ZXP
STUDIO




# SEARCH ENGINE OPTIMIZATION

THE SEO COLLECTION

From attention to action.

zxp.ca

DISCOVERY WITH A BUSINESS PURPOSE

# BE THERE **WHEN IT MATTERS.**

Your next customer may already be searching.



ORGANIC SEARCH / REAL INTENT

SEO connects a moment of intent with a useful page on your website. We make your business easier to find, understand and choose in organic search.

### 01 Find.

Meet the searches that relate to your services.

### 02 Understand.

Give visitors a useful answer and a clear offer.

### 03 Act.

Make the next enquiry or booking feel natural.

For businesses whose offer deserves a stronger search presence, clearer local visibility and more useful customer enquiries.

# A SYSTEM
# FOR DISCOVERY.

Eight connected disciplines. One plan shaped around your business.

01 **Search strategy** 04
Find the right intent.

02 **Technical SEO** 05
Make the foundations work.

03 **On-page SEO** 06
Give each page a purpose.

04 **Content** 07
Build useful answers.

05 **Local SEO** 08
Be present in your area.

06 **Authority** 09
Earn relevant connections.

07 **AI search** 10
Prepare for new discovery.

08 **Reporting** 11
Turn evidence into priorities.

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01 / **KEYWORD RESEARCH & STRATEGY**

# START WITH **THE QUESTION.**

Search intent, translated into the right destination.



**ILLUSTRATIVE CUSTOMER QUESTIONS**

**01 / LEARN**

## How does it work?

A helpful guide or a clear answer.

**02 / COMPARE**

## Which option fits?

A service page that explains the differences.

**03 / CHOOSE**

## Who offers it nearby?

A relevant local service destination.

We connect your services, locations and customer questions to the pages that should answer them. Relevance, competition and your existing content help determine where to focus.

**WHAT YOU RECEIVE**

A keyword-to-page map, search-intent review and prioritized opportunities, shaped around useful searches for your business.

02 / **TECHNICAL SEO**

# BUILT TO BE **UNDERSTOOD.**

**THE STRUCTURE BEHIND THE SEARCH RESULT**

01

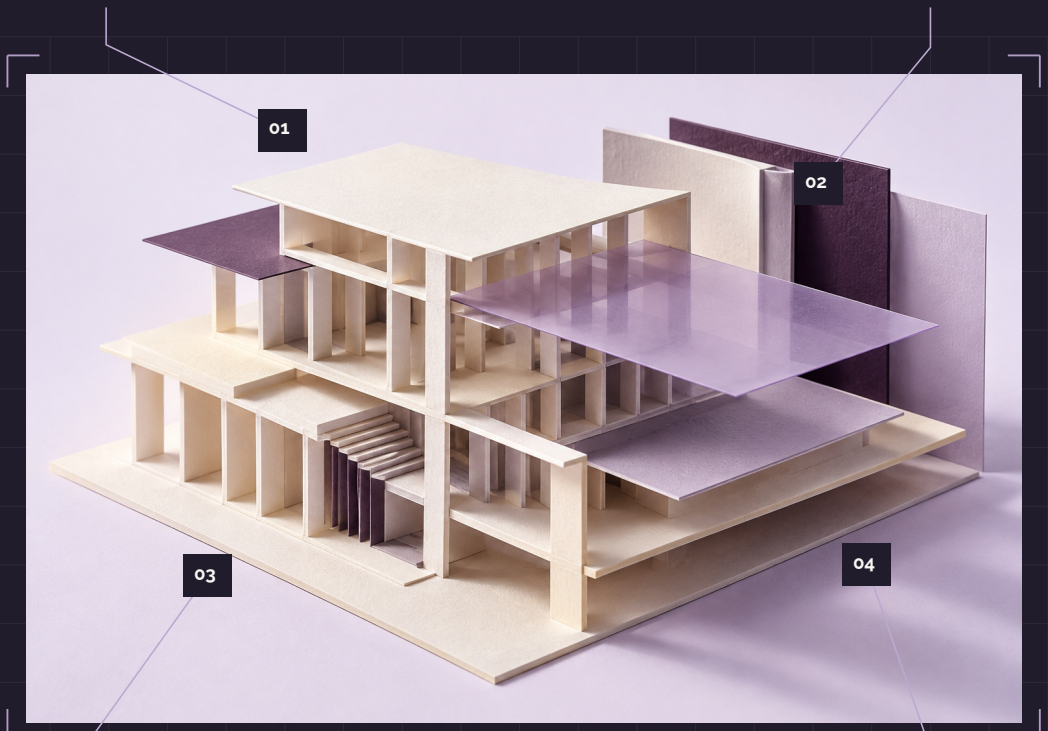
### Access & indexation

Crawl checks, sitemaps, robots directives and indexing issues.

02

### Structure & duplication

Internal navigation, canonical URLs, redirects and broken links.




**ILLUSTRATIVE SITE ARCHITECTURE**



03

### Experience & performance

Mobile usability, loading behaviour and Core Web Vitals priorities.

04

### Structured information

Appropriate schema markup, matched to visible page content.

Structured data can support rich-result eligibility; it does not guarantee a special search appearance.

03 / **ON-PAGE OPTIMIZATION**

# EVERY PAGE.

A useful page connects a clear search promise with an equally clear experience.

01

### Name it well.

Relevant titles, descriptions and descriptive URLs.

02

### Make it readable.

Clear headings, helpful copy and natural language.

03

### Connect the detail.

Useful internal links, image context and alt text.

04

### Guide the visitor.

A contact, booking or enquiry step that fits the page.

**ILLUSTRATIVE PAGE / YOURBUSINESS.CA/SERVICE**

**YOUR BUSINESS** Services / About / Contact

Your service,
**clearly explained.**



A useful introduction that answers the visitor's question and makes your offer clear.

**Explore the service**

**A relevant next step** →

# A CLEAR JOB.

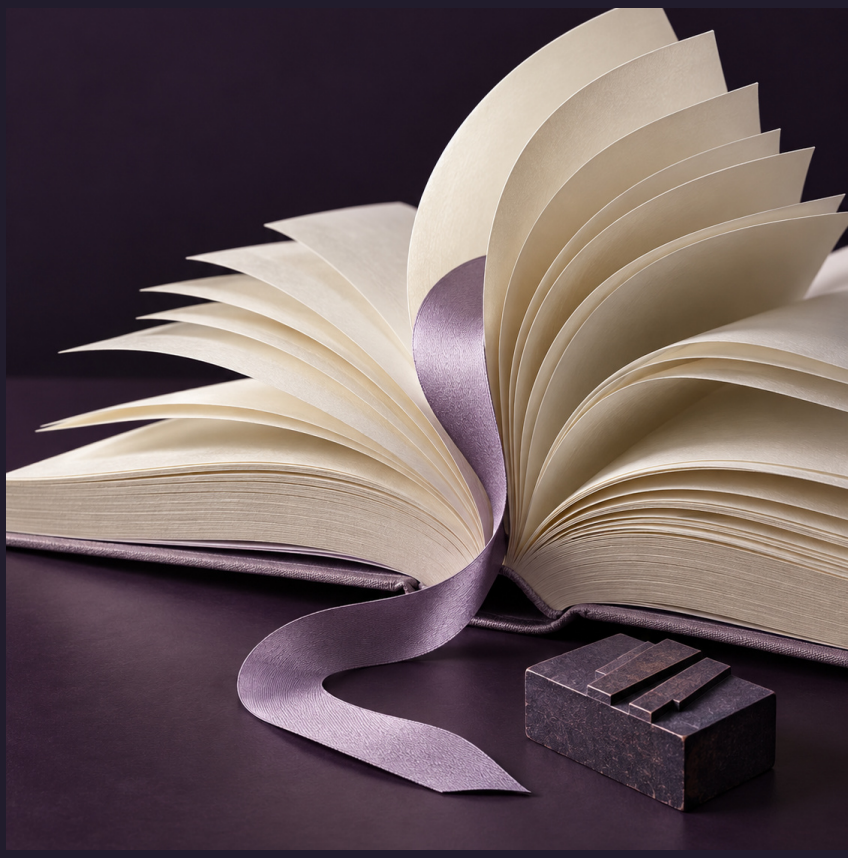
04 / **CONTENT STRATEGY & OPTIMIZATION**

# THE ANSWER **IS THE ASSET.**

Useful content starts with something worth saying.

**THE EDITORIAL STARTING POINT**

## What does your customer need to know before they are ready to contact you?



**REAL EXPERTISE**

Draw on your services, experience, process and customer questions.

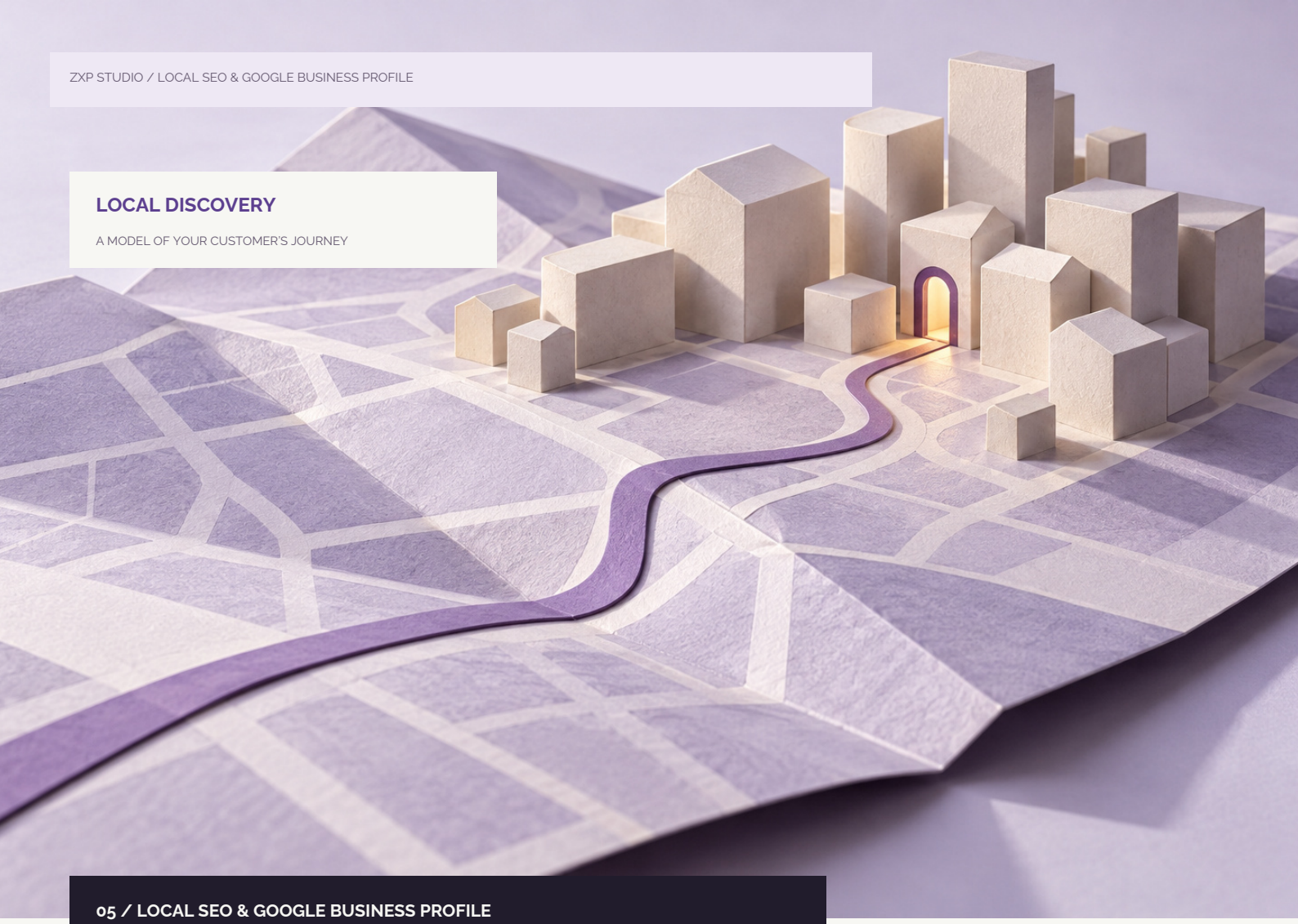
**USEFUL FORMATS**

Service pages, FAQs, local content and supporting articles where relevant.

**ONGOING CARE**

Refresh outdated information, improve weak pages and connect related topics.

Content priorities, writing responsibilities and quantities are agreed in your proposal.



**LOCAL DISCOVERY**

A MODEL OF YOUR CUSTOMER'S JOURNEY

**05 / LOCAL SEO & GOOGLE BUSINESS PROFILE**

# CLOSER TO **YOUR CUSTOMER.**

Get discovered in the places you actually serve.

| | | |
|---|---|---|
| 01 | **A complete presence** | Eligible Google Business Profile optimization: categories, services, hours and accurate details. |
| 02 | **A relevant destination** | Useful local service pages and consistent business information across relevant listings. |
| 03 | **A real reputation** | A genuine review-request process, thoughtful responses and useful business updates. |

Local results depend on relevance, distance and prominence. Geographic coverage is defined in your scope.

06 / **AUTHORITY & RELEVANT OUTREACH**

# CONNECTIONS WITH CONTEXT.

A credible presence extends beyond your own website.

01

**RELEVANCE**

Identify useful industry, local and editorial opportunities connected to your business.

02

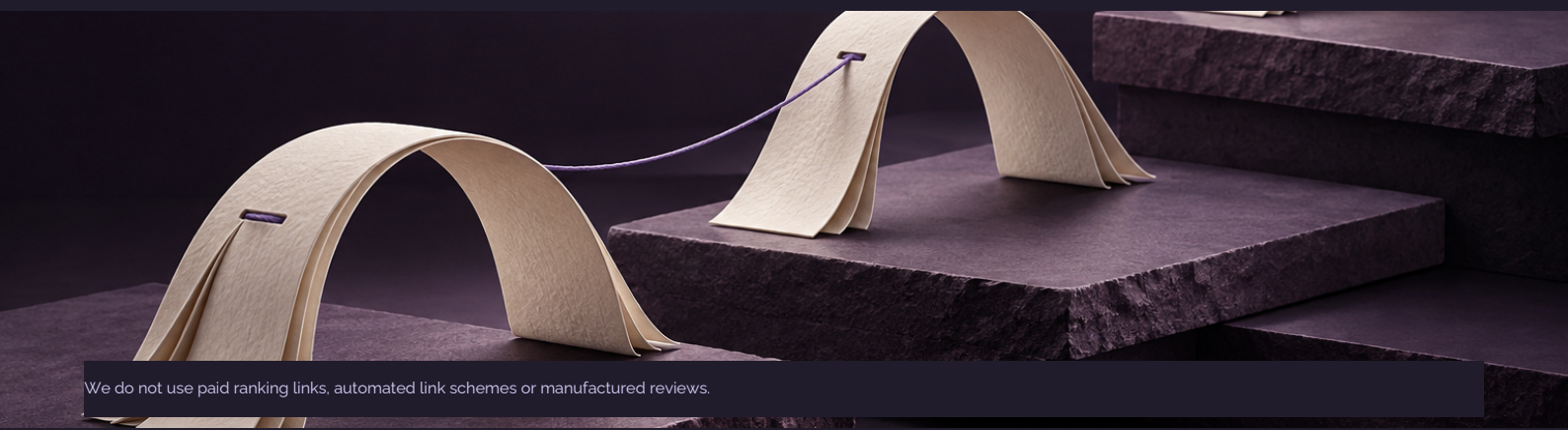
**A REASON TO LINK**

Develop useful resources, credible information and outreach with a clear purpose.

03

**TRUST OVER VOLUME**

Review relevance and context. Placement and backlink quantities are not guaranteed.



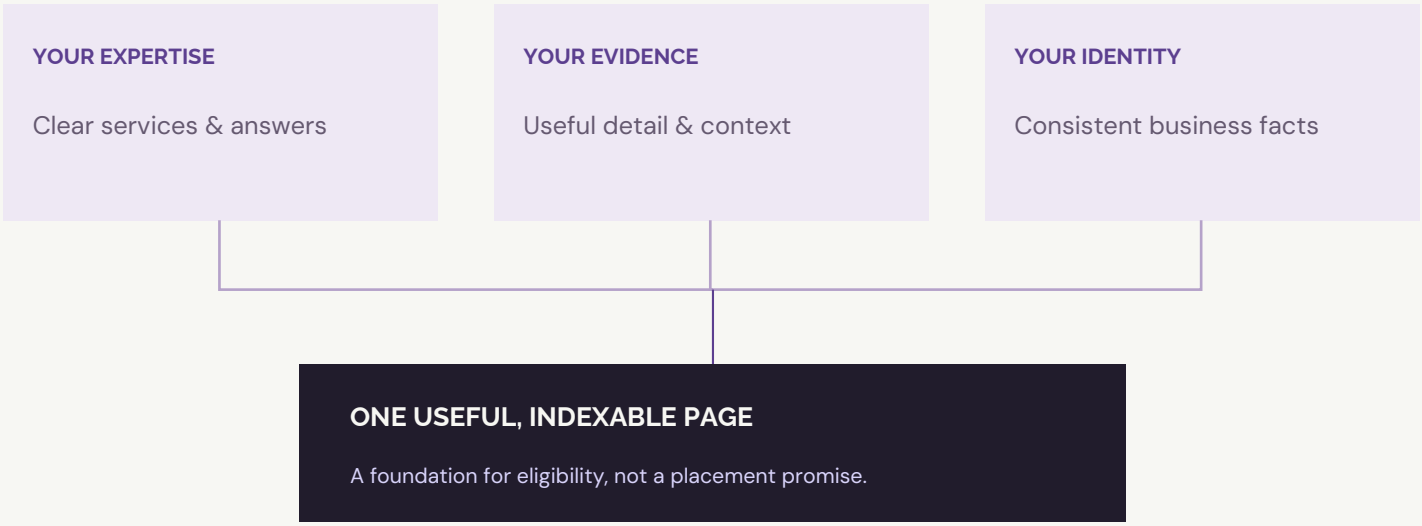
We do not use paid ranking links, automated link schemes or manufactured reviews.

07 / **AI SEARCH READINESS**

# NEW WAYS
# TO BE FOUND.

## The search experience changes.
## Useful, accessible information still matters.

For Google AI Overviews and AI Mode, we focus on the same foundations: accessible pages, helpful content, clear business information and appropriate structured data.




## No special “AI ranking” switch.

Google does not require special AI files or AI-only schema. Inclusion is not guaranteed. Requirements and reporting differ across other AI platforms; any additional work is scoped explicitly.

Reference: Google Search Central / AI features and your website

08 / **MEASUREMENT & REPORTING**

# EVIDENCE. **THEN THE NEXT MOVE.**

A useful report should explain what changed, what it means and what we will do next.

01

### VISIBILITY

Impressions, relevant queries and priority pages.

Are we appearing for the searches that matter?

02

### VISITS

Organic clicks, click-through rate and landing pages.

Are the right people reaching useful content?

03

### ENQUIRIES

Configured forms, calls or bookings, where measurable.

Are those visits turning into useful business conversations?

We establish a baseline, compare meaningful periods and consider seasonality. Reporting can combine Search Console, GA4 and eligible Business Profile data. Tracking depends on access, setup and consent.

ONGOING SEO / A FOCUSED WORKING PLAN

# PROGRESS IS **A PRACTICE.**

A clear starting point. Prioritized work. Time to learn.

01 **Establish the baseline.**

Review the site, search presence and measurement setup. Identify technical barriers, search intent and the first priorities.

02 **Put the plan to work.**

Complete the agreed technical, on-page, content and local tasks. Keep a record of the work and coordinate required approvals.

03 **Review and refine.**

Review performance and completed work. Set the next priorities using the evidence, your business goals and the available scope.

**A SHARED WORKSPACE FOR THE WORK**

You provide access, business knowledge and timely content approvals. We define the priorities, carry out the agreed work and report the next actions. Account access is arranged securely.

MONTHLY INVESTMENT / CANADIAN DOLLARS

# A PLAN FOR **YOUR NEXT STAGE.**

Two ways to work with us. The preferred monthly rate applies when you commission a new website or a website redesign with ZXP.

| MONTHLY SERVICE | SEO | SEO + Ads |
|---|---|---|
| WITH A ZXP WEBSITE PROJECT<br>New website or redesign | $1,000<br>CAD / MONTH | $1,500<br>CAD / MONTH |
| STANDALONE SEO SERVICES<br>Without a new or redesigned website project with ZXP | $1,500<br>CAD / MONTH | $2,000<br>CAD / MONTH |

SEO + Ads includes Google Ads management for up to 4 campaigns. Advertising spend is separate; additional campaigns incur an extra charge. Website design and development fees are separate.

**SCOPE & ELIGIBILITY**

Rates apply to small and medium businesses. Large corporations and extensive or complex websites receive custom pricing. Deliverables and ongoing terms are confirmed in your proposal.

THE PLAN IS SPECIFIC TO YOUR BUSINESS

# CLEAR WORK.
# CLEAR SCOPE.

Your proposal turns the disciplines into an agreed programme of work.

| THE OUTPUT | WHAT IT MAKES CLEAR |
| --- | --- |
| **Baseline & priority review** | Where the site stands and what needs attention first. |
| **Keyword-to-page map** | The searches, pages and customer needs we focus on. |
| **Agreed optimization work** | Technical, on-page, local and content actions to complete. |
| **Progress & next priorities** | Completed work, performance context and the next focus. |

DEFINED BEFORE WE BEGIN

Website size, service areas, languages, content quantities, outreach activity and implementation access determine the scope. Major rebuilds, migrations, ecommerce or multi-location programmes are assessed separately when required.

# GOOD QUESTIONS.
# CLEAR ANSWERS.

01 **How quickly will SEO work?**

Changes need time to be crawled, processed and evaluated. Progress varies with the starting point, competition and scope; there is no fixed ranking deadline.

02 **Can you guarantee first place?**

No. Rankings, traffic, AI inclusion and enquiry volumes cannot be guaranteed. We commit to the agreed work, clear priorities and honest reporting.

03 **Do paid ads improve organic rankings?**

Buying advertising does not buy an organic ranking. The combined plan manages paid and organic search as complementary channels.

04 **What do you need from us?**

Website and measurement access, accurate service information, business expertise and timely approvals. Existing platforms and access are reviewed before work begins.

**FURTHER READING / PRIMARY GOOGLE GUIDANCE**

**SEO fundamentals >**
Google Search Central

**Local ranking >**
Google Business Profile Help

**AI features in Search >**
Google Search Central

**Working with an SEO >**
Google Search Central

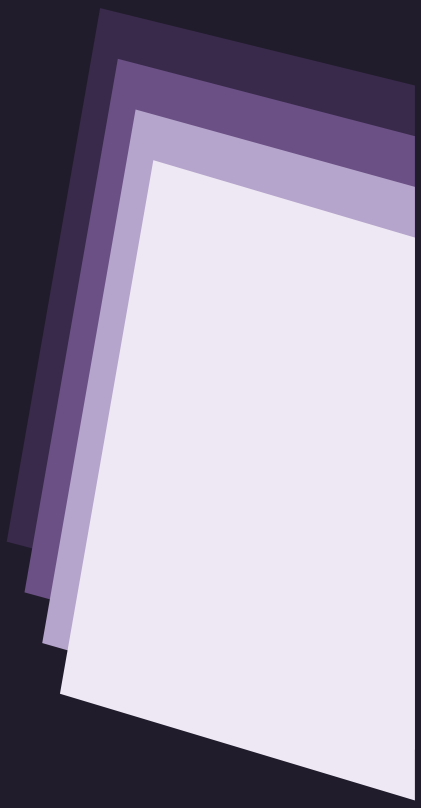
**Structured data >**
Google Search Central

**Link & content spam policies >**
Google Search Central

**Search performance reporting >**
Google Search Console Help

Guidance reviewed October 2026. Platforms and search features continue to evolve.

# LET'S **GET FOUND.**



Tell us what you do, where you serve and what you want the right customer to do next.

**FROM ATTENTION TO ACTION.**

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