

# Search Engine Optimisation Monthly Strategy Cycle

ANDMINE

## 1. Analyse

### Actions /Hours

Initial Research /2-20  
 Updates On Demand /1+  
 Google Analytics /1-2  
 Web Searching /1-5  
 Online SEO Tools / 2

AndMine Strategies /1-2  
 Keyword Reporting /1  
 Competitive Opportunities /1-2  
 Industry Averages / 1  
 Knowledge-Base Review /2

## 2. Publish

### Actions /Hours

Research /1-10  
 Content Development /1-40  
 Publishing, Blogging & Transmedia Storytelling /1-10  
 Video Development /1+

Google Places Listing /1+  
 Webmaster Tools /2  
 Social Media /2+  
 Directories /2+  
 Authoritative Sites /2+



## 4. Optimise

### Actions

Improvements /1-5  
 Automated Events /1-5  
 Team Changes /1+  
 Gap Advertising /2+

Strategy Refinement /1-5  
 Conversion Testing /2+  
 Advertising Testing /2+

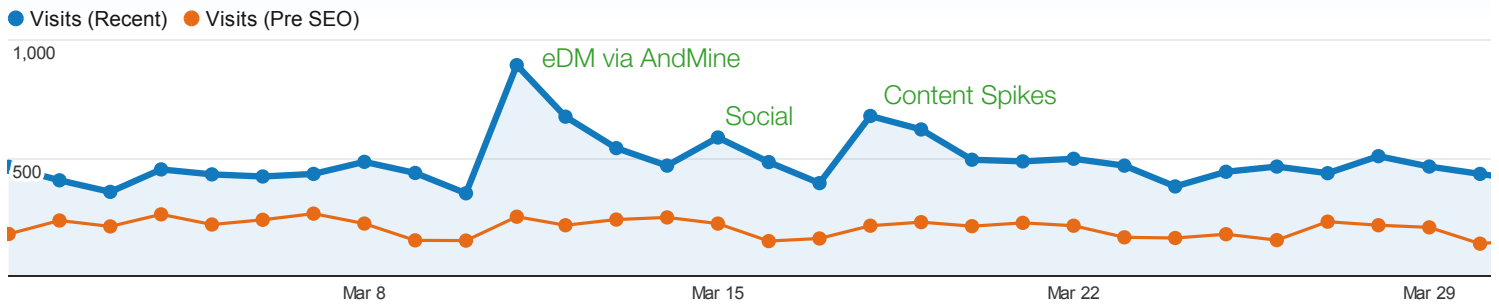
## 3. Measure

### Actions

Monthly or Weekly  
 SERP Tools /1-3  
 Analytics Response /1-5  
 Testing & Optimisation /1-5

Gap Analysis /1  
 Content Team Review /1  
 Visitor Intelligence /1+  
 Summary Reporting /1-2

# 12 Month SEO Results Comparing Month to Month

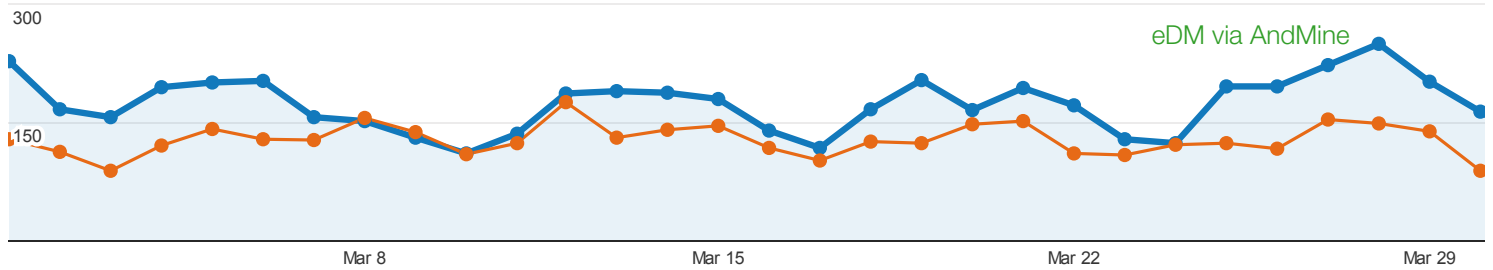


## Retail

Mar 1, 2012 - Mar 31, 2012    Mar 1, 2011 - Mar 31, 2011    % Change

15,051    6,328

# 237%

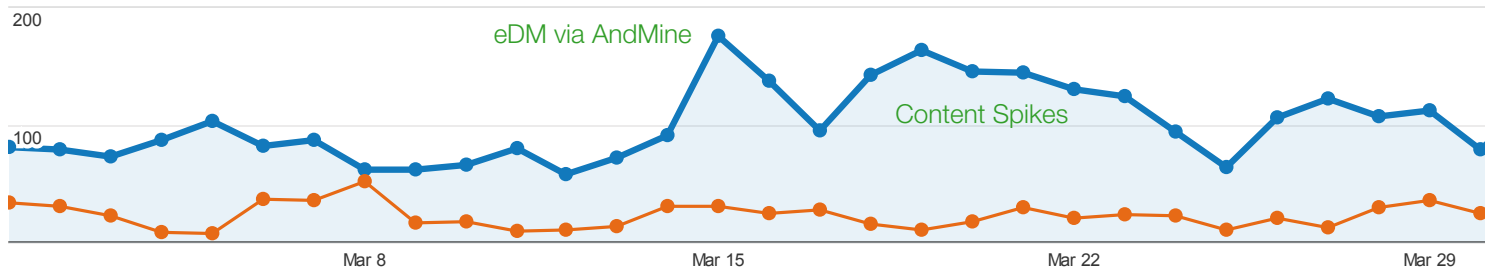


## Corporate

Mar 1, 2012 - Mar 31, 2012    Mar 1, 2011 - Mar 31, 2011    % Change

5,355    3,964

# 135%

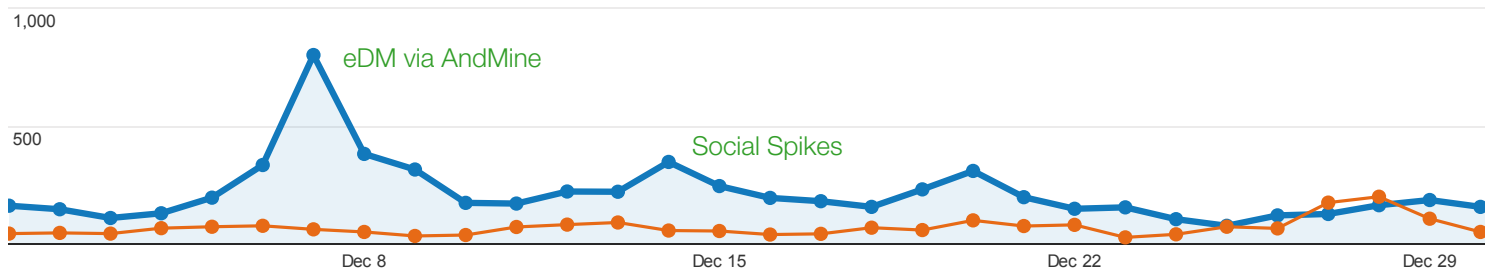


## Real Estate

Mar 1, 2012 - Mar 31, 2012    Jun 1, 2011 - Jun 30, 2011    % Change

3,139    694

# 452%



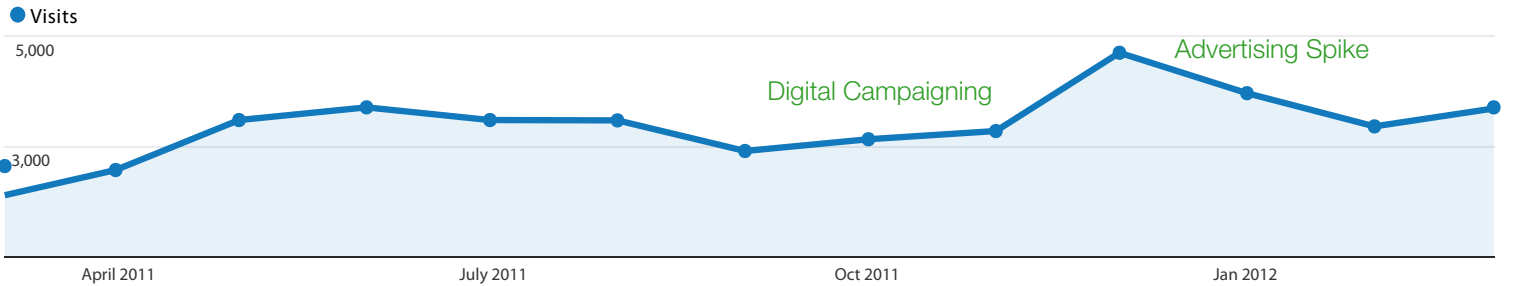
## Pharmaceutical

Mar 1, 2012 - Mar 31, 2012    Mar 1, 2011 - Mar 31, 2011    % Change

6,582    2,155

# 305%

# SEO Improvements Organic by Month



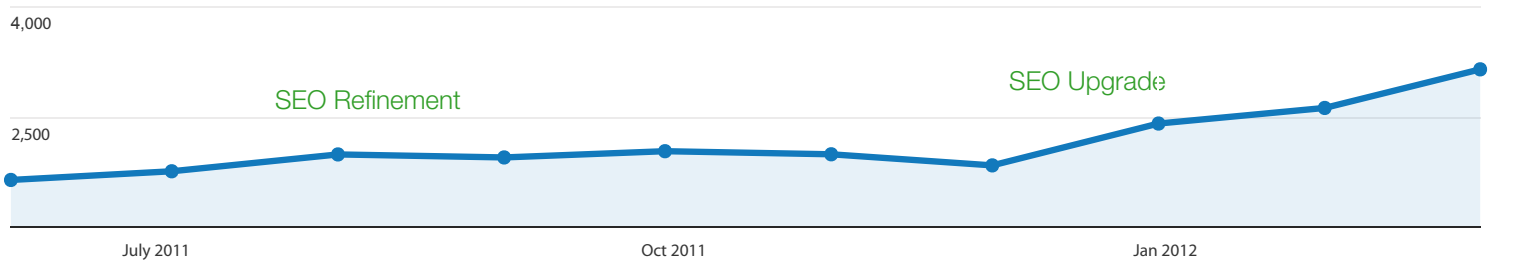
**eCommerce**

% Growth **223%**



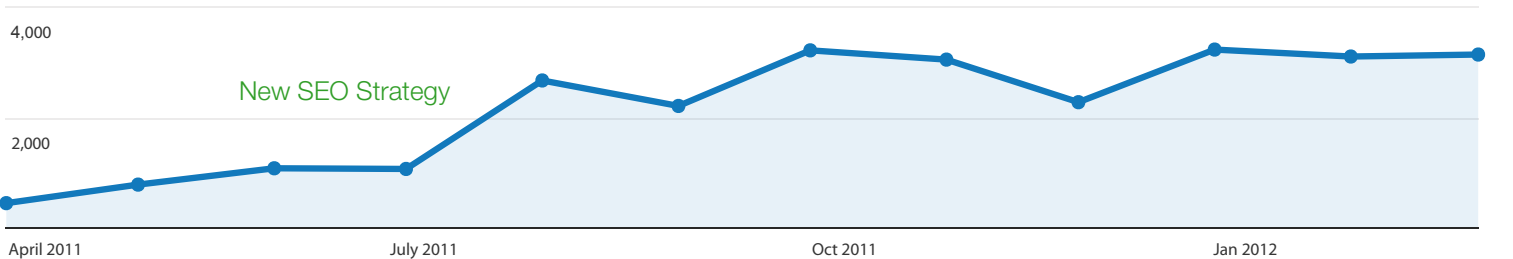
**Franchise**

% Growth **196%**



**Publishing**

% Growth **268%**



**Business to Business**

% Growth **850%**