



# SEO PORTFOLIO

[risetoday.com](http://risetoday.com)



# MONTHLY REPORTS OF



[risetoday.com](http://risetoday.com)

# KEYWORD RESEARCH AND OPTIMIZATION

We have conducted comprehensive keyword research focusing on key areas such as life coaching, business coaching, and inspirational speaking. This research has provided valuable insights into search trends and user intent, allowing to optimize your website content strategically.

# CONTENT DEVELOPMENT AND OPTIMIZATION

This month, we have diligently removed all duplicate pages from your website to enhance user experience and improve search engine crawlability. Concurrently, we have implemented structured SEO practices such as refining category structures and optimizing permalinks across RiseToday. These enhancements aim to streamline navigation and strengthen your website's SEO foundation.

Additionally, we've crafted targeted area pages to amplify your presence in key markets including Calgary, Regina, Vancouver, Edmonton, and beyond. These pages are tailored to resonate with local audiences actively seeking life coaching services in their respective regions.

Furthermore, we've published an informative article focusing on life coaching and confidence building. This content not only serves to educate your audience but also reinforces your expertise in empowering individuals through coaching.

# LIST OF ARTICLES

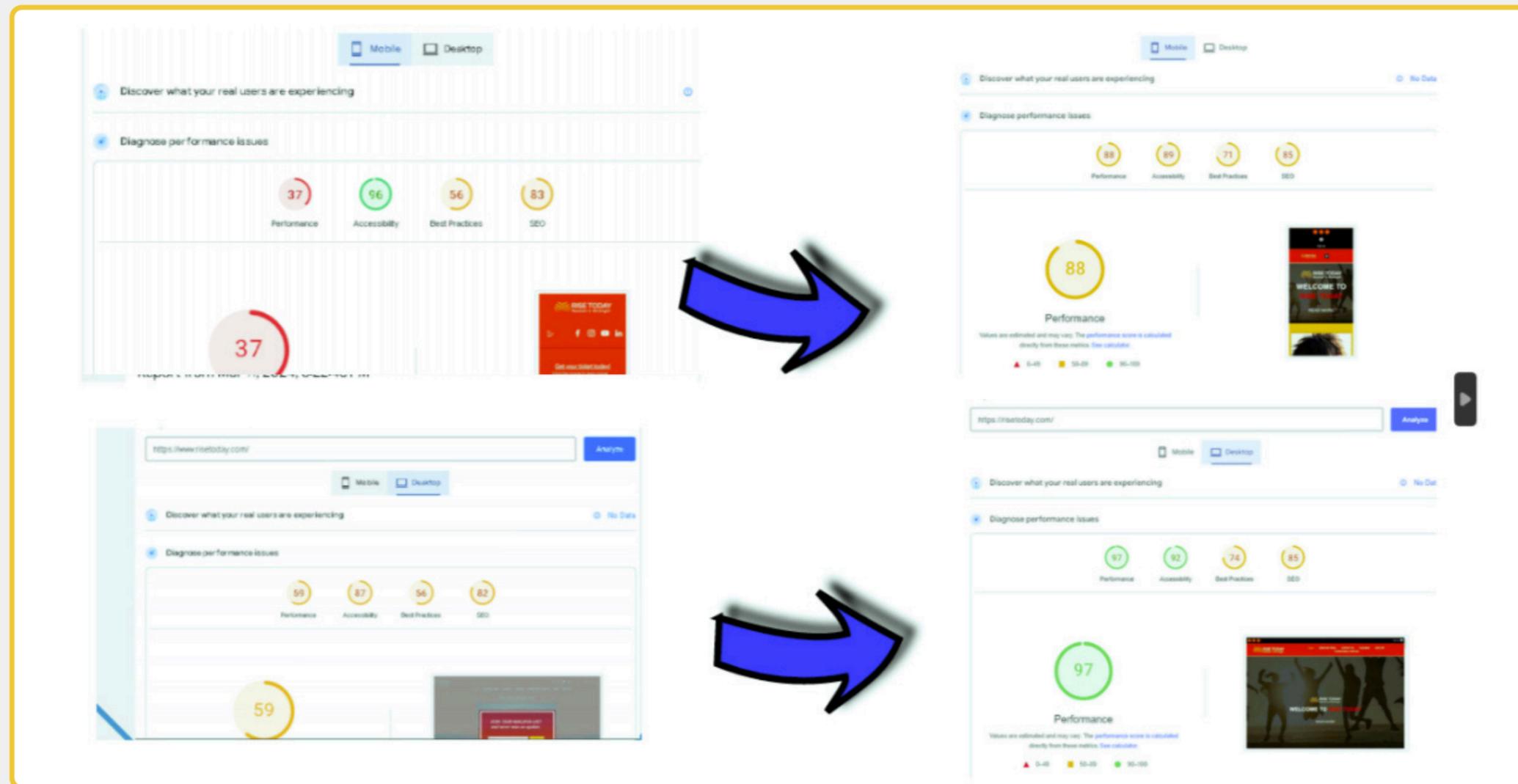
[https://docs.google.com/spreadsheets/u/0/d/1FOHHfleXYBrtdIz4IACh\\_eEbfPXTfBT5E1rvUAX3WE/htmlview#gid=0](https://docs.google.com/spreadsheets/u/0/d/1FOHHfleXYBrtdIz4IACh_eEbfPXTfBT5E1rvUAX3WE/htmlview#gid=0)

## COMPETITOR ANALYSIS AND SEO ENHANCEMENTS

We conducted comprehensive competitor research to refine the SEO strategies further. This has included optimizing category structures, refining permalinks, and eliminating duplicate content across your website. By streamlining these elements, we aim to enhance both user experience and search engine crawlability, thereby boosting your organic search rankings.

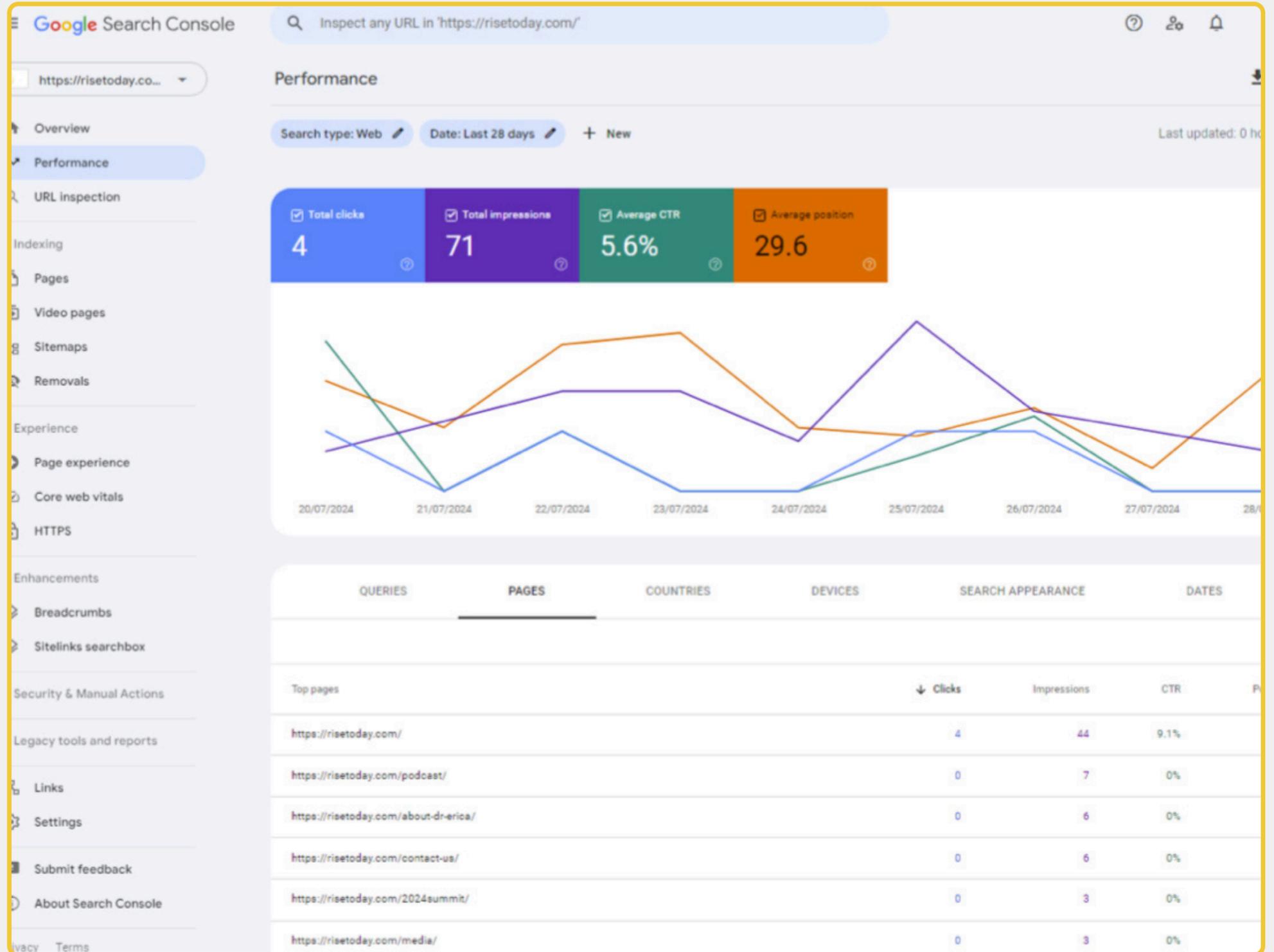
# WEBSITE PERFORMANCE OPTIMIZATION

We're pleased to report significant improvements in the speed and performance of your website. Our recent optimizations have resulted in substantial gains, with mobile and desktop speed scores now reaching an impressive 88 and 97, respectively. These enhancements ensure a smooth browsing experience for your visitors and are expected to positively impact your search engine rankings.



# SEARCH CONSOLE SETUP AND SITEMAP SUBMISSION

To facilitate better management of your SEO efforts, We've successfully set up Google Search Console for RiseToday and submitted a comprehensive sitemap. This integration will provide valuable insights into your website's performance in search results, enabling to make data-driven optimizations moving forward.



# GOOGLE MY BUSINESS SETUP

As an essential part of a local SEO strategy, we're currently in the process of setting up your Google My Business profile. This step is crucial as Google requires verification of your business, typically through video proof and phone number verification. This initiative aims to significantly enhance your visibility in local search results, attract more qualified leads, and establish credibility among potential clients in your area.

We will proceed with the setup and verification process, ensuring that your Google My Business profile is fully optimized to maximize its impact on your local SEO efforts.

Businesses :



The map displays several business locations in Calgary, including Walmart Supercentre, Shaganappi Point Golf Course, Killarney Aquatic & Recreation Centre, Sonja Franzmann | Health &..., Strategic Leader Coaching, and Scotiabank Saddledome. The map is centered on the downtown area, with labels for Memorial Dr NW, Stephen Avenue Walk, 5 Ave SW, DOWNTOWN, EAST VILLAGE, Bow River, SUNALTA, BELTLINE, 11 Ave SW, KILLARNEY, UPPER MOUNT ROYAL, ERLTON, 37 Street SW, 26 Ave SW, 14 St SW, 8 St SE, Spiller Rd SE, and 11 St SE. Map data is attributed to ©2024 Google.

**Sonja Franzmann | Health & Wellness Coach**  
5.0 ★★★★★ (10) · Life coach  
15+ years in business · 2505 17 Ave SW  
Online appointments

[Website](#) [Directions](#)

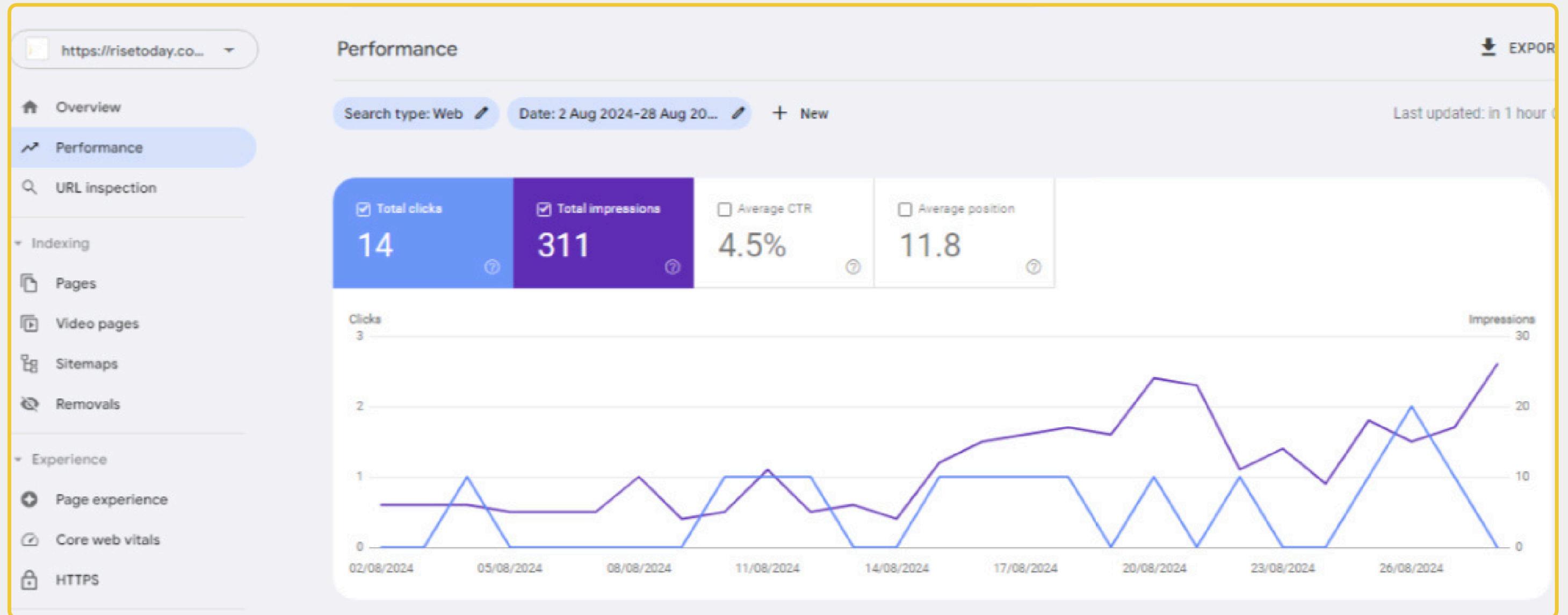
**Yvonne Winkler | Certified Life Coach & Women's Wisdom Guide**  
5.0 ★★★★★ (8) · Life coach  
10+ years in business · +1 403-383-6473  
**Closed** · Opens 3 pm Tue  
Online appointments

[Website](#)

**Strategic Leader Coaching**  
4.9 ★★★★★ (109) · Coaching center  
5+ years in business · 1221 Macleod Trail SE · +1 844-910-7111  
**Closed** · Opens 8:30 am Tue  
✔ Provides: **Life Coaching**

[Website](#) [Directions](#)

# PERFORMANCE



# 1. KEYWORD RESEARCH RELATED TO SERVICES IN CANADA

**Objective:** Identify relevant keywords to target for services offered by RiseToday in Canada to improve search engine visibility and attract potential clients.

## **Process:**

- Tools Used: Ahrefs, SEMrush, Google Keyword Planner.
- Competitor Analysis: Analyzed top competitors in the industry to identify keyword gaps and opportunities, focusing on keywords that competitors are ranking for but RiseToday is not.
- Search Volume and Competition: Focused on keywords with high search volume and low to medium competition to maximize visibility and drive targeted traffic.
- Long-tail Keywords: Identified long-tail keywords that address specific user intents, providing opportunities for higher conversion rates.

## **Achievements:**

- Identified a list of relevant keywords tailored to the Canadian market, including both broad and niche terms aligned with RiseToday's services.
- Optimized existing pages and created new content strategies based on these keywords to capture search queries effectively.

## 2. CONTENT CREATION FOR AREA PAGES OF CANADA

**Objective:** Develop and optimize localized content for Canadian regions to improve local SEO and attract targeted audiences.

### Process:

- Research: Conducted research on local market trends and user behavior to tailor content specifically to the Canadian audience.
- Content Updates: Updated existing area pages with fresh, relevant information, integrating new keywords and enhancing user experience.
- Interlinking Strategy: Implemented strategic interlinks between area pages and other relevant content to improve navigation and distribute page authority throughout the site.

### **Achievements:**

- Improved rankings for several regional keywords, enhancing RiseToday's visibility in local searches.
- The interlinking strategy has increased page engagement and helped boost the authority of underperforming pages.

# 3. SUPPORTING AND INFORMATIVE ARTICLES

**Objective:** Establish RiseToday as a thought leader by posting supporting and informative articles related to industry topics.

## **Process:**

- Content Creation: Posted 10-15 high-quality, informative articles addressing key industry topics, common queries, and user pain points.
- SEO Optimization: Each article was optimized with relevant keywords, engaging headings, and internal links to drive more traffic to main service pages.
- Draft Management: Created 5 additional articles that are currently in draft, to be optimized and published in the coming weeks.

## **Achievements:**

- Published articles contributed to increased site traffic and engagement, establishing RiseToday's authority in the industry.
- The drafted articles are positioned to support future SEO goals and provide ongoing content momentum.

# 4. FINDING LOCAL DIRECTORY LISTINGS

The screenshot shows the Life Coach Directory website with the following details:

- URL:** lifecoach-directory.org.uk/town/fenland
- Navigation:** Find a coach, Coaching A-Z, Business Hub, Discover
- Breadcrumbs:** Home > Browse by region > Cambridgeshire > Fenland
- Search Filters:**
  - Location:** Fenland
  - Distance:** Within 30 miles
  - Coaching A-Z:** Any
  - Type of session:** In person, Online, Phone
  - Type of practitioner:** Individuals, Organisations
  - Accessibility:** Wheelchair-user access, Hearing induction loop
  - Professional body:** (checkboxes)
- Search Results:**
  - Title:** Life and business coaching in Fenland, PE15
  - Disclaimer:** All Life Coaches and NLP Practitioners comply with our policy.
  - Count:** 26 results within 30 miles
  - Profile 1:** Hanna Magdziarek (MSc, MA, ACMI fCMgr), Peterborough PE2 & Leicester LE1 (Within 11 miles)
  - Profile 2:** Emma Humphrey (Wellbeing & Mindset Coach and Dynamic Hypnotherapist), Peterborough, Cambs, PE6 (Within 12 miles)
  - Profile 3:** Mark Ellis

**Objective:** Improve RiseToday's local SEO and visibility by listing the business on relevant local directories in Canada.

## Process:

- Research: Identified and analyzed the most relevant local directories that align with RiseToday's industry and audience.
- Directory Selection: Focused on high-authority, reputable directories that are commonly used in Canada to ensure maximum visibility and credibility.

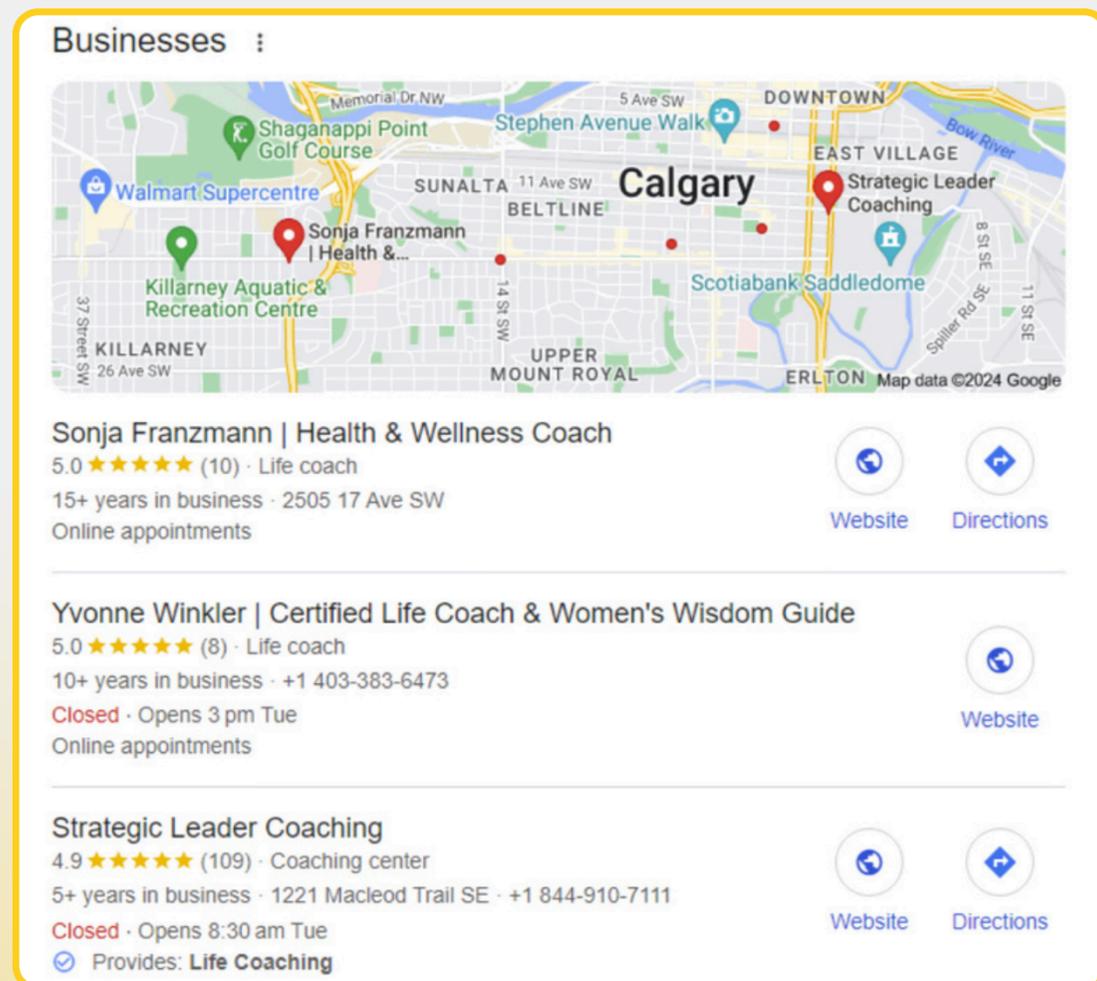
## SOME Local Directory List:

1. Yellow Pages Canada
2. Canada411
3. Yelp Canada
4. Hotfrog Canada
5. TrustedPros
6. Profile Canada
7. N49
8. 411.ca

## Achievements:

- Prepared a comprehensive list of 15 relevant directories where RiseToday can be listed to enhance its local search presence.
- Ensured that the selected directories are widely recognized and frequently used by Canadian consumers searching for local services.

# 5. MISSING INFORMATION NEEDED FOR LOCAL SEO SUCCESS



**Objective:** Ensure consistency and completeness of business information across all platforms to improve local search visibility and audience reach.

### Issues Identified:

- Incomplete Business Information: Missing critical business information such as Name, Address, Phone Number (NAP), and operating hours. Consistency in this information across all directories and online listings is crucial for local ranking.
- Google My Business (GMB) Account Access: Access to GMB is essential for managing the business's presence on Google Maps and increasing local visibility.
- Social Media Accounts: Social media links are not provided, and there is a lack of regular updates on these platforms.

## **ACTION REQUIRED:**

**1. Business Information (NAP):** Please provide the complete and consistent details for your business:

- Business Name
- Address
- Phone Number
- Operating Hours (Opening and Closing Times)

2. This information will be used to ensure uniformity across all directories, listings, and platforms.

**3. Google My Business Access:** To enhance your local SEO, i need access to your GMB account. This access will allow us to:

- Optimize your GMB profile with accurate information, photos, and updates.
- Manage reviews and respond to customer inquiries, boosting your local credibility.
- Track insights on customer interactions and searches to refine strategies.

**4. Social Media Links and Management:**

- Please provide links to your social media accounts (e.g., Facebook, Instagram, LinkedIn, Twitter).
- Ensure regular updates on these accounts to keep the audience engaged. If preferred, we can handle the management and content updates to maintain an active presence.

## **Benefits:**

- Improved Local Ranking: Accurate and consistent information helps boost local rankings and attract more local clients.
- Enhanced Visibility: Optimizing GMB and maintaining social media profiles will increase your visibility on Google Maps and other search platforms.
- Increased Engagement: Regular social media updates will keep your audience informed and engaged, contributing to overall brand growth