

SEO Audit Report & Sales Proposal

<https://rockwebgallery.com/>

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Introduction

There has never been a more a crucial time for a business to maximize its online presence in the savviest, most effective way possible. There are so many companies with great products and services, but if your company is buried in search results to the point that consumers can't find you online, you essentially don't exist. **Rock Web Gallery** is here to solve that problem through Search Engine Optimization.

Search Engine Optimization (SEO)

Search Engine Optimization, or SEO, is one of the best tools that companies have in terms of gaining visibility online because it allows them to bring in more visitors through free, organic search results. The major search engines like Google, Bing, and Yahoo rank websites based on specific parameters they deem most important and they do so at no cost to the website owners. In optimizing your website and increasing your ranking in search engines results, you will gain more visibility and will, in turn, see an increase in visitor traffic to your website.

What You Need to Know About SEO?

There is good news if your website is currently ranked low in search engine results! You will be able to increase your ranking by implementing a new SEO approach. The most important thing in SEO is knowing search engines' ranking factors - such as keywords & content, engagement & traffic, or domain-level brand metrics - to make sure your website is seen as relevant and popular by search engines. Here are the basics that you need to know to understand how SEO works.

Who Am I/Who We Are?

Rock Web Gallery is dedicated to providing you with the results you need to gain online visibility. We will conduct a thorough investigation to find out everything there is to know about your target audience and how we can utilize your website's content to drive traffic and turn your visitors into paying customers. By listening to you and determining your business needs, we will put together a successful plan that will help you accomplish your goals and change the way you do business online.

SEO Keywords Suggestions

Keywords	Your Current Rank on google.com.usa	Google USA Search (Per Month Estimate)	Option 1 (10 kw)	Option 2 (20 kw)	Option 3 (30 kw)
Event Cleaning Services	Not in 100	320		X	X
Apartment move-out cleaning tips	Not in 100	0		X	X
Seasonal deep cleaning checklist	Not in 100	0		X	X
House cleaning service near me	Not in 100	0		X	X
Cleaning service carpet	Not in 100	0		X	X
Eco -friendly house cleaning tips	Not in 100	0			X
Pool cleaning service	Not in 100	0			X
Cleaning pool service	Not in 100	22,200	X	X	X
Cleaning service commercial	Not in 100	0		X	X
Deep cleaning house service	Not in 100	0			X
Move out cleaning services	Not in 100	0			X
Air ducts cleaning service	Not in 100	9900	X	X	X
Windows cleaning service	Not in 100	9900	X	X	X
Office cleaning services	Not in 100	9900	X	X	X
Professional cleaning services	Not in 100	8100	X	X	X
Carpet cleaning service near me	Not in 100	0			X
Apartment cleaning service	Not in 100	6600	X	X	X
Residential cleaning services	Not in 100	6600	X	X	X
Commercial cleaning service near me	Not in 100	0			X
Residential cleaning service near me	Not in 100	0			X
Best house cleaning service near me	Not in 100	0			X
Professional cleaning service near me	Not in 100	0		X	X
Solar panels cleaning service	Not in 100	2900	X	X	X
Business card for cleaning services	Not in 100	2900	X	X	X
Windows cleaning service near me	Not in 100				X
Industrial cleaning services	Not in 100	1600		X	X
House deep cleaning service near me	Not in 100	0		X	X
Water tank cleaning services	Not in 100	480		X	X
Furniture cleaning services	Not in 100	1600	X	X	X

Please Note:

- Search Volume based on the Google Ads data (USA). Actual search volume might differ from the Google Ads data.
- (X) Marked columns are our suggestion according to our keywords optimization package. For example, 10 Kw, 20 Kw, and 30 Kw.

Website Audit

The Right Keywords That will clearly explain and opportunities to Improve your rankings

SEO Categories	Status	Remarks
Indexation Status		Google Index 679 (Approximate)
Robots.txt	✓	Your website has robots.txt
HTML Sitemap	✓	Your website has HTML Sitemap
XML Sitemap	✓	Your website has XML Sitemap
Custom 404 Page	✓	Great, your website has custom 404 page
http & https check	✓	Your website has https version which is secured
www. & non www version check	✓	Your website is in both versions but has a canonical tag
Meta Title	!	Your website's meta title needs to optimize
Missing Meta Title	✓	Your website doesn't have a missing meta title
Duplicate Meta Title	✗	Your website doesn't have a have a duplicate meta title
Meta Description	!	Your website needs to optimize
Missing Meta Description	✗	Your website doesn't have a missing meta description
Duplicate Meta Description	✗	Your website doesn't have a duplicate meta description
Heading/Sub-headings	!	Your website headings need to optimize
Missing Heading (H1)	✗	1 page has missing H1
Multiple Heading (H1)	✗	Your website does not have multiple H1
Image ALT Tags	✗	11 images have missing Alt tag
URL Delimiter Check	✓	Well Done, your website does not have URL Delimiter
URL Friendliness	✓	Wow, all pages are URL Friendly
Broken Links	✗	4 broken links found
Broken Images	✗	3050 broken Image found
Use of Structured Data Markup	✗	You do not have Structured Data Markup
Duplicate Content	✗	Website don't have a duplicate content
Google Page Speed Insights (desktop)	!	Average in desktop version (Score=70) - Link
Google Page Speed Insights (mobile)	!	poor in mobile version (Score=34) - Link
Mobile-Friendly website	✓	Great, your website is mobile friendly

Our Approach

Analysis and Strategy

A successful SEO strategy is about building a company's online presence. **Rock Web Gallery** first step will be to audit your current website and SEO tactics to determine what you are currently doing right and what we need to do to improve upon your program. During our audit, we will look at the following:

Analytics and Keywords

The first step is to determine how your website is currently ranked. We will do this by searching keywords that are associated with your business and finding out how your website stacks up against your competition.

Your Website's Accessibility and Indexing

For your website to be visible in search results, search engines actually have to be able to find it. They do this by crawling the web and looking for relevant and indexable content, such as link structures and HTML features like alt tags for images.

Ranking Factors

Once we determine that your website is being found by search engines and is being properly indexed, we can begin looking further to improve your ranking. The different factors that we will be looking at are content to make sure that your content is relevant and utilizes keywords without being duplicated on multiple pages, keywords, and HTML markup to make sure that your source code is relevant to crawlers.

Competitive Analysis

Once we have audited your website, we will run a competitive analysis to compare your content and other SEO factors against those of your competitors. This will help us come with a plan for deliverable items that we can then present to you and implement on your website to improve your rank and drive more visitors to your site.

Deliverables

Once the initial audit has been completed, we will provide you with our recommendations, tactics, and steps that we will take to improve your search engine ranking and help you achieve your goals.

Terms & Condition

This proposal may be amended prior to contractual agreement between **Rock Web Gallery** at the discretion of **Rock Web Gallery**

Payment

Rock Web Gallery agrees to submit the initial payment at the signing of this proposal in order for **Rock Web Gallery** to begin the work outlined above. Once **Rock Web Gallery** provides the deliverables, a new contract will be drafted with an implementation timeframe and detailed payment terms.

Warranty

Rock Web Gallery warrants that all work will be performed in a professional manner and that all work performed under this agreement will be the original work of . **Rock Web Gallery** and not plagiarized or in violation of any copyright or infringement laws.

Pricing

Package Options	Monthly Pricing
10 Kws SEO Package	\$40
20 Kws SEO Package	\$80
30 Kws SEO Package	\$100

Contact for Any Kind of Query:

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