MONTH 1   MONTH 2   MONTH 6   MONTH 9

Keywords begin to reach page 1!

First 30 Days

During the first month, **we lay a strong foundation for your campaign's success.**

This includes:
1. *Initial Campaign Set Up*
2. *Keyword Optimization*
3. *Website Optimization*
4. *Business Profile Development*
5. *Dashboard Performance Reports*

2-5 Months

Keywords begin to move up the rankings.

We act as an online marketing extension of your business, promoting it everywhere your customers search.

You will experience keyword fluctuation as Google starts to recognize your website, so don't worry if keywords move around; it's totally normal.

We work on optimizations and linkbuilding to build your website's **trust and relevance.**

6-9 Months

Success!

Once reaching page one for your selected keywords, we want to keep them there!

We continue working hard to ensure your campaign maintains top page rankings, while nurturing and elevating more keywords to help you rise above your competition.

Note: Implementing our keyword recommendations is the key to success - we know how to target the right keywords for your business so you get optimal results!

9+ Months

Stay ranking & expand your reach!

We build on your success. Now that you have Google's attention and your online presence is growing, we continue to leverage this momentum and optimize for **new** keywords.

What Happens to Your Keyword Rankings When You Cancel SEO?

SEO is like going to the gym or practicing an instrument. If you miss a few days, you're not going to see a massive difference in your skill level. But over time, as muscle strength and memory decline, you lose your ability.

For SEO, stopping a campaign won't make a difference right away. However, **typically after six months of ending an SEO campaign, a website's keywords drop off the first page of Google —** sometimes even out of the top 10 pages. Stopping SEO is a slow slide back to the bottom.

Keywords reach page 1

Keywords start to dip

STOP

SEO Cancellation

Keywords drop off page 1

Keywords rise in rankings

Keywords fall back to original position

Page on Google

1
2
3
4
5

SEO work begins

First 30 Days   Month 3   Month 6   Month 9   Month 12