
SEO Monthly Package

Climb to the top

with **Rocket labs**



Why hiring RocketLabs for your website SEO?

Search Engine Optimization (SEO) is the most effective long-term strategy for your business revenue.



RocketLabs.co is a team of SEO experts with eight years of experience working with B2B and B2C projects internationally. We use a data-driven approach to drive monthly organic traffic growth through search engines.

We are proudly calling ourselves an Ethical SEO agency, which uses white-hat practices and constantly monitors Search Engines Guidelines so you can stay confident that your rankings are always competitive and never penalized.



By hiring us, you get the full cycle service of Search Engine Optimization, starting from Keywords Research and Technical Audit through Copywriting and Ranking in the Top 10 of search results.

What's included in SEO Monthly Package



Keywords Research, Website Optimization, Link Building, Copywriting (extra), On- and Off-Page SEO, Backlinking, Outreach, and more.



Our SEO Principles



- ✓ We set realistic goals and stick to them.
- ✓ We use practices made for long-term success.
- ✓ We are transparent in what we are doing by providing detailed monthly reports and getting your approvals for every significant step we make.

Go ahead and invite us to your project to access the team of SEO and Digital Marketing experts who deliver outstanding results.

Keep exploring this document for a detailed overview of our monthly SEO Services.

Respectfully yours,

Roman Vassilenko | Founder and CEO
RocketLabs SEO Team



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Monthly SEO Roadmap

This list of services is approximate. An exact work plan will be drawn up after niche analysis and audits.

First Month Services Plan

1. Website connection to the site availability, domain expiration, and SSL monitoring system.
2. Consideration, planning, and implementation of Client's requests or preparation of specifications document for third party contractor or Client's execution. This type of service is done through the additional written agreement by both parties, leading to additional costs for the Client or non-performance of certain services planned for the current month.
2. Keyword research, clustering, and distribution to new and existing pages.
3. Keywords approval with the Client.
4. Integration of keywords and associated pages to the monitoring software.
5. Deep technical audit.
6. Usability audit based on competitors, free-form metrics with recommendations for design improvement.
7. Development of technical specifications for a designer, if necessary.
8. Development of technical specifications for a web developer* based on all audits.



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9. Assessment of the implementation of edits, if necessary, and coordination with the Client.
10. Development of a pivot table with meta tags, keywords groups, Latent Semantic Indexing (LSI) for all existing and new pages.
11. Meta tags placement based on the pivot table from Step 10.
12. Correction of critical errors based on the preliminary SEO audit (see On-Page SEO).
13. Preparation of copywriting specifications for priority pages.
14. Progress report and plan of tasks and services for the next month.

Second Month Services Plan

1. Consideration, planning, and implementation of Client's requests or preparation of specifications document for third party contractor or Client's execution. This type of service is done through the additional written agreement by both parties, leading to additional costs for the Client or non-performance of certain services planned for the current month.
2. Implementation of website edits according to the specifications with notification of completed services.
3. Collaboration with web developer and audit of completed edits.
4. Pages relevance audit and identification of spam content.
5. Elimination of spam content, if any.
6. Copywriting for priority pages. The volume is determined by the Contractor unless otherwise provided.



7. Verification of content for compliance with specifications.
8. Copywriting approval with the Client.
9. Design and publication of copies on priority pages.
10. Technical audit of the main parameters after the implementation of all edits by the web developer.
11. Testing and revisions after the audit.
12. Progress report and plan of tasks and services for the next month.

Third Month Services Plan

1. Consideration, planning, and implementation of Client's requests or preparation of specifications document for third party contractor or Client's execution. This type of service is done through the additional written agreement by both parties, leading to additional costs for the Client or non-performance of certain services planned for the current month.
2. Content plan development for defined keywords.
3. Copywriting specifications preparation for priority and planned pages.
4. Copywriting for priority pages.
5. Execution of services from the Website Optimization and Search Ranking list of works of this document.
6. Verification of copies for compliance with specifications.
7. Copywriting approval with the Client.
8. Design and publication of copies on priority pages.



9. Technical audit of the main parameters after the implementation of all edits by the web developer.
10. Testing and revisions after the audit.
11. Progress report and plan of tasks and services for the next month.

Fourth and Onward Months Services Plan

1. Consideration, planning, and implementation of Client's requests or preparation of specifications document for third party contractor or Client's execution. This type of service is done through the additional written agreement by both parties, leading to additional costs for the Client or non-performance of certain services planned for the current month.
2. Copywriting for priority or planned pages.
3. Execution of services from the Website Optimization and Search Ranking list of works of this document.
4. Verification of copies for compliance with specifications.
5. Copywriting approval with the Client.
6. Design and publication of copies on priority pages.
7. Smooth link building.
8. Technical audit of the main website parameters.
9. Consultation and development of recommendations for improving the website for SEO purposes.
10. Competitors monitoring.
11. Development and implementation of improvements following competitive analysis and market requirements.



Website Optimization and Search Ranking List of Services

- **General SEO services**

1. Evaluation of results, adjustment of the strategy, the ongoing development of the semantic core (keywords).
2. Analysis of semantic core returns from the positions achieved in search.
3. Assessment of audience interests changes (based on search engine statistics).
4. Suggestions about products or services updates based on interest research.
5. SEO readjustments based on search engines algorithm updates and changes.
6. Semantic core development based on the approved list of target keywords:
 - Collection of search suggestions
 - Search queries visibility analysis of leading sites
 - Elimination of queries with zero and insignificant frequency
7. Keywords clusters and structures development:
 - Structure analysis of the leading websites
 - Keywords analysis for division into subsections
 - New extended site structure development



8. Technical specifications for SEO copywriting:

- Content analysis of Top 10 competitors
- Lemmas list of keywords group analysis
- Calculation of the required amount of text
- Pages structure definition (function blocks, H1-H5 structure)
- Required number of keywords occurrences determination

• **On-Page SEO**

This list of works is not final nor obligatory due to constant changes in search engines' requirements and algorithms' improvement.

1. Website SEO audit (critical, important, minor, and commercial factors):

- Indexing and basic parameters audit
- Website mirrors audit if any
- Check of search engine filters presence

2. Critical factors audit:

- URLs audit for compliance with RFC3986 URI Standard
- Non-primary hosts check
- Redirection from the main page check
- 404 error check
- Duplicates search on the website
- Robots.txt file check
- Pages with <TITLE> tag check
- Description pages check



- Regional binding check
- Google Search Console audit
- Content uniqueness check
- Website vulnerabilities (including scanning for viruses) check
- Duplicates, blank and junk pages search and elimination

3. Important factors audit:

- “Site path” element check and implementation
- Sitemap (xml, html) check
- <meta name = “robots” content = “...”> tag check
- Website footer and copyright sections check
- “Last-Modified” element check (documents last modification date)
- Page loading speed audit
- Broken links check
- Website registration in search engines directories
- Contact information check
- Website HTTPS version check
- Website’s micro-markup audit
- Products name and products categories name audit

4. Secondary factors audit:

- H1 headings text audit
- “Alt” and “title” images and internal links attributes audit
- Website layout validity check (HTML, CSS)
- Website primary linking check
- Mobile optimization check
- Website outdated content update



5. Commercial factors audit:

- Contact information
- “About us” video audit
- Awards, certificates, and licenses
- Employees information audit
- Offices information
- Company, products, or services reviews audit
- Company news
- Company’s popularity audit
- Company credibility audit
- Presence of video materials on pages
- Call back functionality
- Promotions and discounts availability
- Product descriptions availability
- “About the product” videos availability
- Products or services price availability
- Products/services reviews
- Delivery information availability
- Products self-pickup information
- Warranty information availability
- Return and exchange information availability
- “Add to cart” functionality

6. Implementation or correction of critical factors from the SEO audit (Step 4)

7. Website content optimization and technical errors fixing.



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8. Meta Descriptions for categories and subcategories implementation:

- Top 10 competitors descriptions analysis
- Optimized Descriptions headers implementation

9. Meta Keywords elimination.

10. Optimized content copywriting.

11. Implementation or correction of important factors from the SEO audit (Step 5).

12. Content publishing:

- H1 and other titles publishing
- Descriptions publishing
- Optimized text content publishing

13. Implementation or correction of secondary factors from the SEO audit (Step 6).

14. Website secondary analysis to identify errors and improvements opportunities.

15. Implementation or correction of commercial factors from the SEO audit (Step 7).

16. Website User Experience audit.

17. Website snippets optimization in search results (favicons, quick links, additional information).

18. Checking and elimination of undesirable optimization techniques: cloaking, iframes, oversaturation of text content with keywords, etc.



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- **Off-Page SEO**

1. Off-page website optimization:

- Backlinking opportunities research and selection
- Off-page text content specifications preparation
- Off-page content copywriting
- Publishing articles on donor sites
- Niche forums collaboration

2. Search Engines Indexing audit:

- Tracking the number of pages in Google's index
- Tracking the quantity and quality of external links
- Tracking the number of pictures in Google's index
- Google Search Console recommendations monitoring and execution

3. Daily keywords dynamics analysis.

* Web development, design, copywriting services, and links acquisition are not included in the SEO package. The Contractor can perform these services, which will involve additional charges (subject to further agreement).



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Frequently Asked Questions

We are looking for quick results. Can you rank our website in 1-2 months?

- Most likely, the answer is no. We are using only white-hat methods and best practices involving a diversified list of tasks that take time to perform. Search Engines take their own time to notice and pick up your website. As a rule of thumb, it takes 3-6 months to start seeing the first SEO results.

When and what budget should we prepare for Link Building?

- It depends on your niche and competitors. Usually, we start building links from the second month. The budget is not limited and can as low as \$50 or as high as \$10,000. We prefer to discuss the budget with the client and proceed accordingly. Clients with a low budget can expect extra \$50-150 costs for Link Building.

What search positions and organic traffic volume can we expect in 6 months?

- We need more information about your website, market, and competition to answer this question. Please, contact us directly. We are happy to make this analysis for you.



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Frequently Asked Questions

What happens once we agree to the contract? How do we organize milestones and deliverables?

- As soon as you agree to our contract, we will request access to your website and a few other places like Google Search Console. Then, we immediately start working on tasks listed in the "First Month Services Plan". Every month we will provide the report with details about the job we did.



If you have more questions, please don't hesitate to send an email to hello@rocketlabs.co with your question.

We are looking forward to helping your website hit top positions in Search!



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