

DENITH SEO MARKETING STRATEGY


Presented By BK Projects

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Introduction

I propose to increase the number of online leads being driven by google searches and web traffic by both increasing Denith's page ranking and establishing a much larger online presence for the brand.



Increasing Google Page Ranking

To rank highly on Google requires high quality, original content that provides usable and/or relevant information to search users, with stringent structure, informational flow, and focussed on pairing information with searcher's intent. This means that the information on a website will differ depending on the perceived intent of a Google user, and means that content must include informative components, readability focussed components, industry and search term specific components, and that these components cannot be grouped together on a single page.

It is now necessary to hyper-focus on a particular search term/user intent and create one article/page that deals specifically with that. A content strategy involves taking core terms that Denith wants to associate with, expanding these into adjacent topics and keywords, and then forming a web of content to cover these various aspects.

Even using paid advertising requires targeted keywords and associated search terms, and will still require that adverts point to logical and relevant information on-site.



OUTCOMES

I INTEND TO IMPROVE THE FOLLOWING KEY METRICS:

- SERP (Search Engine Results Pages)
- Keyword search result relevance
- Google suggests/recommended/snippets appearance
- Site visits per day
- Domain authority
- Active backlinks
- Website conversions



The creation of further content is not simply to act as direct sales content directed at potential customers, but to create interest within social circles and establish a reputation for certain work, projects, and capabilities, and to create a simple and effective onboarding funnel for referrals and interested parties. Not every visit should equate to a sale, Denith must also become a reputable source of industry leading information.

METHODOLOGY



RESEARCH

Interview with Ken / Review existing Media and Client Content / Project History / Case Studies

Information regarding the clients professional profiles, project history, key partners, USPs, and notable achievements will be used to identify and establish the ideal position and messaging for the brand.

A brand strategy will be compiled, core messaging agreed upon, and traffic funnels determined to attract wider viewership, brand, and offering awareness, and subsequently generate more qualified leads using the existing website as the primary channel for enquiries.

METHODOLOGY

BRAND IDENTITY / BRAND VOICE

Brand Positioning / Brand Voice
Brand Story / Messaging

A content strategy will be created that aligns with these goals, which will detail the content to be displayed at various points of a customer journey, including home page content, social and professional networking content, blog content, and ad content.



METHODOLOGY

CONTENT CREATION

Keyword and Competitor Research
Create Content Strategy and Calendar
Track UX on site and increase conversions



Web content and web design will be updated, new content created to generate keyword density in line with Google's updated algorithm requirements. Consistent messaging and design across all brand touchpoints, focused on increasing Domain domain authority.

METHODOLOGY



REGULAR CONTENT

Content messaging will use existing networks to drive engagement and site visits, and seek to establish wider networks from alternative online sources, as well as provide potential for appearance in special interest publications and press releases.

Blog topics and site information will be highly referable content for other publications and informational sources. Short form content and content meant to inform and humanize will also be created in line with the brand and content strategy, with links and keywords all increasing the association of Denith with certain terms, projects, and sectors within targeted industries.

SCOPE OF WORK

- Research New and Collate Current Content
- Brand Voice / Positioning Document (Breakdown of primary focus points, targeted sectors, and positioning)
- Content Strategy (Content Calendar, Milestones, Site Information Hierarchy)
- Landing page (Direct site visitors to most relevant information)
- Home page (Engage potential clients and display Deniths Capabilities)
- Reputation / Contact Page (Customer Outcomes, Offers, Contacts)
- Email Campaign (Establish Brand awareness in the sector and seek to create regular informational flow to potential clients and referrers)
- Article / Blog Content

DELIVERABLES

- **Web Design and Content - Landing Page / About Us Page / Onboarding Page / Project Highlights & Client Success Stories Page**
- **SEO Blogs on Denith Website**
- **Backlinks - Existing Client Showcases / Engineering and Design Blogs / Science Based Publications**
- **Content Posts on Special Interest Forums - Engineering Forums / Mining and Engineering Socials [Reddit, FB, TikTok] / Youtube**
- **Pitched Key Content / Interest Pieces to Online News and Special Interest News Outlets**
- **Ad Strategy with ROAS metrics for key terms and search**

Proposed Timeline

Timelines and delivery schedule for research and content

JUNE

- Agree on Statement of Work
- Deposit
- Conduct Initial interview
- Collate Media Content

DELIVERABLES

- Keyword Research
- Brand Identity and Messaging
- Content Strategy

JULY

- Landing Page
- Website Content

DELIVERABLES

- Landing Page Design and Content
- Home Page
- Contact Page
- Product / Industry Specific Showcase

AUGUST

- Article Content Brief
- Content Calendar

DELIVERABLES

- Core Blog Posts X 4

SEPTEMBER

- Core keyword informational Content
- Industry adjacent guest blogging
- Industry publication pitching

DELIVERABLES

- Core Blog Posts X 4
- Long-form industry news / showcase article

Costings Breakdown

