

# Learn how we provide you with ongoing SEO support after implementation



## Technical audits

Using our proprietary platform, we analyze the unique needs of each property based on data from Google Analytics, Google Search Console and Google Business Profile. That analysis drives next steps and additional optimizations.

### MONTHLY

- ✓ Track and analyze search volume
- ✓ Track and analyze click-through-rate trends
- ✓ Analyze query data (more often if trending poorly)
- ✓ Identify queries to focus on and adjust websites as needed, based on data that reflects how users search in real time
- ✓ Track average website position with a focus on click through rate
- ✓ Optimize for queries that drive quality traffic, with a target of 3% CTR across all organic queries
- ✓ Evaluate Lighthouse performance score

### Technical audits cont.

#### QUARTERLY

- ✓ Check for 404s and implement necessary redirects
- ✓ Review and submit sitemap.xml and new page URLs to Google for indexing (more often if you alert us to new pages)

Websites that invest in SEO as a long-term service will generally be able to achieve an organic 3% website CTR. Some sites achieve even higher organic CTRs with our approach.

## Performance audits

Based on above query analysis, we will implement website content adjustments. Updates may include page titles, headers, internal link text, content, etc.

#### QUARTERLY

(AT MINIMUM)

- ✓ Check for and optimize new pages
- ✓ Adjust and enhance on-page content with additional information



Keep in mind that over-optimization can have a negative impact. Changes need to be measured against results and fine-tuned. It's a delicate balance that we will manage for you.



## Engagement management

We monitor your use of engagement tools and help you get started with features you're not using yet.

- ✓ Manage the implementation of new and/or unused engagement features on websites using REACH SEO
- ✓ Test and report on results:
  - o Have conversions increased?
  - o Do we need to change the timing of a nudge?
  - o Does messaging need to be updated?



## Business listing management

Because many listings can be changed via user suggestion, ensuring accuracy of data is paramount to SEO success. We also audit your Google Business Profile and then partner with you to keep it accurate, relevant and up to date.

- ✓ Monitor local citations to ensure consistent NAP data across business directories

### GOOGLE BUSINESS PROFILE MANAGEMENT

- ✓ Ensure your GBP is claimed, accurate and consistent with your website details
- ✓ Confirm correct category is selected to access additional features (e.g., office hours, products)
- ✓ Confirm correct utm setup on URL
- ✓ Set up products / floor plans
- ✓ Confirm or deny requested updates from external sources

## Our promise

You will receive constant data-driven analysis, decisions and implementation, backed by a team of specialists.

### EXPERTISE

Each property is supported by a team of people with experience analyzing thousands of websites and making recommendations for testing. The volume of properties in our care provides in-depth data for analysis and the ability to pinpoint trends. That data is interpreted and used to impact your website.

### ACTION

Google rolls out their own tests, features and changes gradually. We're able to identify those changes quickly due to the large number of properties we support. We quickly research the change, test and gauge any needed strategy adjustment.

### INSIGHT

Your website will benefit from the advanced knowledge, application and analysis of Google updates as adjustments are made to enhance and optimize for search performance.

### COLLABORATION

The REACH agency enjoys a direct line to the RentCafe development team to guide SEO and schema enhancements.

Not using REACH SEO yet? Get a [free consultation](#).