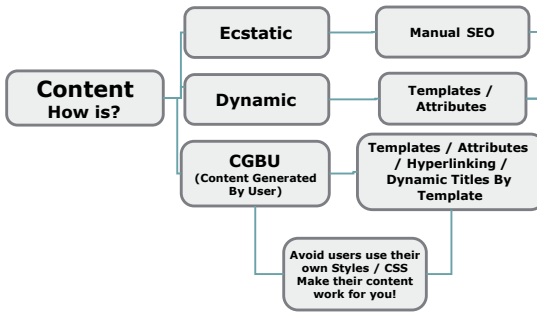
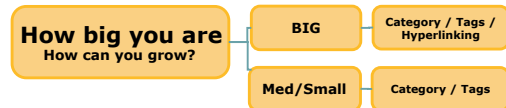


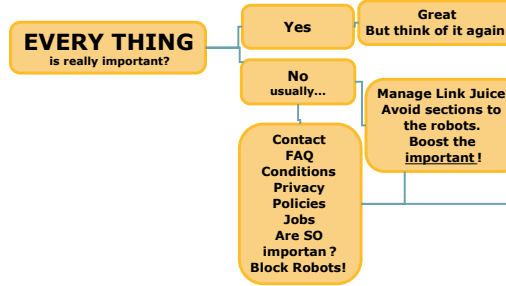
SEO Planning



SEO Arquitecure

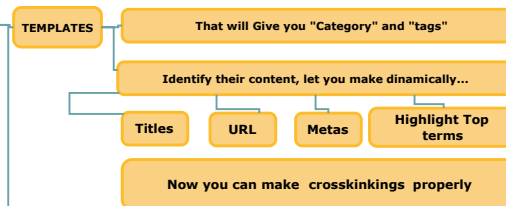


If you provide different paths to the robots, **DON'T** duplicate your content
Think about noindex. The robot will follow the links and won't store the duplicated content.



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

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



Hyperlinking → Assign keywords to landing pages and work with your Database

Sitemaps → Build them By Subdomain That helps (Geolocation as example)

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