

SEO DISCOVERY FOUNDATIONS

Overview

Our SEO team members run website crawls to look for glaring technical or on-page SEO issues, review the site architecture, and examine the Google Search Console (GSC). This is done to see your baseline search performance, review existing keyword performance, and get a sense of the competitive keyword landscape.

Purpose

For teams to understand and define a project before jumping head-first into development to:

- Address uncertainty
- Explore iteratively
- Validate or disprove assumptions
- Define a clear roadmap

Discovery is not a phase within an already fully budgeted and scoped project.

It's a completely separate project with its own budget, accounting for the expertise and effort that goes into uncovering complex problems and determining the right path forward.

We dedicate time to exploring and understanding before committing to executing certain tactics or agreeing to rigid budget constraints.

Without discovery work, agencies jump right into prescribing and executing before researching and planning.

This can lead to unclear expectations and misunderstandings about the project scope, which could cause significant issues and ultimately compromise the potential of the relationship.

Discovery work leads to strong marketing partnerships, happy teams, and most importantly, happy clients.

Website Audit

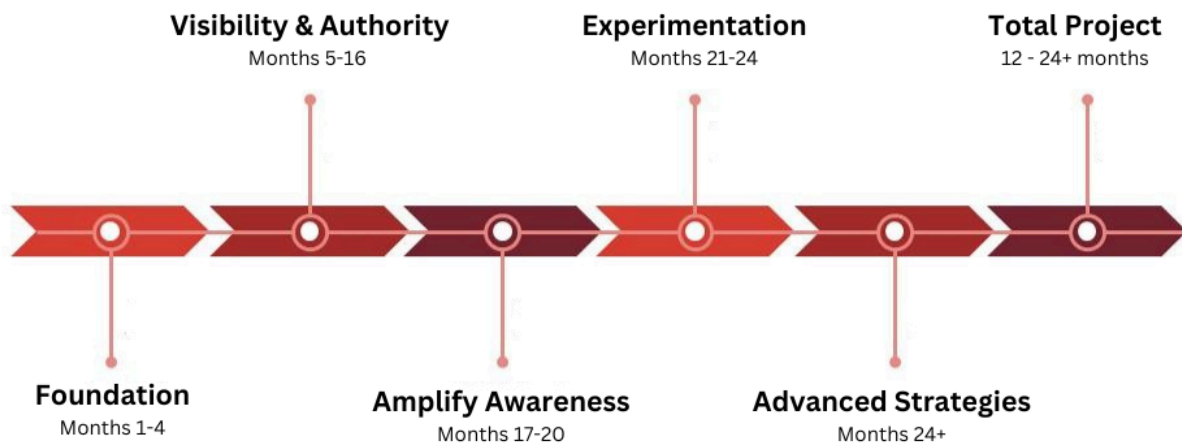
- **On-Page SEO Analysis** (Keyword Research & Optimization, Metas, Headers, Keyword Usage, Content Creation, Content Refresh, Etc.)
- **Off-Page SEO Analysis** (Citations, Backlink Profile, Competitor Analysis, Social, Etc.)
- **Technical SEO Analysis** (Site Speed, Error Codes, Mobile Optimization, Etc.)

Reporting & Analytics

- Analysis of current website performance using tools like Google Analytics, Google Search Console, Screaming Frog, and other relevant tools
- Identification of Key Performance Indicators (KPIs)
- Recommendations for setting up and improving tracking and reporting systems
- Verification of data accuracy and completeness
- Ensuring all tracking codes are correctly implemented

Compliance

- Ensuring no medical claims are made, adhering to regulations specific to the cannabis industry
- Review of content to ensure compliance with industry standards and legal requirements



Timeline

The project discovery phase typically takes 1 to 4 weeks to complete, depending on the complexity of the website and the depth of analysis required.

SEO Discovery Foundations: \$5,000 - \$19,000*

This includes a thorough analysis and strategy development tailored to your specific needs.

- In-depth website assessment, including on-page, off-page, and technical SEO
- Extensive content analysis and detailed recommendations
- Full report with in-depth findings, strategies, & a prioritized implementation roadmap
- Ongoing consultation and support during the implementation phase

Monthly Retainer - Ongoing SEO Work

The next step is to move into a monthly retainer to implement the strategy based on the hard data identified from the SEO Discovery Foundations.

Brands	BASIC ¹	PREMIUM ²	SCALE ³
On-Page	Blogs	Multi-Media	Technical
Off-Site	Links	Industry	Outreach
Reports	Google	Custom	3rd-Party Tools
STARTING	\$2,000/m*	\$5,000/m*	\$10,000+/m*

Agencies	BASIC ¹	PREMIUM ²	SCALE ³
On-Page	Blogs	Multi-Media	Technical
Off-Site	Links	Industry	Outreach
Reports	Google	Custom	3rd-Party Tools
STARTING	\$1,200/m*	\$3,000/m*	\$5,000+/m*

* Note: Final price is calculated after creating a customized plan for each project.

Contact Us

For more information or to get started with your project discovery, please contact us at:

- Website: HempWriter.com
- Email: Joe@HempWriter.com
- Book Meeting: calendly.com/hempwriter/discovery



Joe Powers

Founder & CEO

With over eight years of helping nearly every other area of the cannabis industry with content marketing, SEO, and generating qualified leads, I continue deepening my excitement for improving search engine ranking using Google Business Profile (GBP). **My mission is transform organic traffic into revenue we can reliably measure.**



Cinda Nevarez

COO & Content Marketing

As Chief Of Content at Hemp Writer, for the last four years, I've developed an in-depth understanding of many areas of the cannabis industry. I've ranked clients on #1 Google Results and have earned featured snippets for highly competitive keywords. **The bottom line is that I love getting our clients fast results that last.**