

# Cisco Meraki SEO Business Solution

An all-in-one SEO optimized business strategy that includes the content, technology and skilled resources.



## What we do!

**Agency:** iRevOps360 (a certified W3 authorized Agency Partner)

**Solution:** Cisco Meraki SEO Business Solution

**Ideal Customer Profile (ICP):** Cisco Meraki authorized partners (USA & Canada)

**Unique Selling Proposition (USP):** SEO Business Solution for Cisco Meraki authorized partners

The Cisco Meraki SEO Business Solution empowers authorized partners with a proven 3-step SEO business strategy that includes everything needed to scale their business and rank 1<sup>st</sup> on Google. This includes our SEO optimized content synchronization services (CSS), our all-in-one digital experience platform (DXP) and a team of SEO digital specialists to setup, manage and execute their day-to-day lead generation, marketing and SEO responsibilities.

# Experience our SEO strategy

& we'll get you to **rank 1st on Google for Cisco Meraki**.

**Start for Free**

If seeing is believing, signup for our free **SEO Proof-of-Concept Program**.

No credit card required. No obligations. No upfront payments. No risk.

**Google 1st**

**SEO Business Solution**

**Hybrid workforce. Full-time solutions.**

**CRM 360**

**SHOP ONLINE**

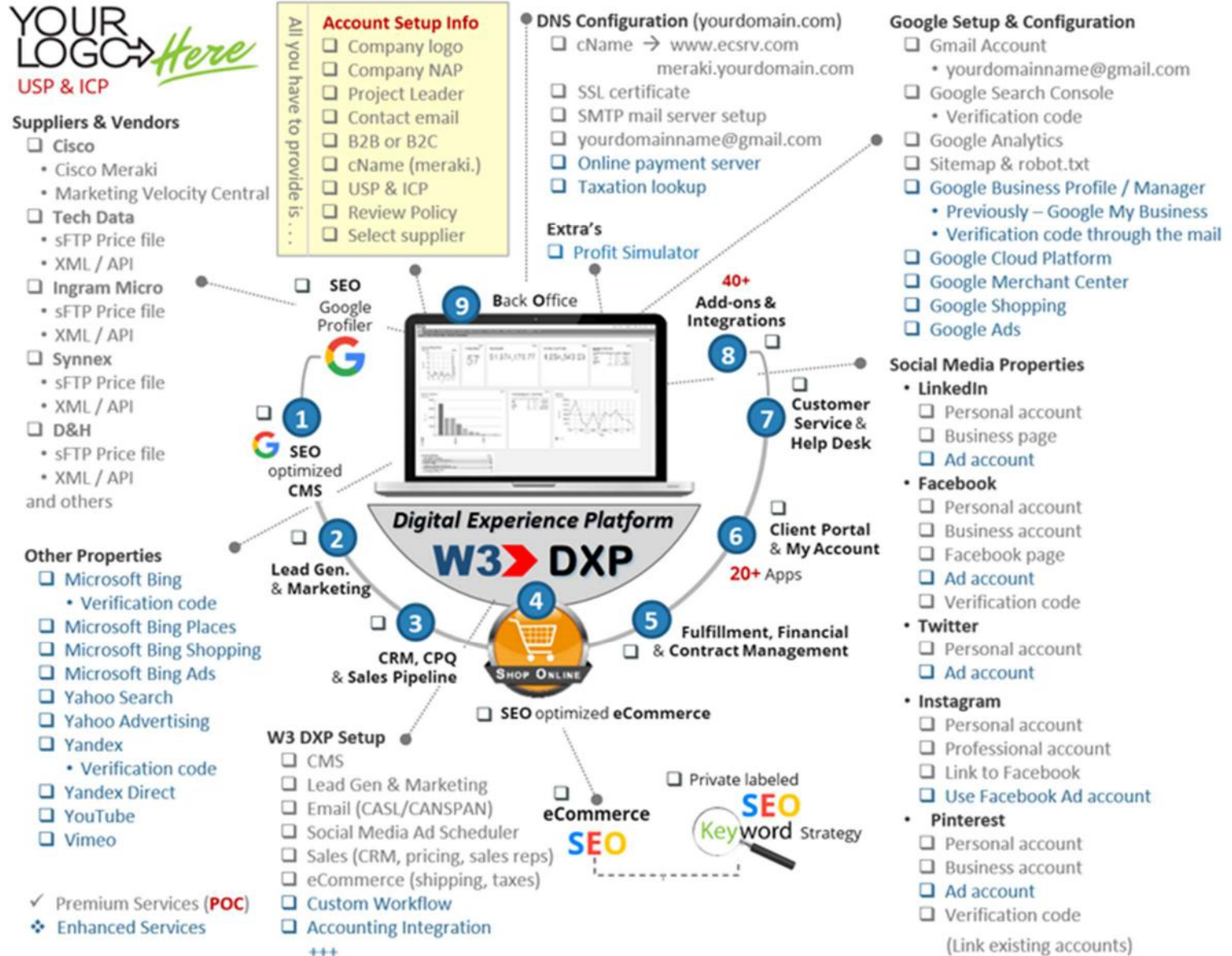
**Today's #1 Digital Experience Platform (DXP)**

A scalable platform that does everything, connects with anything and supports every brand and industry!

# DXP Setup & Configuration Responsibilities

## Digital Footprint – Business automation & connectivity at its best!

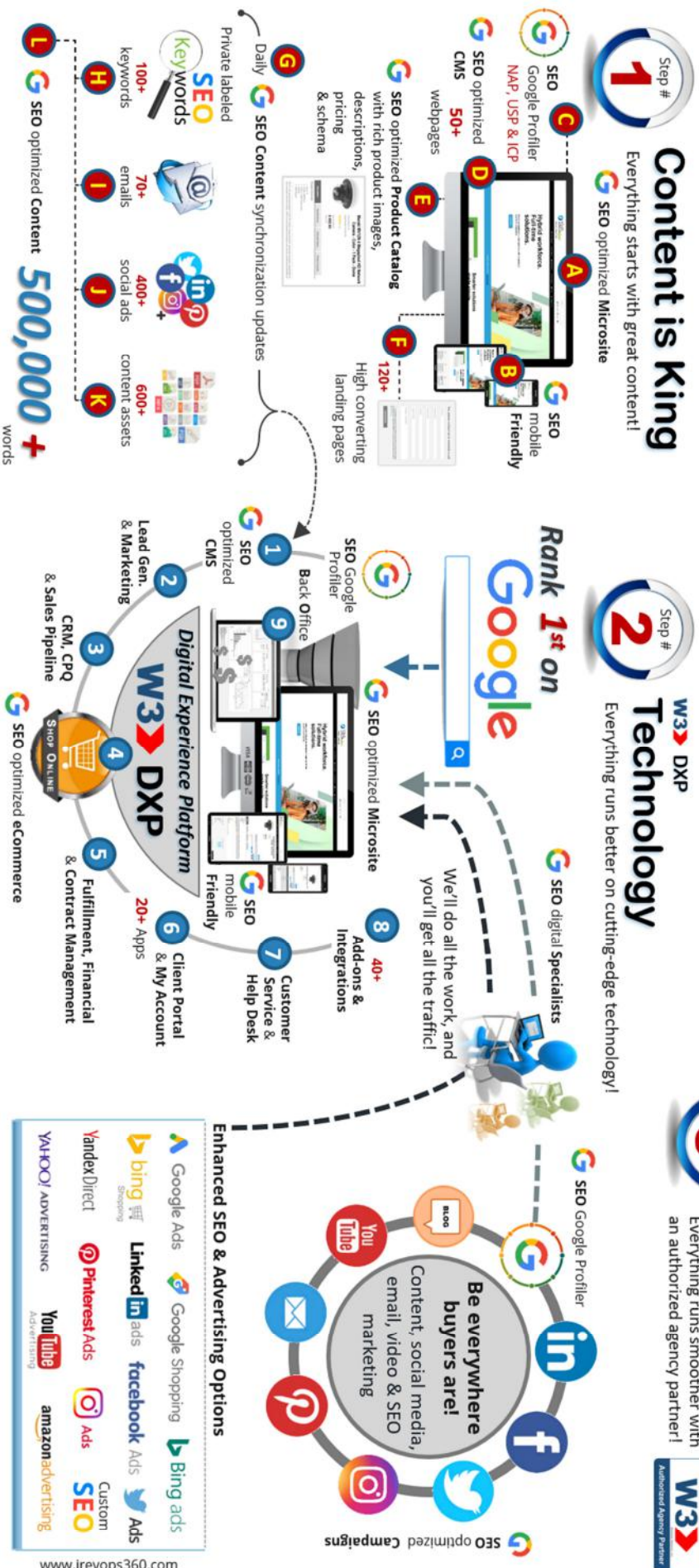
This is our recommended start-up configuration to streamline, automate & optimize your day-to-day SEO, marketing and sales responsibilities.





# Cisco Meraki SEO Business Solution for *YOUR Here*

An all-in-one SEO optimized business strategy that includes the content, technology and skilled resources.



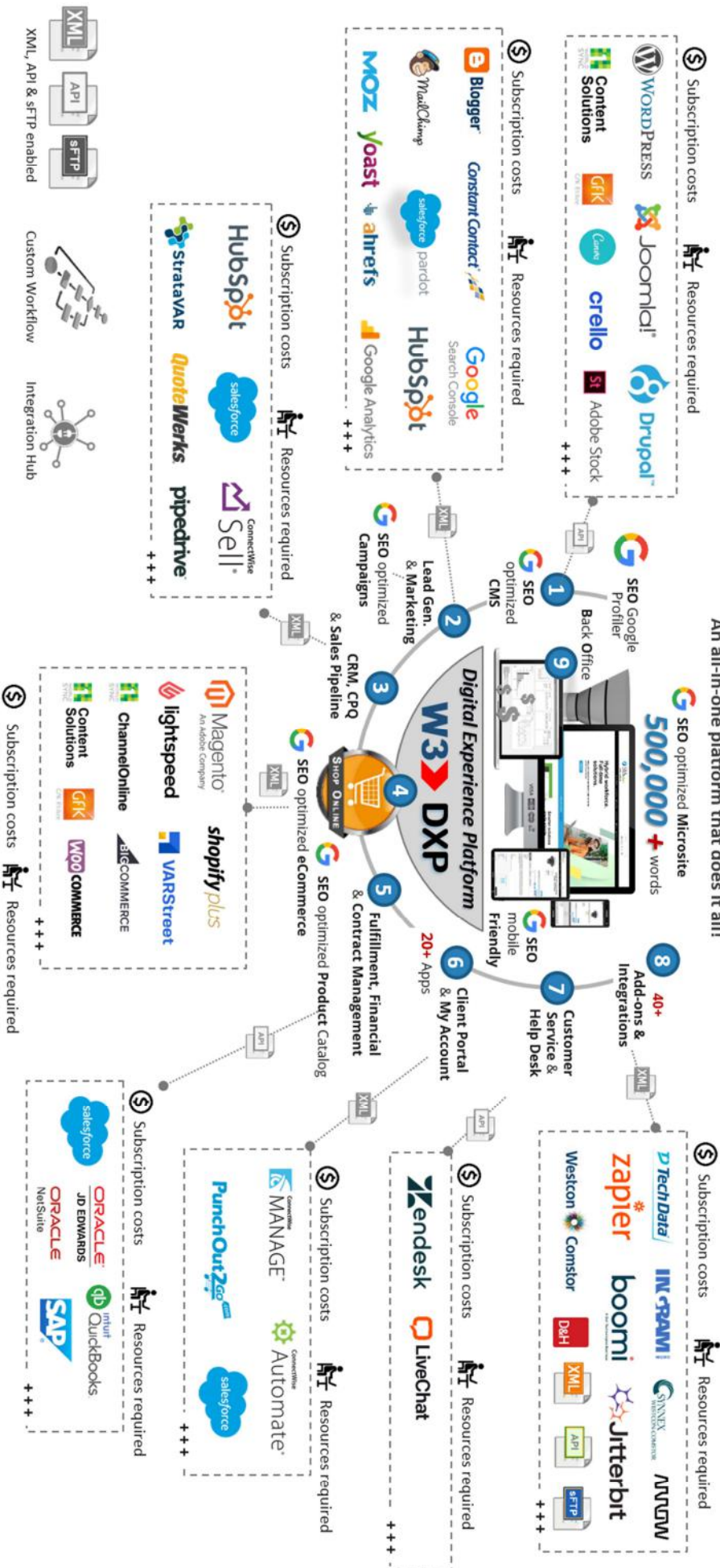
**Without taking risks, we'll get your business to rank 1st on Google for cisco Meraki**  
using our private labeled SEO keyword strategy so you can experience the industries 1st SEO optimized Digital Experience Platform (DXP) in action.

# W3 Digital Experience Platform (DXP) - Compared

Find a full side-by-side comparison at:  
<https://irevops360.com/compare>

It would take 8 to 12 independent applications and an army of skilled resources to perform all the activities inherited in W3 DXP all-in-one platform

An all-in-one platform that does it all!

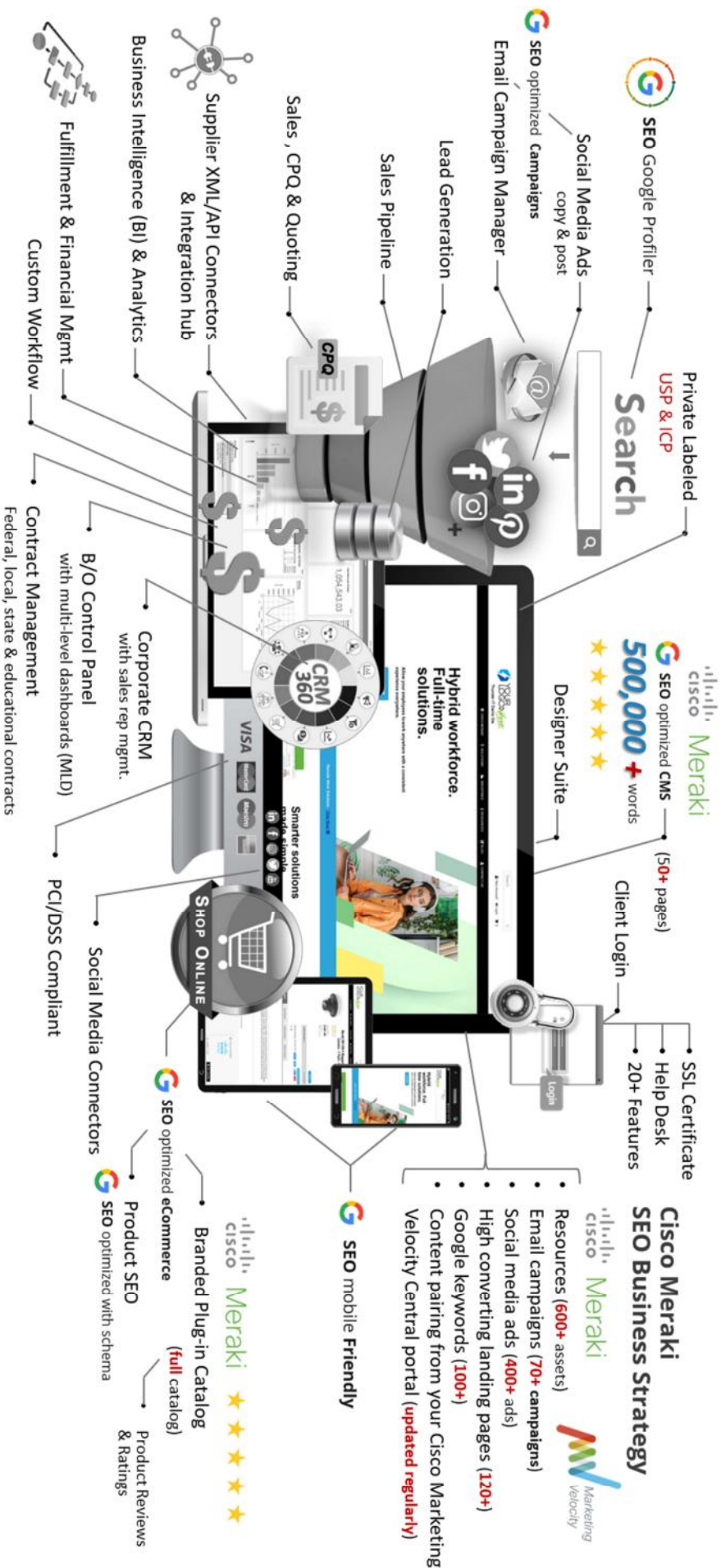


With our custom workflow & integration capabilities; sharing information & responsibilities between 3<sup>rd</sup> party applications is easy and efficient.



# W3 Digital Experience Platform (DXP) Overview

SEO optimized CMS, Marketing, Sales, CRM, CPQ, Pipeline, eCommerce, Client Services, Order Fulfillment, Financial Management Custom Workflow, Integration and more.



Most businesses are only one step away from experiencing true digital success, the step their missing is the **SEQUENCE** in which they execute their tasks.

# SEO Deployment Strategy & Timeline Schedule

Most businesses are only one step away from experiencing true digital success, the step their missing is the **SEQUENCE** in which they execute their tasks.

**We'll do all the work, and you'll get all the traffic!**

**Unlimited Revenue Growth Strategy**  
Apply additional CMS, SEO, DXP, SEM, SMM, Faas, Profit Simulator, consulting and other services to customize, optimize and grow your business using a scalable ROI business strategy that's fast, easy & predictable!

**Revenue Growth Strategy Plan**  
(A fully customized digital marketing plan)

**SEO Proof-of-Concept – Rank 1st**  
(Private labeled SEO keyword strategy)

**Email Campaign Scheduling**  
(Organic reach, opportunity alerts & pipeline)

**Email Technical Setup**  
(SMTP, CASL, CANSPAN & CRM upload)

**SMM Campaign Scheduling**  
(LinkedIn, Facebook, Instagram, Twitter +)

**Social Media Technical Setup**  
(Agency permission rights)

**SEO Keyword Strategy**  
(Solutions, Services, Industries, Locations +)

**SEO Technical Setup**  
(GSC, analytics, robots.txt, sitemap +)

**Supplier & Vendor Connections**  
(XML, API & sFTP configurations)

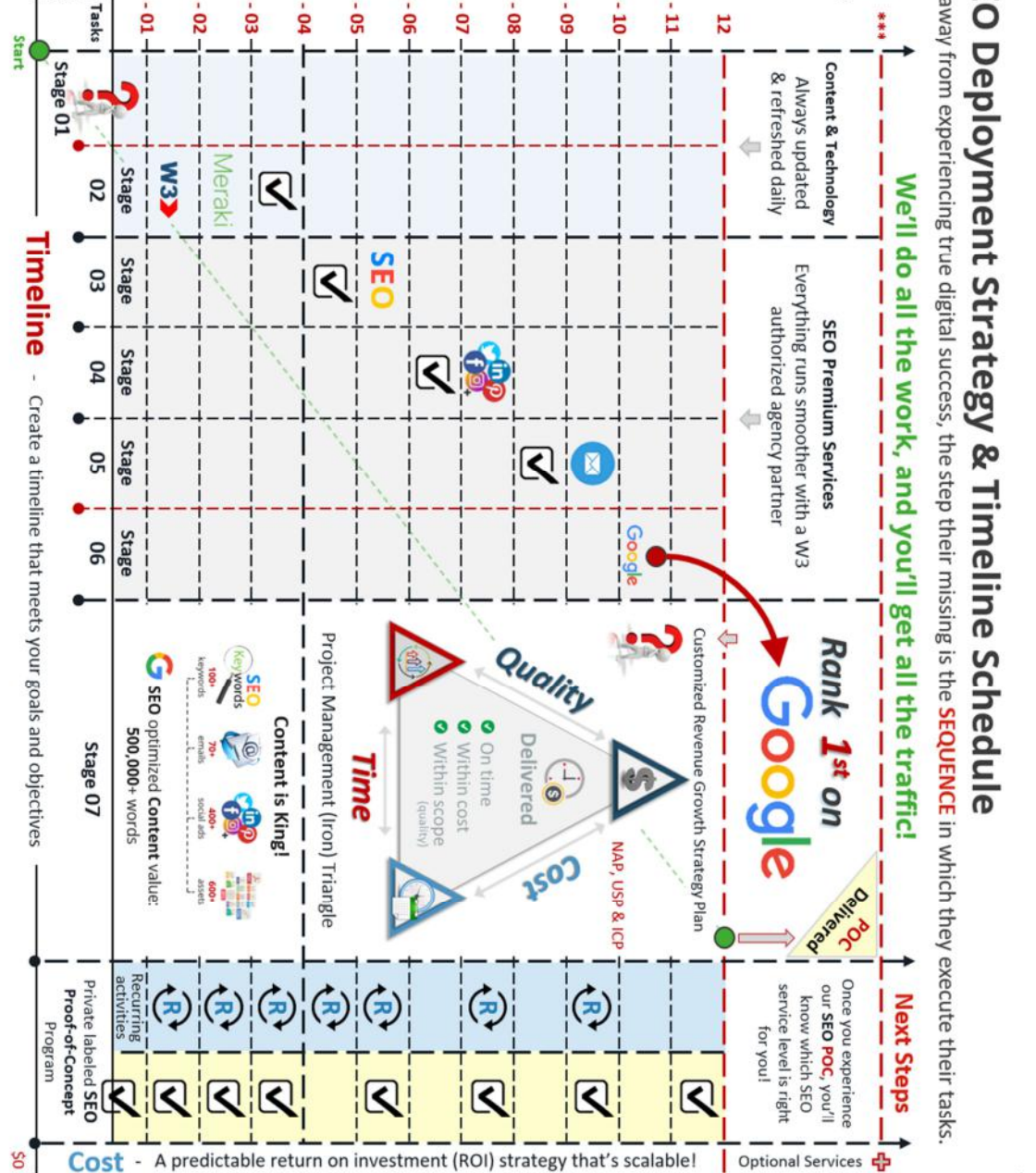
**Cisco Meraki Content Synchronization**  
(Microsite, products, resources, ads +)

**W3 DXP Setup & Configuration**  
(Subdomain, SMTP, SSL, CC, Taxes +)

**Getting Started: SEO Google Profiler**  
(NAP, USP, ICP, current structure, goals, cName)

**Experience our SEO Strategy**  
No credit card required. No obligations.  
No upfront payments. No risk.

<http://www.irevops360.com/merakiseo>





# Getting Started: SEO Google Profiler

Rank **1<sup>st</sup>** on  
**Google**

(NAP, USP, ICP, Current Business Structure, Revenue Goals & cName) 1 of 2

To experience SEO success, you need a keyword strategy that positions your brand to be everywhere buyers are. This strategy begins with your name, address and phone (NAP - single or multi-location) followed by your unique selling proposition (USP), ideal customer profile (ICP), current state business capabilities, immediate revenue goals and a dedicated subdomain name.

## Please be as detailed as possible!

The more precise you are at defining your business, the better your SEO results will be at driving quality traffic to your site.

### 1) Single or multi-location setup? \_\_\_\_\_

### 2) Unique Selling Proposition (USP)

SEO optimized content value: \_\_\_\_\_ word count

What makes your business better than the competition?

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### 3) Ideal Customer Profile (ICP)

SEO optimized content value: \_\_\_\_\_ word count

Define your ideal customer? The more precise you are at defining that perfect customer, the better your SEO.

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### 4) Current State Business Structure

Based on your current staffing infrastructure, answer the following to the best of your ability.

A) What's your average solution sale dollar amount (\$)

C) How many sales reps do you have? \_\_\_\_\_

Margin/Markup

• Products	(\$)	_____	(%)	_____
• Services	(\$)	_____	(%)	_____

D) What's your average Quote-to-Sale ratio?

Meaning, how many opportunities do you need to quote on to generate a sales?

\_\_\_\_\_ # of Quotes it takes to generate one (1)

B) Based on your current infrastructure, how many quotes can you generate a week? \_\_\_\_\_

sale / paying customer.

### 5) Revenue Goals

What's your new revenue target over the next 3 months? \_\_\_\_\_ (\$) per month

What's your new revenue target over the next 12 months? \_\_\_\_\_ (\$) per month

### 6) cName / Subdomain Setup

To get started, you'll need to setup and configure a subdomain (Cname) and have it pointed at [www.ecsrv.com](http://www.ecsrv.com)

What's your website (DNS): [www.](http://www.) \_\_\_\_\_ Example: [yourwebsite.com](http://yourwebsite.com)

Choose and create a sub domain: \_\_\_\_\_ Example: [store](http://store)

Example: [store.yourwebsite.com](http://store.yourwebsite.com)

That's it for now! Use Google to help you define your USP & ICP definition.

# Getting Started: SEO Google Profiler

Rank **1<sup>st</sup>** on  
**Google**

(Top Vendors & Products, Contracts, Competitors & Wish List) 2 of 2

To complete your SEO keyword strategy, please provide as much detail as possible for the following:

## 7) Top Vendors & Products

Provide a list of your top vendors along with a list of your top selling products.

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## 8) Federal, Local, State & Educational Contracts

Provide a list of contracts that you are an approved contract holder.

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## 9) Competitors

Provide a list of your local and national competitors.

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## 10) Wish List

Provide a list of vendors, products, solutions, affiliates, contracts and any other are of interest.

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## Additional Notes:

## Primary Keywords:

Internal use

The better you answer these questions, the better your Google results will be!



Predicting & optimizing marketing efforts is a great way to ensure you're realizing a return on investment by using existing and real-time data to continually improve your monthly marketing