We know these are just checks on a page, but boy are there a lot of them! By any measure Wikimotive's services are the best of their kind in the industry. If we can't do it better than a competitor we simply don't offer it as a service. Reach out today to schedule a demo and see what make Wikimotive the best in the industry.

SEO STRATEGY/PLANNING

	Wikimotive	The Other Guys
Competition benchmarking	✓	Rarely
Location-specific rank tracking	✓	☒
Traffic analysis	✓	Sometimes
Analytics Goals Configuration	✓	Sometimes
Keyword research	✓	Usually
Search volume research	✓	Rarely
Domain-level impressions analysis	✓	☒
Content audit	✓	☒
Meta data audit	✓	Rarely
Site health audit	✓	☒
Backlink review	✓	Rarely
PAA identification	✓	☒
GMB Review	✓	Usually
Citations Audit	✓	☒

TECHNICAL SEO

	Wikimotive	The Other Guys
Meta data updates	✓	Sometimes
Image optimization	✓	☒
CTR optimization	✓	☒
Conversion optimization	✓	☒
Sitemap submission	✓	☒

wikimotive

CONTENT MARKETING SEO

	Wikimotive	The Other Guys
Unique content creation	✓	Rarely
Over 10,000 words of content monthly*	✓	✗
Landing pages over 1,000 words	✓	✗
Blogs over 1,000 words	✓	✗
Off-site blogs over 1,000 words w/ backlinks	✓	✗
Model pages over 1,500 words	✓	✗
Comparison pages over 1,500 words	✓	✗
Local area/event blogs over 1,000 words	✓	✗
Navigational content rewrites	✓	Sometimes
Content interlinking	✓	Sometimes
Dynamic-focus content strategy	✓	✗
In-house professional writing staff	✓	✗
Syndication & Boosting of Blogs on Facebook	✓	Rarely

OFF-SITE SEO

	Wikimotive	The Other Guys
Complete Google My Business Management	✓	Rarely
-GMB Verification & Optimization	✓	Rarely
-GMB Splitting and Nesting	✓	Rarely
-GMB Product Creation	✓	Rarely
-GMB Image Curation	✓	Rarely
-GMB Post Creation	✓	Rarely
-GMB Q/A Pre-Loading	✓	Rarely
-GMB Q/A Monitoring and Response	✓	Rarely
-GMB Category Management	✓	Rarely
Manual Directory Citation Updates	✓	✗
Manual Directory Citation Maintenance	✓	✗
Backlink Monitoring & Cleanup	✓	✗

REPUTATION MANAGEMENT

	Wikimotive	The Other Guys
Replies to every review within one day	✓	✗
Monitoring for reviews outside major platforms	✓	✗
Client alerts for heat cases	✓	Sometimes
Deescalation of negative reviews	✓	Sometimes
Custom unique replies to reviews	✓	Rarely

wiki motive

FACEBOOK PAGE MANAGEMENT

	Wikimotive	The Other Guys
3-4 Weekly Engegement posts	✓	Rarely
Brand Nostalgia posts	✓	✗
Product posts	✓	✓
Product trivia posts	✓	✗
Inventory posts	✓	Sometimes
Blog Syndications	✓	Rarely
Application of targeted post promotion	✓	✗
30,000 People Reached Monthly**	✓	✗
2,000 Engagements Monthly**	✓	✗
Replies to every user comment	✓	✗
Page updates (i.e. cover photo and about)	✓	✓
Custom posts by request	✓	Sometimes

FACEBOOK ADS MANAGEMENT

	Wikimotive	The Other Guys
No percentage of ad spend collected	✓	✗
Inventory feed connected to ads	✓	✗
Ads link directly to VDPs	✓	✗
Retargeting ads	✓	Sometimes
Dynamic ads to new consumers	✓	Sometimes
VDP visits for $0.20 CPC***	✓	✗
Leads for $8.00***	✓	✗

*Based on average per-rooftop Wikimotive client packaging. Total may vary from 3,600 - 27,000 words per month based on your tailored packaging.

**Based on average Wikimotive client. Your results may be higher or lower based on page maturity, brand, and market size.

***Based on average Wikimotive client. Your results may be higher or lower based on pricing, inventory, market, website setup and other factors.

wikimotive