

Business Plan Outline: Organic SEO Company (Canada) - Google & Bing Friendly, Wordpress & Blogger Expertise

Executive Summary

- Briefly describe your company, its mission, and its target market.
- Highlight the growing demand for organic SEO in Canada and your competitive advantage (focusing on Google & Bing compatibility, Wordpress & Blogger expertise).
- State your key goals for the first few years (e.g., revenue targets, client acquisition).

Company Description

- Define your company's name, logo, and brand identity.
- Explain your company structure (sole proprietorship, partnership, etc.).
- Introduce your team members and their expertise in SEO, web development (particularly Wordpress & Blogger), and the Canadian market.

Market Analysis

- Analyze the Canadian SEO market size, growth potential, and key trends.
- Identify your target market segments (e.g., small businesses, local businesses, specific industries).
- Research your competitors and their offerings.
- Highlight your unique selling points - organic SEO focus, Google & Bing compatibility, and in-depth knowledge of Wordpress & Blogger platforms.

Services Offered

- Detail your organic SEO service packages, including:
 - Keyword research and strategy
 - On-page optimization (title tags, meta descriptions, content)
 - Technical SEO audits and fixes (website structure, speed, mobile-friendliness)
 - Local SEO optimization for Canadian businesses (Google My Business)
 - Link building strategies (focusing on white-hat techniques)
 - Competitor analysis and backlink profile monitoring
 - Ongoing reporting and tracking of SEO performance
- Specify if you offer additional services like content creation or social media marketing (can be upsells or separate packages).

Marketing and Sales Strategy

- Outline your marketing plan to reach your target audience (e.g., content marketing, search engine advertising, attending industry events).
- Describe your sales process (lead generation, qualification, proposals, pricing).
- Explain your pricing strategy (hourly rates, retainer packages, project-based fees).

Management and Operations

- Define your company's organizational structure and key personnel roles.
- Describe your project management approach for client SEO campaigns.
- Outline your technology stack and tools used for SEO (keyword research, competitor analysis, backlink tracking).
- Discuss quality control procedures to ensure client satisfaction.

Financial Projections

- Create a financial forecast for the first few years, including:
 - Revenue projections based on your service packages and pricing strategy
 - Cost estimates for personnel, marketing, and software tools

- Break-even analysis to determine when your business becomes profitable

Exit Strategy (Optional)

- Briefly discuss your long-term goals for the business (e.g., growth, acquisition, etc.).

Appendix

- Include any relevant supporting documents, such as service package details, pricing tables, or team member bios.

Note: This is a general outline, and you may need to adjust it based on your specific business goals and resources.