



# SIX WAYS TO MAINTAIN YOUR SEO INVESTMENT



6 SIMPLE STEPS



## 1) CREATE TWO PIECES OF CONTENT PER MONTH

You can either publish new materials (like blogs and press releases), or update existing pages with a minimum of three to five paragraphs.

## 2) BUILD A CONTENT CALENDAR

Target keywords and phrases used by searchers in your industry. Just keep in mind updating your site too quickly could negatively impact your rankings, so stick with two pieces of content per month at three to five paragraphs each.

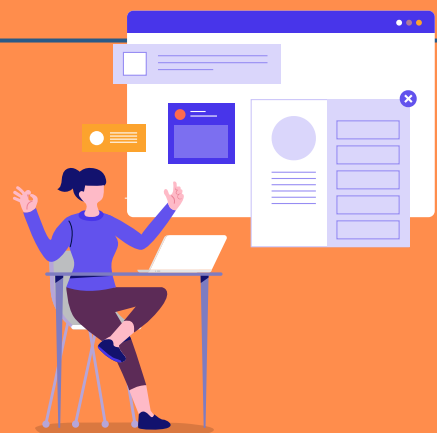


## 3) PUBLISH LOCATION PAGES

Keyword locations (like 'plumber in Cleveland') can quickly rank your site locationally. You should only target locations that you actually service — neither Google nor your prospects want misleading information.

## 4) NAME YOUR CTA BUTTONS

Adding keywords to your CTA buttons is a great way to boost customer confidence, along with unconventional title strategies that differentiate you from competitors (think 'take a peek' or 'give me the deets').



## 5) PUBLISH YOUR MAILING ADDRESS

In the footer of your website. This ensures Google can cross-reference your location from other sources (like your GMB page) and help nearby searchers find your website quickly.

## 6) SEND YOUR NEWSLETTER TO EMAIL SUBSCRIBERS

If you haven't already, create a compliant opt-in form and use a platform like Constant Contact to send out marketing emails or newsletters at least once per month. This provides you with nice credit from Google and keeps your brand top-of-mind for subscribers.



**AUTUMN**  
CONSULTING

autumnconsult.com

