cutting the rest of the sentence
    - Page title should be limited to 64 characters in length.
    - Page description should be 156 characters including spaces.
    - Keywords can be up to 255 characters including spaces.
- The images displayed on the web page should have optimized names tagged to them since Google does read the image name.

Duplicate Content off-site – All written content should be unique to the URL on which it appears. If you find text from your site repeated anywhere on the net, then a re-write to make it distinct is strongly recommended.

Vaca & Kirby Dental Group
www.dentistlongviewtx.com/
If you're looking for a quality dentist in Longview, Texas then the dental clinic of Vaca and Kirby is surely the team to consider. Not only do we provide affordable ...

Dental Clinics in Kirby OH - Ohio Kirby Business Directory ...
www.alltheohio.com/Local/Ohio/Kirby/Dental+Clinics/C
If you're looking for a quality dentist in Longview, Texas then the dental clinic of Vaca and Kirby is surely the team to consider. Not only do we provide affordable ...

Dental Clinics in Kerby OR - Oregon Kerby Business Directory ...
www.alltheoregon.com/Local/Oregon/Kerby/Dental+Clinics/OR
If you're looking for a quality dentist in Longview, Texas then the dental clinic of Vaca and Kirby is surely the team to consider. Not only do we provide affordable ...

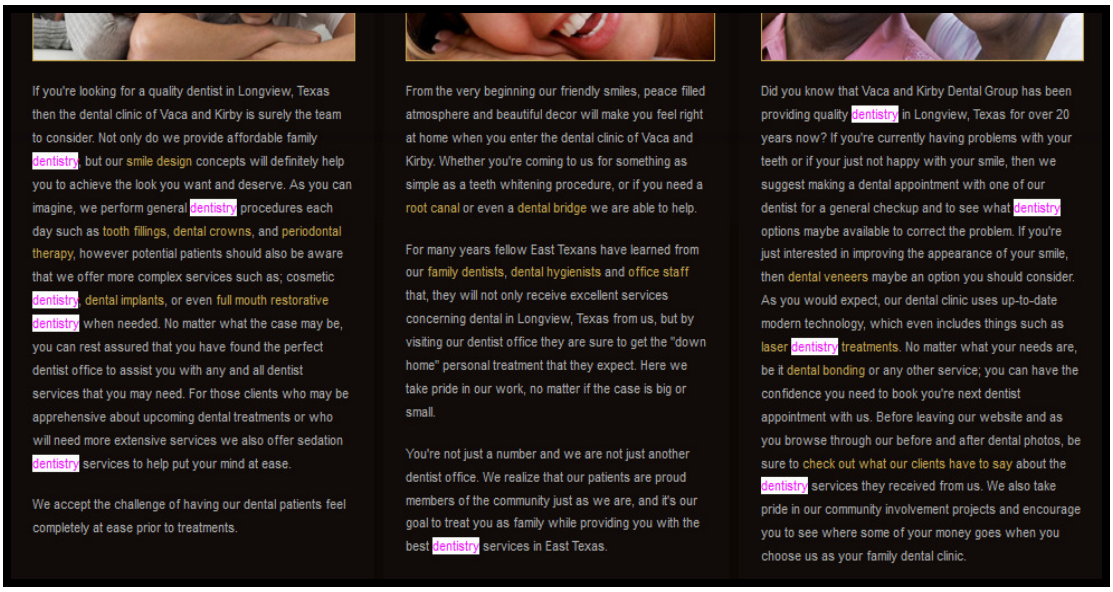
Content on your home page has duplicates for **2** other pages on the internet. Rewrite your content

Duplicate Content on-site – Page content should be unique to each URL onsite and not duplicated in any other pages of the domain. Canonical redirects should be put in place.

No on-site content duplicate.

Keyword Density – Usage of keywords within a page should stay below 2%. This includes usage in the Meta Tags and internal site links.

Keyword Prominence – While maintaining a safe density of keywords, target keywords should be thematically placed site-wide.



If you're looking for a quality dentist in Longview, Texas then the dental clinic of Vaca and Kirby is surely the team to consider. Not only do we provide affordable family dentistry, but our smile design concepts will definitely help you to achieve the look you want and deserve. As you can imagine, we perform general dentistry procedures each day such as tooth fillings, dental crowns, and periodontal therapy, however potential patients should also be aware that we offer more complex services such as; cosmetic dentistry, dental implants, or even full mouth restorative dentistry when needed. No matter what the case may be, you can rest assured that you have found the perfect dentist office to assist you with any and all dentist services that you may need. For those clients who may be apprehensive about upcoming dental treatments or who will need more extensive services we also offer sedation dentistry services to help put your mind at ease.

We accept the challenge of having our dental patients feel completely at ease prior to treatments.

From the very beginning our friendly smiles, peace filled atmosphere and beautiful decor will make you feel right at home when you enter the dental clinic of Vaca and Kirby. Whether you're coming to us for something as simple as a teeth whitening procedure, or if you need a root canal or even a dental bridge we are able to help.

For many years fellow East Texans have learned from our family dentists, dental hygienists and office staff that, they will not only receive excellent services concerning dental in Longview, Texas from us, but by visiting our dentist office they are sure to get the "down home" personal treatment that they expect. Here we take pride in our work, no matter if the case is big or small.

You're not just a number and we are not just another dentist office. We realize that our patients are proud members of the community just as we are, and it's our goal to treat you as family while providing you with the best dentistry services in East Texas.

Did you know that Vaca and Kirby Dental Group has been providing quality dentistry in Longview, Texas for over 20 years now? If you're currently having problems with your teeth or if your just not happy with your smile, then we suggest making a dental appointment with one of our dentist for a general checkup and to see what dentistry options maybe available to correct the problem. If you're just interested in improving the appearance of your smile, then dental veneers maybe an option you should consider. As you would expect, our dental clinic uses up-to-date modern technology, which even includes things such as laser dentistry treatments. No matter what your needs are, be it dental bonding or any other service; you can have the confidence you need to book you're next dentist appointment with us. Before leaving our website and as you browse through our before and after dental photos, be sure to check out what our clients have to say about the dentistry services they received from us. We also take pride in our community involvement projects and encourage you to see where some of your money goes when you choose us as your family dental clinic.

Highlighted Keywords are **2.10%** keyword density.

Total number of words: 859

				Google keywords data		
Keyword	Found in	Repeats	Density	Search volume	Approx Avg Search Volume	Estimated Avg. CPC
dentistry	D	18	2.10	n/a	n/a	n/a

Site Stats

Website Visibility

Domain age: *(The older the site, the more credit it receives from search engines)*	3 months and 5 days old
Google Page Rank: *(numerical value based on a site's weighting)*	2
Alexa Rankings: *(third party analysis of your site's traffic)*	14,674,861
Indexed Pages: *(Google)*	44 Indexed Page(s)
Indexed Pages: *(Yahoo)*	28 Indexed Page(s)
Internal Followed Links: *(links within your own site)*	71 Internal Link(s)
External Followed Links: *(links from your website to external site)*	7 External Link(s)
Broken Links: *(links pointing to your domain without a corresponding page)*	2 Broken Link(s)

On-Page Summary

Robots Meta Tag *(instructions to search engine 'bots' that browse your site)*	Not Found
Google Analytics Installation	Found (UA-10814192-15)
Google Webmaster Installation	Not Found
Sitemap.xml Optimization	Not Found
Title Tag Optimization	Optimization Recommended
Meta Description Optimization	Optimization Recommended
Keyword Optimization	Optimization Recommended
Header Tag Optimization	Optimization Recommended
Body Text Optimization	N/A
Image Tags Optimization	Optimization Recommended
Footer Tags Optimization	Optimization Recommended
301 Redirects *(are search engines being directed to the correct URLs?)*	Needs 301 Redirection - http://dentistlongviewtx.com

Link Building

- **Manual Articles Submissions**
  Our team researches and writes articles relevant to your keywords and posts them around the web linking back to your website. Google reads these links and grants your site authority, pushing it up the rankings.

- **Blogs/Forum Posting**
  Links are built in blogs and forums on topics relevant to the keywords on the web. The copy engages with the conversation creating credibility and increasing longevity.

- **Social Bookmarking**
  We will create a large number of social bookmarks which point to the links created. This strengthens the credibility of the link and ensures ranking progress.

- **RSS Feeds**
  Every link created will be fed through RSS feeds in order to quicken the indexing process and give you faster rankings.

- **Deep Link Builder**
  We will create links to numerous pages across your website in order to show Google that your link portfolio is robust and natural.

- **Verified Link Builder**
  Our software will check every link we create, verify that it's live on the web page and that Google has indexed it.

Keywords Ordered by Search Volume

Below are possible keywords that we can rank your website for based on our research. They are ordered by the number of Google searches per month. Keywords chosen should be relevant to your website and be realistic in terms of competition. A more comprehensive spreadsheet featuring further keyword analysis in your niche is included in the email with this document.

Keywords	Local Monthly Exact Searches	Local Monthly Broad Searches	Position	Results
dentist in tyler texas	170	1,300	-	256,000
dental implants texas	140	1,900	137	1,380,000
cosmetic dentistry texas	91	2,900	-	2,100,000
dentist tyler tx	91	1,600	-	200,000
texas dentist	91	110,000	-	18,700,000
cosmetic dentist texas	73	2,900	-	1,410,000
dentist in longview tx	73	720	3	82,000
dentist longview tx	73	720	2	82,000
dentist tx	73	110,000	-	9,150,000
tx dentist	73	110,000	-	9,140,000
tyler tx dentist	58	1,600	-	191,000
dentist in texas	46	110,000	-	18,900,000
dentist in tyler tx	46	1,600	-	194,000
dentist texas	46	110,000	-	18,900,000
dentist tyler texas	46	1,300	-	238,000
dentists in tyler tx	46	1,000	-	239,000
pediatric dentist tyler tx	36	110	-	60,300
texas dentists	36	74,000	-	13,700,000
dentists in texas	28	74,000	-	13,700,000
texas cosmetic dentist	28	2,900	-	4,320,000
dentist in longview texas	22	590	3	58,000
dentist longview texas	22	590	12	401,000
dentists in longview texas	22	480	11	50,000
dentists in longview tx	22	480	11	114,000
dentists tyler tx	22	1,000	-	239,000
longview tx dentist	22	720	9	84,100
texas cosmetic dentists	22	2,900	-	4,310,000

texas dentistry	22	165,000	-	11,400,000
cosmetic dentistry tx	16	2,900	-	5,430,000
dentists longview tx	16	480	4	106,000
pediatric dentist longview tx	16	46	-	5,990
texas cosmetic dentistry	16	2,900	-	5,490,000
texas dental implants	16	1,900	186	2,680,000
tx dentists	16	74,000	-	9,580,000
tyler tx dentists	16	1,000	-	239,000
cosmetic dentist tyler tx	12	91	-	118,000
dentistry texas	12	165,000	-	11,400,000
dentists texas	12	74,000	-	13,700,000

Note:

The price and package that is best for you will depend on the number and competitiveness of keywords you wish to target.