



Search Engine Optimization (SEO) for Rental

-  Sell More
-  Lower Costs
-  Improve Customer Satisfaction
-  Reduce Errors
-  Get Paid Faster

Optimize your website, eRental site, and Google Business listing for higher visibility on search engines. Track improvements on keyword rankings for the most important areas of your business. Stay relevant with monthly blog posts, get your site submitted to search engines, and utilize AI to optimize your Google Business listing, automatically post content, and reply to reviews. Receive automated reports and regular consultations on SEO strategy.

| | AVAILABLE SUBSCRIPTIONS | BASIC | ADVANCED |
|-------------------------------|--|-------|----------|
| WEBSITE | Monthly 1-Hour SEO Consultations | ✓ | ✓ |
| | Keyword Research & Analysis | 250 | 500 |
| | Monthly Keyword Rank Reporting | ✓ | ✓ |
| | Detailed Monthly Reports | ✓ | ✓ |
| | SEO Dashboard Access | 🚫 | ✓ |
| | Competitor SEO Analysis | 🚫 | ✓ |
| | Google Analytics Access | ✓ | ✓ |
| | Site Submissions to Search Engines | ✓ | ✓ |
| | Google Business Listing Optimization | 🚫 | ✓ |
| | Google Business Listing AI Automations | 🚫 | ✓ |
| eRENTAL | Bing Places for Business Optimization | 🚫 | ✓ |
| | Content Optimizations | ✓ | ✓ |
| | Website Metadata Optimizations | ✓ | ✓ |
| | Website Schema Markup | ✓ | ✓ |
| | Monthly Blog Posts | 2 | 3 |
| | Instant Indexing | ✓ | ✓ |
| | eRental Metadata SEO | ✓ | ✓ |
| | Category On-Page SEO | ✓ | ✓ |
| | Product On-Page SEO | 🚫 | ✓ |
| | Custom FAQs | ✓ | ✓ |
| Website, Product, FAQ Schemas | | ✓ | ✓ |

GLOSSARY OF SEARCH ENGINE OPTIMIZATION TERMS

▶ SEO Consultations

Meet monthly with a consultant to discuss your overall SEO strategy, review reporting, changes to your website/erental site, get answers to any questions, and more.

▶ Keyword Research & Analysis

Choose 250 or 500 keyword terms to focus our SEO efforts. We will work with you to determine the most important areas of improvement and focus on relevant keywords.

▶ Monthly Keyword Rank Reporting

Get keyword rank tracking included in your monthly reports and track the progress of your website's visibility on Google on an ongoing basis.

▶ Detailed Monthly Reports

Get detailed monthly reporting on your website's analytics and eRental sites including visitor behavior and origin of your online traffic. Watch your site improve over time.

▶ Competitor SEO Analysis

We will take a look at your top 3 competitors and analyze their keyword strategy and any overlaps with our own. Depending on the results, we will adjust our efforts accordingly.

▶ Google Business Listing Optimization

We will either claim or request management access to your Google Business listing(s) and optimize it according to Google's policies for the best search results and user experience.

▶ Bing Places for Business Optimization

We will claim or request management access to your Bing Places for Business listing and mirror the Google business listing to optimize for better rankings and user experience.

▶ Site Submission to Search Engines

We will submit all of your pages on your website and eRental site to search engines to regularly crawl and update search results as new changes happen.

GLOSSARY OF WEBSITE TERMS

▶ Website Content Optimizations

Quality content updates, and any new content you'd like, will be made for you. Google rewards people who keep their websites updated with relevant information for users.

▶ Website Meta Data Optimizations

We will optimize your website's meta data according to best practices for Google. Meta data, such as title and description, show up when you see websites in search results.

▶ Instant Indexing

We will add pages with new content to a priority queue for Google to crawl and index instead of waiting for them to find us. This helps your site show in search results faster.

▶ Website Schema Markup

Structured data code on websites that help search engines and artificial intelligence bots understand the content and context of information on a webpage.

▶ Website Average Monthly Blog Posts

Depending on the type of SEO subscription, we will publish blog posts each month that are keyword-rich and include cities, states, and counties where you want to be found.

▶ Google Analytics Access

Login access, and training on how to use it, will be provided to view your website (and eRental) analytics in Google Analytics 4. View user behavior, track marketing, and more.

GLOSSARY OF eRENTAL TERMS

▶ eRental Meta Data Optimizations

We will optimize the meta data of your homepage, category pages, and product pages with best practices for Google, targeting customers in locations you want to be found.

▶ eRental On-Page SEO

We will update your eRental site with SEO-friendly content that drives search engines to deliver your website on searches with higher rankings thanks to the relevant content.



Search Engine Optimization available only to customers who have both an integraSoft-managed website and eRental site. For more information, or for a free consultation, contact our sales team today!

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