GROWTH HACKING

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WHITE HAT AND GREY HAT SEO

White Hat SEO refers to any practice that improves search performance on a search engine results page (SERP) while adhering to that search engine's policies. In terms of Google, White Hat techniques follow their self-published guidelines. Some examples of White Hat tactics include using keywords, back-linking, link building, and writing content that focuses on relevancy, organic ranking, and audience engagement.
On the other hand, Grey Hat SEO is SEO practice that remains "ill-defined" and/or "ill-advised" by search engine published guidelines and which can be disagreeable.

SEO SPECS:

• We optimize the presence of GDCSS site on Google My Business on a monthly basis: links between company offices, photos, videos, reviews, posts and any other relevant action to improve its presence, compared to the other economic operators proposed by the search engine.

• We optimize the presence of GDCSS site on the main platforms of "Business Citation / Local Listing" on a monthly basis which, following an accurate sector analysis, we will identify as the most relevant and which we will submit and start managing with your prior authorization.

• Boosting activities for Local Citations. We produce 100 local citations per year for each of your cards or pages on Google My Business or other "Business Citation" platforms.

• We develop the first SERP campaign in detail.
We identify the top 4 competitors who will act as benchmarks and the top 10 keywords that you will consider important to conquer in the medium to long term.

This type of approach makes it possible to organically conquer a prominent position in all SERPs of most of the keywords of a sector and almost all of the keywords of a sector in relation to a specific territory.

The SERP campaign planning that will be processed through specific software will contain:
The list of all keywords and related longtails (approximately 100) necessary for their positioning (ranking).

A detailed editorial plan divided by main subjects and keywords, of the contents that we will have to publish or re-edit over the next 6, 12, 18 and 24 months on the website.

A detailed editorial plan of publications on social networks divided by type (post, article, story, video, etc.) and # arguments to support the keywords that we intend to place in the SERPs.

The exact quality of each content to be published: main topic, related topics, main keyword, linked keywords, number of words, type of language to be used, number of images or graphics, number of outbound links to which types of content. This will ensure that we publish the best (more SEO) content on the web on that topic every time.

An estimate, based on competitors and on the SEO difficulty level of the keywords, of the number and quality of backlinks and of the social interactions necessary for each content to scale its SERP.
An estimate, based on the content data currently at the top of the SERPs of that keyword, of the number of views that must be achieved in the queries (impressions) and the conversion (CTR) of these in clicks.

Timeframe: 2 weeks after indexing by the search engine.
Boosting on backlinks, traffic from search engines and social signals.

At this point in the project you are 100% SEO, perfectly indexed on search engines and you have decided on which keywords to climb the SERPs. To ensure that Google follows us closely and offers our content in queries more and more often, we must send the site a first large number of backlinks, traffic from specific keywords and "inform" the search engine that our content is shared on social.

This step that you will be able to monitor from Google Search Console and Google Analytics will be carried out by us through our network of relationships and will lead the site to be followed and proposed and appear in the SERPs.

- to 10 dofollow backlinks for each of the main keywords
  (3 per month) used as Anchor Text to specific pages of the site.
- to 10 nofollow backlinks for each of the main keywords used as
  Anchor Text to specific pages of the site.
- to 100 follow / no follow backlinks to homepage with purely organic
  anchors (here, see, etc.)
- to 300 accesses from google.it through the query "company name
  + specific keyword"
- to 500 accesses from google.com through the query "company
  name + specific keyword".
- Registration of the site in the Italian web directories

LEAD GENERATION

SOFTWARE & INTEGRATION
Membership & Referral System Management (aMember)
To manage subscriptions and subscribed users, we will use aMember. It is software that loads directly on the server, 100% customizable. In addition to customer management and sales statistics, it will be used for referral management and assign sales and lead to various users.

Server & Domain (anonymous, built in-house)
Customer Profiling Questionnaire (TypeForm)
Typeform is the best tool for creating multistep forms for lead profiling. Typeform will be integrated directly into the CRM, and based on the responses that leads will give, and they will be moved to the various stages of the sales pipeline. The more questions we create, the more the leads will have a high quality to be profiled in the CRM.
It will also be a barrier to entry to filter out all leads who have no budget and are just a waste of time.

PROMOTION & ADVERTISING
Partner Program & Native Content
In addition to Instagram shoutouts, other media will also be used to recommend the service, such as Youtube, Instagram, Tik Tok, and Blogs indexed on Google. These services can be purchased one time or integrated into the Referral system.

Google Advertising
Google Ads is one of the largest and most flexible promotion platforms on the market. Unlike Facebook, which does not approve certain types of services, Google allows the promotion of most business opportunities (using posts and videos). In addition to the advantage of advanced end-user profiling, it allows the use of promotional videos.

Facebook Advertising (Cloaking & Farming)
As mentioned above, Facebook Ads DOES NOT allow all kinds of advertisements. In any case, we are able to bypass these restrictions by farming advertising accounts and using Cloaking techniques so that automatic crawlers will not intercept the real landing page.

Referral System
As already mentioned in the aMember software section, the entire system will be designed to manage and track the promotion of the service by selected partners. These partners may be "ambassadors" (influencers) and/or the customers themselves who want to promote the service to friends.

SALES & CRM
Sales Department
Thanks to the previous points, structuring a more extensive system and increasing traffic will be necessary to have a well-organized sales network. Based on the volume generated by the first tests, it will be essential to evaluate the number of resources required to support the flow of leads. The resources will also be selected, after initial tests, based on their conversion rate, which we will evaluate directly from the CRM.

CRM (Pipedrive + TypeForm)
To manage the flow of leads generated via the various platforms and to check the sales department's progress, it will be essential to have a CRM. The CRM will also help to write down notes on each individual lead and consequently optimize the marketing strategy based on the feedback.

Email and SMS nurturing
In the funnel, there will be 2 types of leads: Basic Leads and Profiled Leads. A basic lead will be nurtured by email and text message to make it become a profiled lead. On the other hand, a Profiled lead will be the potential customer interested in the purchase, who will be included in the CRM in the pipeline phase based on the answers he will give and will be contacted by the sales department.

ADR