

10 MILES SEO

Product Features and Descriptions

*We are confident in providing you with a service that surpasses any other marketing agency and **GUARANTEE** results within 90 days. or your money back.*

Get Results or Your Money Back



Ready to take the next step?

Book a discovery call with me today!

Mario Musa
Co-Founder
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→ [Schedule a Call](#)

JUMP TO

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// WEBSITE

Website Design & Development

Custom, Designer-Created Website
with Home Page Mockup and
Reusable Components

- » 100% custom designed website
- » Mobile responsive—not just mobile friendly
- » Never the same as someone else's
- » Designed with user experience in mind
- » Sales focused: content, call to actions, chat boxes, custom forms for lead capture
- » Easy to use interface
- » Accessible colors*
(if client allows this based on branding colors)

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// WEBSITE

Website Design & Development

Every Website is Custom Coded
Using Modern Web Technology
Layered on Wordpress

- » Creating a sustainable, scalable website to grow your business... no matter the size.
- » Functional for you and us to maintain and grow
- » 100% secure, removing the possibility of being hacked (not including passwords)
- » Blazing fast mobile and desktop
- » User friendly and clean, bringing your customer into the experience
- » Structured through and through for SEO and growth
- » Focused on Google core web vitals:
 - » Performance and Smoothness
 - » Built around Google's own Performance Metrics
- » Accessible: ADA compliant with keyboard functional — not just a plug-in

*Up to \$5000 or 50% of the cost of the website
dollar-for-dollar rebate, up to \$5000

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Monthly Website Maintenance & Updates

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Regular Website Health Check To Ensure It Is Crawlable by Google's Bots, that Pages are Indexed and Working Properly

- » Check forms are working optimally
- » Check pages are working optimally
- » Scan for broken links and fix
- » Scan for broken or missing images and fix
- » Scan for technical issues and fix
- » Update plug-ins
- » Update website content (by request)
- » Test after updates to ensure optimization
- » Uptime monitoring (hosting/domain)
- » SSLmonitoring (hosting/domain)

Professional Photography

Professional and Original Photography (No Stock Photos)

- » Google loves original photos
- » Google loves branded photos
- » Google loves joyful photos
- » 10 Miles SEO works with new Google technology to scan images and interpret what those images are about to ensure you have the most relevant and highly credible images on your website as well as GBP
- » 10 Miles SEO will ensure the photos we put on the websites, social media, and GBP are in-line with your brand and have been verified using a new Google AI technology
- » Photos verified by Google and their AI technology, will increase your visibility and authority
- » We work closely with Google to make sure your content is verified and approved to boost your results every time

// WEBSITE

Website Performance Optimization

10 Miles SEO Optimizes Your Website
from a User Experience/UX
Standpoint, and How the Website Feels
on Lesser Quality Devices

We Focus On:

- » Image sizing and rendering
- » Image formats
- » Hosting
- » Caching
- » Core web vitals
- » Font loading
- » Animations
- » User Experience/UX

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Form Testing

We Test the Forms Monthly To Ensure They Are Working Optimally and That They Are Coming Through to Your CRM Without Delay

- » This includes Recaptcha to block spam
- » attempts Spam blocking
- » CRM integration
- » Submission phrasing blacklist
- » 3rd-party bot protection/blocking
- » Custom form building with no limit

Business Listing Info

Google Loves Consistency
(i.e. Name, Address, Phone Number,
Brand, Directories, Citations, Etc.)

The 10 Miles SEO Team Ensures Your
Business Is Represented Accurately and
Consistently Across Thousands of Locations
on the Internet

- » Brand name
- » Location phone number
- » Location address
- » Social branding
200+ w/high valued domain authority
- » Google business profile

Google Business Profile Setup & Optimization

Google Cares about Local Businesses and People See Local Businesses

- » Build brand consistency from your Google Business Profile to your website
- » Alignment of service categories for the target market with a focus on primary category and secondary categories
- » Ensure hours of operations are consistent with your website and each location on GBP
- » Optimize through backlinks and content with a focus on all services with consistency across your GBP and website
- » Create ~300 custom character service descriptions for each service
- » Ensure the brand URL is going to the correct location on your website and is secured with HTTPS://
- » Build in customer goal tracking on your URL to track traffic from your GBP to your website
- » Build in geo-enriched media for premier local relevance to your target audience
- » Create a custom-branded GBP site (brand.business.site landing page)—which is Google's favorite branded property—that will be connected to your GBP
- » Write custom, engaging, and SEO-optimized business description for GBP
- » Geo-targeted interlinking between Google branded properties and your website

Google Maps URL Boost

Geo-Targeted GBP Posting

Create and Schedule Google Business Profile Posts Which Include Relevant, Optimized Content and Photos to Help Establish Local Branding, to Increase Visibility, and Promote Conversions.

GBP Website Boost

Geo-Targeted GBP Posting

Create and Schedule Google Business Profile Posts Which Include Relevant, Optimized Content and Photos to Help Establish Authority and Branding of Google Business Site, to Increase Visibility, and Promote Conversions.

Website Location Page Boost

Geo-Targeted GBP Posting

Create and Schedule Google Business Profile Posts Which Include Relevant, Optimized Content and Photos to Help Establish Authority and Branding of Listing Location Landing Pages, to Increase Visibility, and Promote Conversions.

// TRACKING SETUP

Search Console Setup

10 Miles SEO Sets Up
a Custom Google Search
Console for Monitoring and
Tracking of the Website Structure
and Usability to Ensure All
Google Requirements Are Met.

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// TRACKING SETUP

Google Analytics Setup

10 Miles SEO Sets Up Google Analytics to Effectively Track Leads, Company Goals, Referrals, and Growth Data Over Time to Ensure That All Growth Goals Are Met.

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// TRACKING SETUP

Google Tag Manager Setup

10 Miles SEO Will Set Up Google's Tag Manager Which Is Google's Preferred Way to Add Pixels as well as Tracking Snippets to Improve Website Performance and Tracking... Which in Turn, Gives You More Visibility than the Competition.

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// TRACKING SETUP

Live Results Dashboard

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10 Miles SEO Customized Live Dashboard Through Agency Analytics with 24/7 Access

- » 70+ software integrations for tracking all your sources in one place
- » Pull-in custom data through API
- » Serp tracking updated daily
- » Local Google Business Profile data updated daily and tracked over time beyond 6 months with year-over-year comparison for performance
- » Google Analytics integration
- » Location independent filtering for multi-location businesses
- » Custom reports for leadership, marketing, operations, and sales
- » Custom timeline reporting
- » Google Business Reporting: more robust than Google Business Dashboard
- » Google Review Tracking with reviews/responses

// ON-PAGE OPTIMIZATIONS

On-Page Optimization

10 MILES SEO

Search-Intent-Focused Content Optimization to Increase the Visibility of Your Major Searched Keywords— Driving Higher Rankings

Not Limited to Simply Adjusting H1'S, H2'S, H3'S,
Image Alternate Text, and Meta Descriptions

- » 10 Miles SEO is focused on Google's page experience—not just speed
- » Includes HTML structure
(HTML semantic structure allows crawlers or Google's bots to read the content easily and understand the important parts of the page to drive more visibility on Google)
- » Section layouts are our priority—and Google's
10 Miles SEO follows Google's preferred layouts to create the best user experience
- » 10 Miles SEO has professional content writers who write content specifically for the service pages and location pages
- » Image optimization focused on metadata, as well as modern web rendering technology for higher rankings
- » Performance optimization is a must for all on-page SEO
10 Miles SEO will optimize and increase performance of the following core vitals of your website
 - » LCP - Largest Contentful Paint
 - » FID - First Input Delay
 - » CLS - Cumulative Layout Shift
- » Sitemap optimization
We ensure the right pages are included and the wrong ones are not as this can cause Google to devalue your site or even discredit valuable content

Schema Markup

Provides Google Bot All of Your Important Information in It's Preferred Language (json-ld)

- » Tells Google what is the important stuff on your site without needing to crawl it
- » Helps with social profile visuals
- » Tells Google what each website page is about and its content
- » Breaks up each service into its own “entity” and describes how they relate to your business
- » Google uses the below to verify and confirm information about your Google Business Profile such as:
 - » Hours of operation
 - » Phone number
 - » Name of business
 - » Business categories
 - » Target locations
 - » Services provided
 - » What your business does
 - » Who your business serves
 - » Where your business serves

Pillar Blog Posts

10 Miles SEO Posts Relevant, High Quality
Blog Posts Connected to Your Website,
Which Are SEO Optimized, and Backlined for
Maximum Visibility

We focus on quality over quantity, as
Google penalizes website content which
is not valuable, or brand-aligned.

- » 3000–6000 Words/Month
Value of \$0.50/Word
- » 1-2 x 3000 Word Article 2-
- » 4 x 1500 Word Article

Branded Social Profiles

Network of Social Profiles That Further Establish Your Brand Consistency and Authority On The Internet

This creates hundreds of powerful backlinks that drives more visibility to your business and brand.

- » Focused on 200+ high authority branded profiles
- » **Social Fortress:** Builds on the branded foundation links and further sets up your brand as the authority for the services you provide in your target market
- » Secures your brand so others can't steal it
- » Geo-relevant images on all social profiles for greater visibility on Google
- » **Branded Focus Wrapper:** An established branded network that tells Google all about your brand, all of the relevant social profiles, and digital brand real estate which is connected to it.
- » ~85% of profiles are stored in Google's index
Google doesn't index everything on the internet. To be included in the searchable index, you need to be valuable— that's what 10 Miles SEO does through branded social profiles.

Directories & Citations

10 MILES SEO

Digital Real Estate That Displays Your Brand Name, Address Phone Number, Info About Your Business, Its Digital Properties, While Building Your Company Worth in the Eyes of Google

- » 10 Miles SEO brings your company 400+ business directories which bring hundreds of backlinks and keywords for your domain.
- » Voice-search focused with Siri, Alexa, and Google so you are the one people find on hands-off searches.
- » We create listings for GPS on all major map apps, including Apple Maps, Google Maps, Tom Tom, Waze, Bing, and so many more.
- » 10 Miles SEO's focus on citations builds consistent links, as well as mentions of your business name, address, phone number, it's relevant service, and service area info across the internet.
- » All duplicate listings will be managed and we build additional listings for those duplicates to reach further
- » Geo-targeted photos are added to build location relevance for google to further establish your brand and services in a given area
- » Manual monthly clean out of all non-valuable, scammy, or harmful backlinks to ensure all brand communication is at the highest level

Geo-Targeted Press Releases

10 Miles SEO Writes Custom Geo-Targeted Press Release Articles About Recent Brand News such as Website Launch, Service Promotion, New Locations, etc.

We Then Submit It To Over 400 Major News Outlets Across the Country, Then Usually Get Picked Up and Published by ~200-250 Outlets Such as Fox News.

Google Authority Stack

10 Miles SEO Leverages Google's Authority Stack to Build a Network of Google Properties that Integrate All of Your Digital Assets

This is like a second website behind your website... with hundreds and hundreds of keywords and backlinks. Then published to expand your website value and visibility around those keywords.

- » GAS builds relevancy in Google's eyes
- » GAS tells google about all of your digital assets
- » GAS connects all of your digital assets
- » GAS continues to build that expertise, authority, and trust around your brand
- » GAS communicates hundreds of keywords to Google giving your more brand recognition for sales specific keywords as simple as 50 variations of "near me"

Social Signals

Google Loves Social Interaction and Engagement.... So Does 10 Miles SEO

- » We will promote and share content on multiple social platforms for interaction and engagement
- » We will create engagement that google rewards, therefore, giving higher rankings

Branded Foundation Links

A Solid Foundation Link Network That Establishes Branding and Authority. Our White Hat Link Building Creates a Link Profile That Google Loves.

- » Builds branded profile links that in turn create hundreds of backlinks which build your brand and visibility through sales searched keywords
- » Creates link diversity
- » White hat SEO
- » Natural link profile to help grow your backlink portfolio and your keywords across your brand
- » We build a balanced, branded, anchor text ratio which allows for any anchor phrase or word to be used to link back to your website and builds more visibility around your brand on Google.
- » Creates brand ownership in the search results

Authority Backlink Building

Motivated by Google's Guidelines on "Expertise, Authority and Trust"

Niche-specific backlinks on high-authority trusted sites which help build expertise, authority, and trust in Google's eyes.

Geo-Targeted Backlink Outreach

10 Miles SEO Directly Reaches Out to Local Influencers and Bloggers To Get Referrals, Mentions, Posts, and Links Connected to Their Website. These Then Backlink to Our Client to Help Establish More Authority in Your Local Market

- » Quality over quantity which allows for the highest visibility and credibility
- » All links are vetted and verified by a senior outreach specialist
- » Articles are sometimes written by 10 Miles SEO, and sometimes written by the blog owner

Link Building to Social Properties as a Citation Booster

10 Miles SEO Links Build More Authoritative Citations in Google's Index, Resulting in Better and Higher Local Rankings

- » We build backlinks that go to the most authoritative social properties and directories
- » They build more trust and credibility around your brand
- » Shows Google that you own your brand

// ONGOING ANALYSIS

10 Miles SEO Audits

10 MILES SEO

Website Audit

10 Miles SEO will establish whether your website has a strong foundational structure to establish authority with Google, will be scalable as the business grows, meets Google's guidelines, and is built on a framework that will allow your business to scale and meet your visibility expectation.

SEO Audit

- » Market research and analysis
- » Website content evaluation
- » Customer research and analysis
- » Location research and analysis
- » Keyword research and analysis
- » Backlink research and analysis
- » Competitor research and analysis
- » Brand visibility research and analysis
- » Digital asset consistency evaluation
- » Customer growth strategy outline

// ONGOING ANALYSIS

Backlink Audit and Cleanup

1 Regularly Analyzes Backlink Quality and Anchor Text Ratios, Disavows Any That Need To Be Removed, Then Reaches Out to Blog Site Owners of the Backlinks To Get Them Changed or Modified for Effectiveness.

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Co-Founder

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Get Results or Your Money Back

[!\[\]\(3e2231b1ad3ca8da8658228c00dd08e0_img.jpg\) Schedule a Call](#)

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