



**Search Engine Optimization Business Plan**

## **Executive Summary:**

- Site overview:
  - Boardmybiz provides a unique matching service for business owners seeking to build a board for their company, experienced advisors seeking to become a part of a growing company, and service providers interested in offering their expertise to a community of business owners
  - Boardmybiz target market consists of:
    - Advisors – Experienced in their respective field and seeking to join a company board
      - Advisor benefits:
        - » Engagement with entrepreneurs
        - » Possible stake in business ownership, compensation, and resume building
    - Business Owners (0 - \$5,000,000 annual revenue) – Seeking to build a board and expand their company
      - Owner benefits:
        - » Qualified and experienced professionals to help grow your vision, plans, and business
    - Professional advisors / Service providers – Seeking to offer their services and expertise to a community of small business owners
      - Service provider benefits:
        - » Exposure to a large pool of potential clients
- Business challenges:
  - Educating business owners about value of having a board
  - Attracting more business owners
    - » Currently advisors outnumber businesses 5 to 1
  - Being seen as a credible source to find board members
- Business objectives:

- Increase signups from business owners and advisors
- Establish revenue model
- Increase SEO ranking and overall traffic

### **Business Goals:**

- 1,000 advisors, 100 service providers, and 300 business owners
- 2,000 unique visitors per/month
- 4.5 pages per/visit and 4 minute visit duration
  - This is crucial for SEO ranking because search engines judge website quality through user engagement

### **Market research:**

- Target market size - there are approximately 24.7 million businesses in the United States, according to Office of Advocacy estimates, and many more qualified professionals to serve as advisors
- Small business owner income according to PayScale - while the average income of small business owners varies greatly, small business owners with less than one year of experience in running an organization earn an annual salary ranging from \$34,392 to \$75,076. Those with more than 10 years' experience, on the other hand, earn upwards of \$105,757 per year
- The average income of small business owners is effected by gender with males earning 42,575 to 96,111, while women earn 31,380 to 71,140
- Small business owner income also varies by region. With those employed on the coasts earning far more than their counterparts in the South or Midwest. For example in New York the median salary is upwards of 125,185 while in Georgia it tops out at 75,500

### **Competitors:**

- Parternup.com: The first and largest online community for small business owners and entrepreneurs. The company mission is to connect innovators with the people, advice, and resources they need to build and grow their businesses. The social network for small business
- Biznik.com: An online networking community for independent business people to gather, share resources, referrals, and support

- Ryze.com: A business networking site comprised more than 500,000 members in more than 200 countries that helps people make connections to grow their businesses
- Perfectbusiness.com: A network of entrepreneurs, investors, and business experts that collaborate to encourage entrepreneurship and mutual success. PerfectBusiness introduces small business owners to new business contacts to answer their toughest questions. The site also provides professional business planning software, startup resources and inspiring interviews with leading entrepreneurs. The site is organized to help small business owners connect with entrepreneurs, learn how to succeed and ultimately, launch and grow their business
- Thealternativeboard.com: An organization that provides peer advisory boards and executive coaching services to business owners, CEOs and presidents worldwide

### **Site Audit:**

#### Content – Minimal site content and insufficient usage of keywords

- Very minimal content on each page
- Too much code compared to content with text-to-code ratio of 67.63%-76.30% for all pages, except blog page at 38.99%
- Content is not engaging enough
- Not enough keywords used on most pages
- Home Page content mentions Founder Bill Bubenicek 'explains the concept of the site', which is incorrect information since video shows CEO, Kathy Murray explaining the site concept
- The 2 videos used are not relevant to each page's content, creating a disconnect

#### URL Structure – Keywords used well in url of each page on site

- Descriptive keywords are utilized well in the url structure of each page on site

#### Navigation – Generally easy to navigate between pages within site

- Home Page opens to Take the Tour tab rather than separate page from site tabs
- Loading time between pages is low at about 4 seconds per page
- Site map not included to create friendly user experience

Site Design – Generally designed well, however not all content is easily accessible

- The site uses only 2 videos as main point of focus for most pages on site
- Search engines cannot index all content of site because requires a login

Off-page SEO – Lacking strong link metrics and number of quality link sources

- Page Authority: 38/100
- Domain Authority: 31/100
- Total Links: 311
- Blog Page ranks higher than homepage in Top Pages
- Some Inbound Links coming from quality sources with strong domain authority: Twitter, Businessweek, Squidoo, SmallBizTrends
- All inbound links coming from .com domains and majority of remaining inbound links coming from sites with low domain authority

Meta tags – Tags are not optimized well with descriptive keywords and other seo best practices

- Duplicate title tag, meta description, and H1 tags used for every page of site except Blog Page
- No descriptive keywords utilized in title tag and H1 tag for any page on site except Blog Page
- Major SEO tactic of putting brand in title tag for all site pages is utilized
- SEO best practice of utilizing 65-75 characters in title tag is not used on any page
- SEO best practice of using 160 characters in meta descriptions is not utilized on any page
- Blog Page is the only page with best practice search engine optimization metrics

## Images and Videos – Lacking descriptive keywords in HTML

- Home Page, What is BoardMyBiz? Page, Advisor Benefits Page, Owner Benefits Page, and Professional Advisors Page all have videos but lack alt tags in HTML describing content
- The videos have great content, but transcripts not provided considering client's 'board of advisors' target keyword is used often in both videos
- The same alt tag for both videos is used for every page of site except Blog Page
- The site's 2 Videos feature interviews with CEO Kathy Murray on The Harvard Business Review Channel, but no rich snippets are used to capitalize on this strong source to create opportunities for greater inbound traffic
- No descriptive keywords utilized in alt tag for any page on site except Blog Page

## **Recommendations:**

### Establish a Revenue Model

- Premium memberships:
  - Appear at the top of search listings
  - Search option for business owners to only find advisors with verified credentials
  - Priority customer support
- Revenue share with partner companies:
  - Companies that do the verification process for new members
- Personal consulting services

### Marketing Tactics

- Banner advertising on content relevant websites
  - Businessweek.com, Yahoo!finance, Cnn.com
  - Ed2go.com, entrepreneurlc.com, allencomm.com
- Keyword Recommendations  
(*projections in appendix*)
  - Small business advisory board

- Small business strategic planning
- Gaining board experience
- Advisory board for start-up
- Building an advisory board
- Small business board
- Advisory board
- Implement a paid search campaign to jumpstart traffic to the site (*starter campaign in appendix*)
  - Increase the click through rate
  - Strengthen the brand recognition
- Improve Social Presence
  - Establish a posting schedule
  - Develop a social brand personality
  - Short and unique business development tips with visuals every week linking back to your website
  - Reach out to major social influencers
  - Connect all major website sections on social media pages
- Utilize target personas to develop a better understanding of your target users for future marketing strategies

### Site Optimization

- Optimize site to aid in increasing organic search rankings
  - Use descriptive keywords in alt tags, meta tags, and page content of each site page
  - Use unique meta tags for each page
  - 65-75 characters in title tag

- 160 characters in meta description
  - » Helps with click thru rate
- Rich snippets of interviews by quality sources
- Use transcripts for videos with description of content and using keywords
- Site map for a friendly, user experience
- Create more unique and engaging content for each site page to help with search engine crawling and login restriction
- Diversify link profile
- Add videos to Vimeo

#### Link Building Strategy

- Implement a link building and content strategy plan to gain credible links pointing to your site (*6 month plan example in appendix*)
  - Interlink old articles to improve crawlability and time spent on site
  - Speaking engagements to educate small business owners on value of advisory boards
    - » TED Conference
    - » School entrepreneurship programs
    - » Email bloggers from prnewswire and prweek to generate publicity
- Establish a Content Schedule

#### Mobile Site Optimization

- Optimize mobile website to allow users to access site information
  - With the exponential growth of mobile internet usage, an optimized site may assist in bringing traffic from an untapped source



## Appendix

Small business income statistics separated by industry according to IRS statistics:

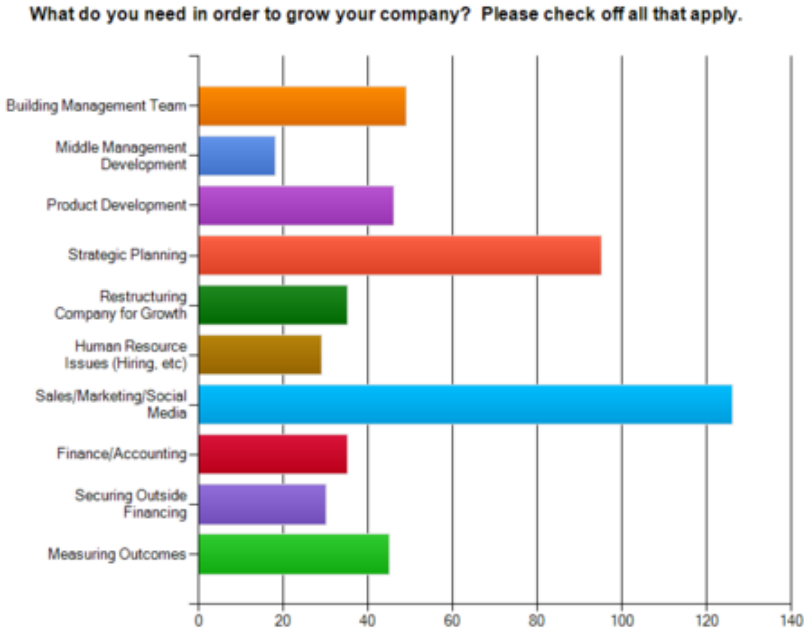
### Income and Sales of Sub Chapter S Corporations in 2007 By Major Industry Sector

Industry	Average Income per Firm	Average Sales per Firm	Average Income as Percent of Sales
Other Services	\$ 28,340.60	\$ 522,974.78	5.42%
Accomodation and Food Services	\$ 37,992.96	\$ 875,100.04	4.34%
Educational Services	\$ 38,672.61	\$ 451,602.57	8.56%
Agriculture, Forestry, Fishing and Hunting	\$ 45,013.36	\$ 909,311.36	4.95%
Real Estate and Rental and Leasing	\$ 45,052.55	\$ 260,673.27	17.97%
Transportation and Warehousing	\$ 55,866.38	\$ 1,515,840.81	3.69%
Retail Trade	\$ 63,194.44	\$ 3,074,484.39	2.06%
Administrative and Support and Waste Management and Remediation Services	\$ 67,332.38	\$ 1,111,449.02	6.06%
Arts, Entertainment and Recreation	\$ 70,928.19	\$ 551,692.42	12.86%
Information	\$ 82,434.23	\$ 906,083.03	9.10%
Professional, Scientific and Technical Services	\$ 84,241.98	\$ 688,558.80	12.23%
Construction	\$ 96,006.38	\$ 1,720,699.31	5.58%
<b>All Industries</b>	<b>\$ 100,436.34</b>	<b>\$ 1,526,975.18</b>	<b>6.58%</b>
Helath Care and Social Assistance	\$ 102,508.90	\$ 840,766.32	12.19%
Wholesale Trade	\$ 200,419.38	\$ 5,126,862.86	3.91%
Finance and Insurance	\$ 210,647.32	\$ 868,059.09	24.27%
Utilities	\$ 313,672.96	\$ 3,168,766.97	9.84%
Manufacturing	\$ 349,815.66	\$ 4,646,557.97	7.53%
Mining	\$ 551,446.71	\$ 1,931,068.96	28.56%
Management of Companies (Holding companies)	\$ 691,916.32	\$ 1,265,825.29	54.66%

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Source: Created from Data from the IRS Statistics of Income

The following details what small business owners need in order to grow their business according to a study conducted by enterprisectr.org.



Optimized Keyword Projections:

Keyword	Current Position	Approximate Monthly Search Volume in US	Potential Click Through at Position 1	Potential Click Through at Position 2	Potential Click Through at Position 3
Keyword 1: small business advisory board	10	170	62	21	16
Keyword 2: small business strategic planning	5	590	215	74	56
Keyword 3: gaining board experience	3	-	-	-	-
Keyword 4: advisory board for start-up	13	-	-	-	-
Keyword 5: building an advisory board	24	210	76	10	20
Keyword 6: small business board	7	1600	582	73	152
Keyword 7: business advisor	>30	22200	8081	1010	2109
Keyword 8: business mentor	>30	6600	2402	300	627
Keyword 9: business coach	>30	40500	14742	1843	3848
Keyword 10: advisory board	>30	110000	40040	5005	10450
<b>Total</b>		<b>181870</b>	<b>66201</b>	<b>8336</b>	<b>17278</b>
<b>Projected Monthly Incremental Search Traffic for being in organic rank 1-3 --&gt;</b>			<b>17,278 - 181,870</b>		

**6 Month Link Building & Content Strategy Plan**

Month 1 –Understand your customer demographics and build relationships with influencers:

- Use social listening tools (ex: Topsy) and Facebook ad creator to better identify customer segments by age and industry
- Strike up conversation with influencers and let them know about the content you are building

Month 2 – Launch content that’s meant to grab attention:

- Conduct interviews with successful business owners who can offer insight on the difference having a board of advisors made to their business
- Create a video guide highlighting the benefits forming a board can bring. Use real life examples from current clients
- Perform the above for advisors by highlighting income and career growth of several clients after joining a board of a company

Month 3 – Offer compelling data visualization:

- Use charts, infographics, and timeline to highlight financial and general growth of companies after forming a board. Compare success of companies with a board to ones without
- Add on to forum and blog conversations. Include code to make it easy to link to you
- Contact people already linking to you and notify them of your newly released content

#### Month 4 – Launch an e-book:

- Build an e-book covering how to go about building a board and offering some general business development tips. Offer the e-book as an exclusive download to a major website in your industry (ex: biznik.com)
- Offer major influencers a chance to contribute to the e-book so you can mention their name in social media and other promotions

#### Month 5 – Host a blog contest to gain fresh content and increase social shares:

- Contact business owners with a strong social media following and ask them to participate in a blog contest. Pick the winner based on social influence
- Offer prizes to build interest. For example free lifetime membership or advertising space on your website

#### Month 6 – Host a live conference for small business owners:

- Use PRWeb and Businesswire for press release.
- Ask invited guests to link to you and reach out to business writers and journalists