



MANEUVER UP MARKETING

Maneuverup.com

jake@maneuverup.com

231-218-8352

Outmaneuver Your Competition

Over 12 Years Of Internet Marketing Success!

"Maneuver Up is on it from the start, their grasp of SEO is second to none. if you give them the time they will move you where you need to be."

Per Wickstrom - CEO - US Addiction Services



LEADERS IN **ADDICTION TREATMENT** ORGANIC SEARCH MARKETING

We have gathered some of the best developers, backlink builders, content writers, editors, designers, paid media specialists and social media experts in the world.

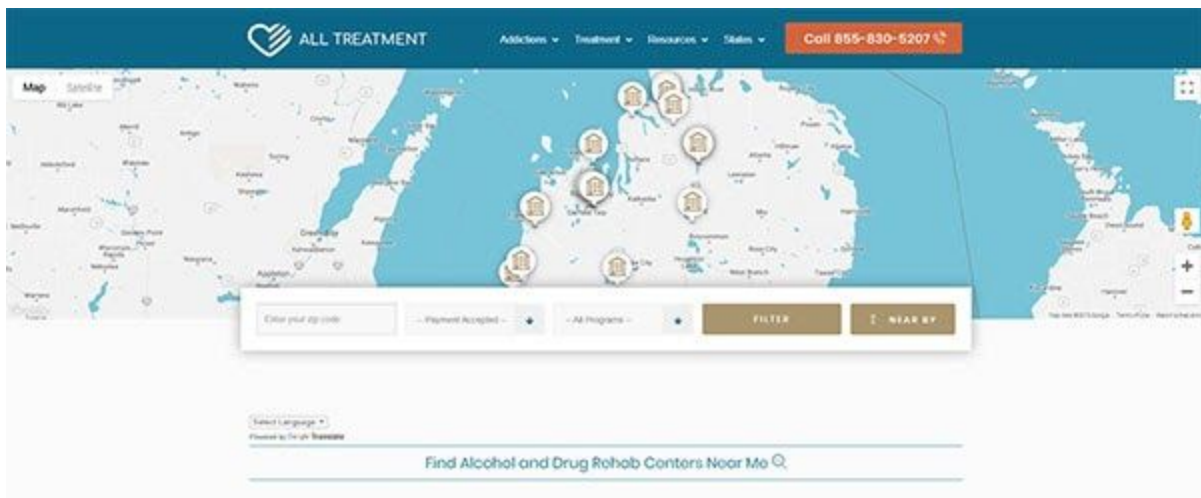
CLIENTS WE HAVE WORKED WITH

OUR CLIENTS HAVE SEEN UP TO A 300% ROI



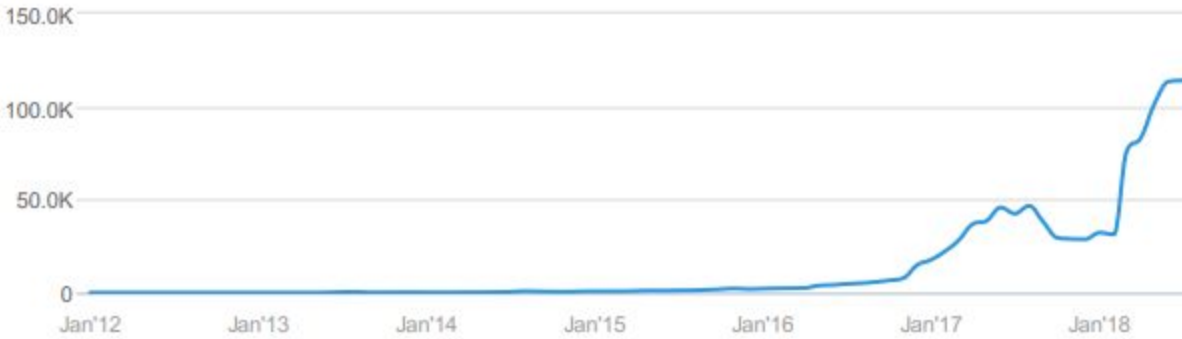
From ZERO to 78.3K Monthly Organic Traffic

AllTreatment.com



From ZERO to 88.8K Monthly Organic Traffic

RehabCenter.net



From ZERO to 25.6K Monthly Organic Traffic

TreeHouseRehab.org



HERE IS HOW MANEUVER UP ACCOMPLISHES HIGH RETURN

Evergreen Search Engine Optimization (SEO)

There are three pillars to effective and profitable SEO in the current search environment:

TRUST, AUTHORITY AND RELEVANCE

1. **Trust:** Trust is at the **core of Google's algorithm**. This has been a major paradigm shift in how Google ranks websites. Google wants to keep poor and untrustworthy websites out of the search results. High quality and legitimate websites are what Google strives to rank in the top results! If your website has high-quality content and backlinks with great user experience than you will win, ultimately generating more sales for your business!
2. **Authority:** Authority is the **overall powerfulness** in your market. Authority is a numbers game. If your website has two thousand social media followers and backlinks, and your competitors only have half of that you are going to rank higher (usually).

3. **Relevance:** Google rewards websites with higher rankings that have **contextual relevance**. This is why niche websites will often outrank big brand websites. Increasing onsite SEO, content, and link relevancy will lead to higher rankings in competitive markets.

OUTLINE OF EVERGREEN SEO PROCESS AT MANEUVER UP

Web Design and Development

Create websites using Wordpress technologies

- *Mobile and tablet friendly code*
- *High end designed layouts*
 - *User friendly design*
 - *SEO optimized structure*
- *Create and SEO optimize images and or graphics*
 - *Install Yoast SEO plugin*
 - *Install Sitemap plugin*
 - *Install XML sitemap plugin*
 - *Install Caching plugin*

Usability (User Experience UX) of Website Design and Structure

User experience has increased importance in the SEO industry. Mobiles and tablets have overtaken desktops for internet marketing share, making up 56% of

all traffic in 2017. Google want good experiences for all users of Google Search. websites that we create will give you advantages over your competitors.

Page 55: SEO 2019 by Adam Clarke

Create website and marketing messages that visitors to the website will find valuable.

Keyword Research

A keyword is any phrase you would like your website to rank for in Google search results. This can be a single word or a combination of words.

Different Types of Keywords

Head term keywords: One or two words, i.e. drug rehab

Long-tail keywords: Three or more words, i.e. drug rehab centers near me.

Branded keywords: keywords of your brand name, i.e. Gmail, Amazon or Dominos.

TWO DISASTERS MANEUVER UP AVOIDS IN KEYWORD RESEARCH:

1. **No Search Volume:** If you target the wrong keywords and phrases for your website you will end up spending your marketing budget on keywords and phrases that don't generate any traffic.
2. **High Competition:** If you don't analyze the competitiveness of keywords and phrases you will waste budget on keywords that are far too competitive to rank for.

How We Approach Effective Keyword Research

- *Identify search volume of keywords or phrases*
- *Identify low competition keywords or phrases*
- *Identify transactional keywords or phrases*

Link Building

backlinking is the practice of one website linking to another website

- Backlinks are the currency of the internet.
- Backlinks are a vote of confidence to Google.
- Without backlinks you will not rank in competitive markets

In theory, the more links you have to your site, the higher you will rank; however, Google has certain criteria for these links, including but not limited to:

QUALITY, RELATABILITY AND DOMAIN AUTHORITY

Quality: It's generally more favorable to have a more recognized and authoritative entity like the New York Times, CNN or any leading organization in your industry than another less visible business. Google understands that there's more distinction in having the New York Times link to your website than the cupcake place down the street. The more backlinks you have from higher-profile organizations, the better.

Relatability: It's important that your backlinks align with your subject matter and content on that specific page. For example, if you run a restaurant or café, it's actually more advantageous for a mid-level organization in the food landscape to link to your site than a larger media outlet. It's always preferable, however, to try and have the highest-level organizations within your industry link to you.

Domain Authority: Google factors in the domain authority of websites backlinking to your page to determine their worth and position. Domain authority is based on search engine ranking so in some ways, your rankings are connected to the rankings of the sites linking to you.

Authenticity and age are other key factors that Google considers. It's never advisable for organizations to try and pay for backlinks from companies.

Examples of backlinks that we build for our client websites

Link: https://tabc.texas.gov/business/external_resources.asp

Linking to: <https://www.alltreatment.com/alcohol-addiction-treatment/>

Link: <https://uh.edu/lgbtq/resources/online-resources/>

Linking to: <https://www.alltreatment.com/lgbtqia-friendly-alcohol-and-drug-rehab-centers/>

Link: <https://sweetwaterjrhigh.utk.edu/resources.htm>

Linking to: <https://www.sunshinebehavioralhealth.com/vaping/>

Link: <http://www.buttecounty.net/sheriffcoroner/druglinks>

Linking to: <https://www.sunshinebehavioralhealth.com/veterans/>

Content Marketing

Content marketing includes well researched content using reputable resources from the web, books, magazines and other publications. This is the next step in the SEO strategy after properly developing a keyword research strategy ([see above](#)).

DOWNLOAD: [A Guide to Writing Digestible, Engaging, Conversational and Authoritative Copy for the Web](#)

- *Research*
- *Writing*
- *Editing services*
- *Uploading content*
- *Optimizing content for search engines*

Content Examples:

[Cognitive Behavioral Therapy \(CBT\) For Addiction](#)

[Guide to Interventions for Families: How to Get Your Loved One into Rehab](#)

[Guide To Pregnancy And Substance Use Disorders](#)

Reporting

- *Install Google Analytics*
- *Install Google Webmaster Tools*
- *Set up conversion tracking*
- *Create reports of web traffic and conversion*

[Learn More About SEO - CLICK HERE](#)



Testimonials

"Maneuver up continues to help grow my business online with increased web traffic, leads and sales."

- **John D. - CEO- Recovery Now Network**

"Jake at Maneuver Up Marketing was outstanding and professional in creating our business a website that was perfect for our needs. He is always available to answer any questions we have and is happy to make any changes that arise as our business continues to grow. Thank you, Jake, for helping us to develop as a business with our website! If anyone would like to see what a fantastic job Maneuver Up Marketing has done for our website, have a look for yourself!"

- **Hannah B. - TC Brake and Alignment**

"Jake is on it from the start, his grasp of SEO is second to none. if you give him the time he will move you where you need to be."

- **Per Wickstrom - CEO - US Addiction Services**

"Jacob has an uncanny ability to execute on PPC and SEO. While he's also an amazing creative designer and website guru, he really knows how to get people to show up at your website and generate digital leads. He also knows how to integrate offline strategy & sales. I highly recommend him for website, PPC and SEO strategy and execution!"

- Jenny L. Craig - Marketing Director - The McNish Group

"Jake is 1 of my best mentors and managers, I'm proud to work with. Jake always shows great leadership and direction, helping our marketing team reach quarter goals and go beyond expectations."

- Sasina Sikahema - CEO at Atlas Marketing Group

"Jake is extremely knowledgeable and helpful! I highly recommend his services"

- Robert Iannucci - Account Executive at Internet Brands / WebMD

"Love Jake and the whole team here. Efficient, fast, and beautiful work. Our new website looks stunning."

- Brian Sullivan - Director of Public Relations at Addiction Campuses

"By the way, a Google AdWords rep called me yesterday and we were looking at the AdWords acct and he said you did a great job! He said "whoever did this for you knows what they are doing." Thought that would be nice to hear."

- Laurie Murphy - Harmony Grove Programs, Inc. CEO

"Thanks so much for the added touch."

- Eric Low - Flat Screen Guy - CEO

"Jake gets the big picture when it comes to long-term ranking strategy. Whether it's technical SEO, Link building, or Content Marketing, Jake is an exemplar of professionalism and ethics in the SEO Industry. Working with him has always been pleasant and mutually beneficial."

- Richard Fernandez - Web Developer, SEO Strategist, Content Marketer - Sunshine Behavioral Health

"Would recommend Jake and Maneuver Up Marketing for all your SEO needs."

- Blake Harrigan - Digital Marketing Specialists - RJG, Inc.

"I worked with Jake a few years back, and I have to say I have never met someone so passionate about SEO. He is ON TOP of this stuff - every time there's even a rumor from Google, this guy knows about it. I would absolutely recommend him to anyone looking for a trustworthy SEO guy."

- Jansen Tolle - Freelance Web Developer & Designer

"Jake is a very professional and intelligent person to work with. He always answers all of my questions and explains what he is doing on our web-sites. Jake has very good communication skills and is very knowledgeable in this field and we have had great success working with him."

- Erica D' Arcangelo - Web Content Development - CEO

"Jake is multi-faceted when it comes to digital marketing. From graphic design, to SEO, to Google Ads, and even web development, he has the knowledge and strategy you need to accomplish your marketing goals. He's experienced with clients both large and small. Make him your first call when you're ready to get your company to the top of its digital marketing game."

- Callen Waldie - Mobile Technology, Mandarin, Digital Marketing

"Jake has been a wealth of knowledge when I run into an obstacle coming up with creative solutions for SEO strategy, keyword research or general online lead generation. He is constantly educating himself to remain ahead of the curve when Google makes an update in their algorithm. Jake goes out of his way to recommend quick and easy fixes that are commonly overlooked. He often implements them himself. He expects nor asks for anything in return. If you are looking for one of the brightest minds in the online lead generation world look no further. He always makes time for me and I am sure he will do the same for you"

- Paxton White - Active Marketing Services, LLC - BD R