

# **HOTH X OVERVIEW**

## **MANAGED SEO SOLUTION**

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# Introduction

Thanks for your interest in our [Hoth X Managed SEO Service!](#)

In this document you will learn the specifics of the Hoth X advanced SEO research, strategy, and SEO processes to get you more targeted traffic to your website. We'll also walk you through what you can expect with your campaign.

# Hoth X SEO Strategy

The goal of HOTH X is to provide a customized and managed SEO solution to get more targeted traffic to your website.

We accomplish this by using a specific process to maximize your easy wins, build quality authoritative links, and develop SEO-optimized content. Our team of SEO strategists will work with you one-on-one to develop a customized and long-term strategy for your website.

## **1) Maximizing current rankings with our “Easy Wins Method”:**

Since the vast majority of the traffic is on the first page of Google, we want to identify any keywords that you’re ranking for - just not at the top. These are keywords that Google already likes you for, you just haven’t reached the top 3 positions.

With our Easy Wins Method, we identify terms that you’re already ranking for in positions 4-30 and push those terms up with a diversified, safe, white hat link building strategy to get you quick results.

Our tests have shown that this results in quicker increases in traffic than just starting from scratch. This will help accelerate ROI of our program.

By using the Easy Wins method, we can boost keywords you’re already targeting on your website... but what about the keywords you’re missing out on?

## **2) Advanced Competitive Research:**

Because Google wants to see you as an authority, we need to find all the keywords in your niche that you should be targeting, from either direct or indirect competitors.

We perform advanced competitive research (Competitive Gap Analysis) to find what you're missing.

This analysis results in a large list of valuable keywords that you are not currently targeting, but your competition is. We use these keywords to build out high quality blog content to attract your perfect customer.

By combining both of these strategies we are able to achieve awesome boosts in targeted traffic.

You can read more about the overarching [SEO strategy here](#).

## **Products and Deliverables**

After the research is completed, we use a combination of our products(based on your budget) to produce results.

### [HOTH Package](#)

The HOTH original package builds your website brand signals and adds contextual relevance. These links pack a punch and mimic the path of viral content - channeling authority through multiple tiers of links back into your site.

We place diverse anchors (including, brand & partial match anchors) inside of contextually relevant articles.

### [HOTH Guest Post](#)

HOTH Guest Posts are our method of securing high-quality, contextual links that lead back to your site. We do this by manually reaching out to relevant sites in your industry, securing a guest posting slot, and publishing an article on the site(s).

We use your top keywords for the highest authority posts and work our way down the list, maximizing your SEO results.

### [HOTH Blogger](#)

HOTH Blogger is our package that includes high-quality, SEO-optimized articles crafted for your site based on your competitive gap analysis. Adding content to your website shows Google that you are an authority.

The purpose of blog content is to increase the amount of keywords your website ranks for, as well as target mid-cycle buyer keywords that lead customers to purchase. This content is also a perfect inbound marketing tool, as it builds trust by sharing relevant and valuable info with your readers.

### [HOTH Local](#)

If you have a brick and mortar or local business, it's critical to get listed in your industry's top directories. We use a customized process to get you NAP citations in the top directories for your niche.

The purpose of HOTH Local is to get you ranking in the "map pack," get relevant links to your website, as well as place you in top industry directories.

Additionally, we may include some of our other products in services based on your needs. [Click here to see a full list!](#)

# Hoth X SEO Process

After joining the HOTH X program, we have a specific, streamlined process to get you the best results. Here's what it looks like:

## Join HOTH X

[You can join HOTH X here.](#) When joining the program, we'll just ask a few questions about your website, niche, and competitors so we can perform our analysis.

## Initial Research

During this analysis, we'll consider all important aspects of your campaign:

- Penalty Check - We'll take a look at your website's ranking history to see if you have ever been penalized. This will let us know if there is anything we need to watch for as we are doing our work.
- Backlink Anchor Text Ratio - We will determine if any of your anchor texts are currently over-optimized for specific keywords. This way as we start to build out more backlinks, we can be sure to not overdo any keywords and keep your site safe. [Read more about anchor text here.](#)
- Easy Win Keywords - We don't just want to target any keywords, we want to target keywords that you will actually rank for and will bring you money.
- Content Gap Analysis - This is where we will find all of the keywords your direct and indirect competitors are ranking for (and that you're currently missing). We will then filter this list based on keyword competition, CPC value and volume. This list of keywords is ideal for our content creation process.

## Research Review Strategy Call

After we perform the research, we'll compile all our findings and get on a call with you. On this call we show you all the research we completed and pick out keyword targets together. You know your business best, so we will work with you to put together an excellent customized campaign.

### **Campaign Design**

After the call, we will design the campaign for you. By using a combination of diversity link building, high quality in-content links, and optimized blog content, our strategy will get you the best results in the shortest amount of time.

All of our work is 100% transparent. We design the campaign and will push it to your dashboard for approval before we start any work.

### **Campaign Approval**

As mentioned, you have complete control over your campaigns. Just log into your dashboard and approve the orders and we'll start right away. If anything has changed between our call and when the campaign is designed, you can also let us know in your portal.

### **Monthly Reporting And Communication**

All our reports are transparent. You will receive a .zip file of all the work completed including link and content reporting. In addition, you have the option of getting on a call to review the campaign progress.

As we progress month over month, you will have new campaigns to approve and can contact your HOTH X campaign manager at any time!

# HOTH X Pricing

Hoth X is flexible based on your budget. Campaigns are available in \$500 increments with a \$250 one-time setup fee to cover the initial campaign research and setup. Campaigns start at \$500 a month and go up to \$10,000 per month.

Apart from the campaign setup fee, your entire budget will be put towards established Hoth Deliverables at the same price.

With HOTH X, **there is no contract:** You can upgrade, downgrade, or cancel at any time. We suggest giving us at least 3 months to show substantial results.

# How To Get Started

We're excited to get started on your HOTH X campaign!

Getting started is as easy as [selecting a package](#) and giving us a bit of information about your site. You can [get started here](#) or if you'd like to speak to an account manager, [click here to book a call](#).

Any questions? We're here for you!

Email: [support@thehoth.com](mailto:support@thehoth.com)

Phone: (877) 720-HOTH | (877) 720-4684

Meet: [Click here to book a consultation!](#)