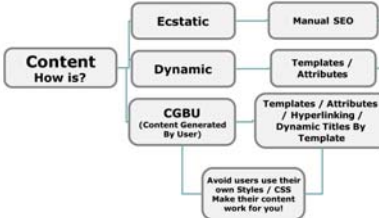


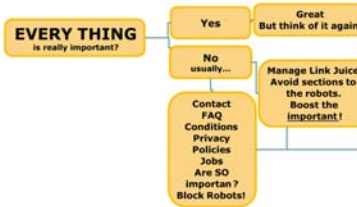
SEO Planning



SEO Arquitecure



If you provide different paths to the robots, **DON'T** duplicate your content Think about noindex. The robot will follow the links and won't store the duplicated content.



Titles / Individual Metas / Styles applied individually / Internal linking Manually (Seomoz Guide)

Category related Linking / Links by price, location / brand / city-Cross Category... /Generate Dinamically Metas and URL



SEO Promotion



SEO Reports

Have at least two sources
(you never know...)

Have public data
Nielsen, Quamcast
If you have money or not

Have a list of your partnership
(links exchange, banners)
And check it weekly

Set your SERPS reports with category

Make the same reports of the competitors

