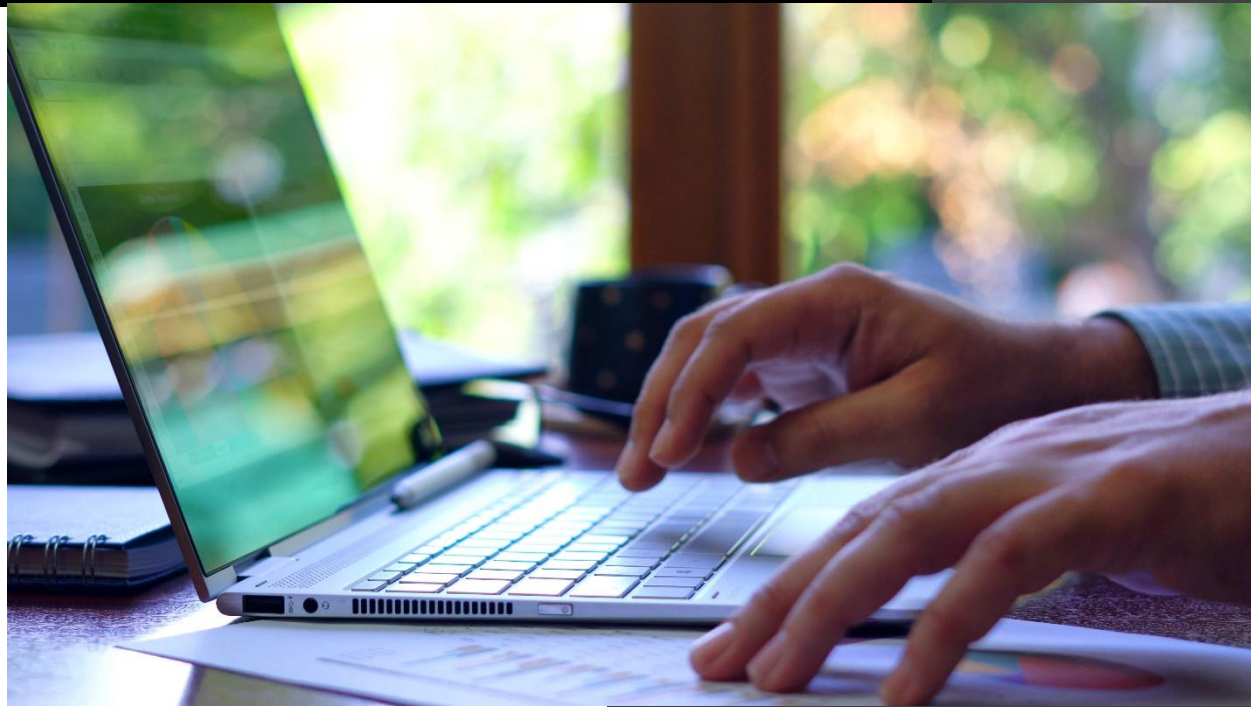


2024

SEO Marketing Strategic Work-Plan



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12/8/2024

High-Performance, Cost-Effective Nimble Storage Servers from Flagship Technologies

Company and Product Overview

Flagship Technologies is a leading provider of IT solutions and services, specializing in refurbished hardware and data center solutions. Their commitment to sustainability and cost-effectiveness has driven them to offer a wide range of high-quality refurbished products to businesses of all sizes.

Introducing their new line of refurbished Nimble Storage servers. Nimble Storage is renowned for its innovative storage solutions, including hybrid flash architecture, adaptive QoS, and InfoSight predictive analytics. These servers undergo rigorous testing and refurbishment by Flagship Technologies' expert technicians to ensure they meet the same stringent standards as new equipment.

Product Type and Target Market:

- **Product Type:** Business2Business (B2B) product
- **Target market:** Data centers, SMEs, educational institutions, government agencies, and research institutions

Geographic Market

Flagship Technologies plan to market their refurbished Nimble Storage servers globally. Their servers are available for sale worldwide, including: North America, Europe and Asia.

Competition and Differentiation:

The refurbished server market is competitive, with several major players including other refurbished server dealers, OEMs, and ITAD companies. The primary reasons for competition are cost savings, sustainability, and quality.

Flagship Technologies differentiates itself by offering:

- High-quality refurbishing processes
- Comprehensive warranties and support
- Customized solutions
- Competitive pricing

Why choose refurbished Nimble Storage servers from Flagship Technologies?

- **Cost-effective:** Significant savings without compromising quality.
- **High performance:** Ideal for demanding workloads.
- **Reliability:** Rigorously tested and refurbished for guaranteed performance.
- **Sustainability:** Reduce your environmental footprint.

Refurbished Nimble Storage servers from Flagship Technologies are an excellent choice for businesses seeking reliable, high-performance storage solutions at a competitive price.

Analysis and Recommendations

I will use this existing wordpress.com site that I had created from a previous class.

<https://flagshiptechnologies.wordpress.com/>

While a full SEO audit requires specialized tools, we can glean some valuable insights into the content of <https://store.flagshiptech.com/> to guide optimization efforts. Here's a breakdown of the key areas we can analyze without a dedicated SEO tool:

Based on the content of this webpage <https://flagshiptechnologies.wordpress.com/>, here are some initial observations:

- **Keywords:** The focus keyword seems to be "custom-built computer servers". The page uses this keyword a few times throughout the content.
- **Content:** The content is short and to the point, but it does mention the benefits of custom-built servers, including getting the exact configuration you need for your business, saving money, and helping the environment. It can be improved by providing more details on the different configurations available, including specific hardware components and their functionalities.
- **On-page Optimization:** It is difficult to determine the title tag, meta description, and header tags from this webpage. These elements are crucial for SEO as they tell search engines what the page is about. – [This is probably because I have it set to not have Google index.](#)
- **Technical SEO:** I cannot analyze the technical aspects of the website such as page speed, mobile-friendliness, and sitemap structure from the content itself. – [This is probably because I have it set to not have Google index.](#)

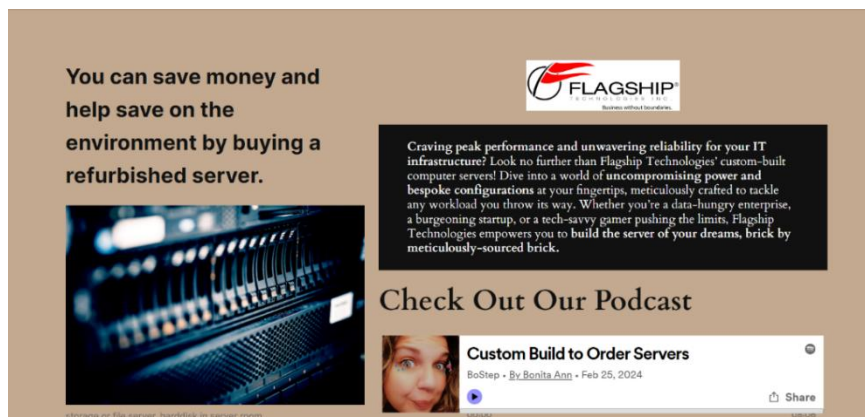
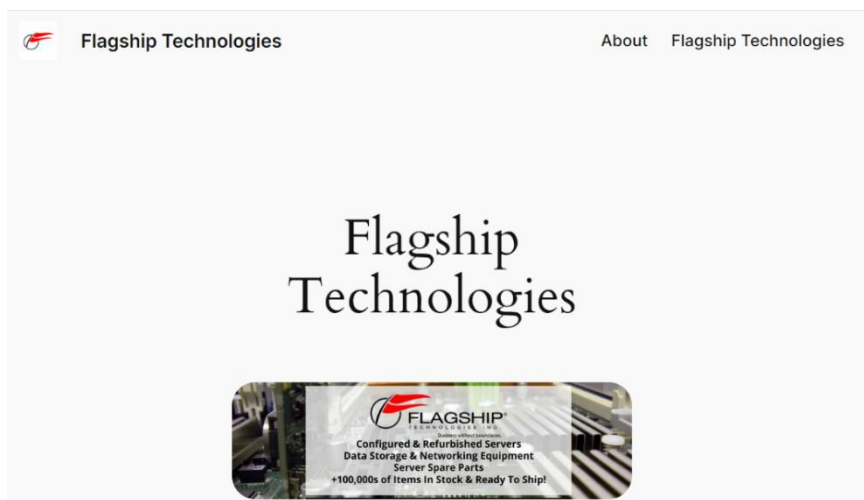
Overall, there is some basic SEO optimization in place, but there's room for improvement. Here are some suggestions:

- **Target a wider range of keywords:** While "custom-built computer servers" is a good starting point, you can also target long-tail keywords that are more specific to the needs of your ideal customers.
- **Create high-quality content:** Provide in-depth information about custom-built computer servers, including the different configurations available, the benefits of choosing custom-built servers over pre-built ones, and case studies of successful implementations.

- **Optimize on-page elements:** Ensure the title tag, meta description, and header tags are relevant to the content and include your target keywords.
- **Technical SEO optimization:** Focus on improving website speed, mobile-friendliness, and creating a sitemap.

For a more comprehensive SEO analysis, I would consider using a dedicated SEO audit tool. These tools can provide valuable insights into my website's technical SEO, on-page SEO, and off-page SEO (backlinks).

Here are screenshots of my hands-on learning of building a WordPress site that I will be using for my SEO Marketing Strategic Work-Plan semester project.





Variety of configurations & options to meet your requirement

Flagship Technologies is a leading reseller of refurbished computer servers, data storage, networking equipment, spare parts, and upgrades. **We also offer a custom build to order service for computers servers**, so you can get the exact configuration you need for your business.

Custom Build To Order Computer Servers



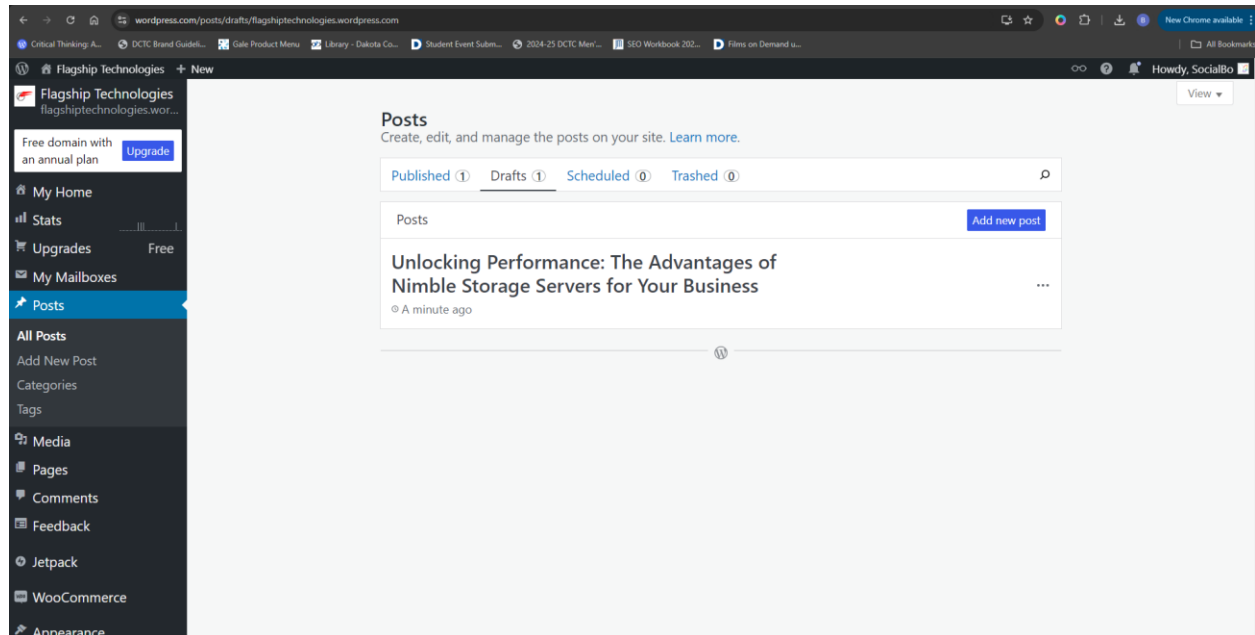
Here are some of the benefits of buying a custom built server from Flagship Technologies:

- You can get the exact configuration you need for your business.
- You can save money and help save on the environment by buying a refurbished server.
- Flagship Technologies offers a standard 90-day parts replacement warranty.
- We have a team of experienced technicians who can help you configure your server.



If you're looking for a custom built server, Flagship Technologies is a great option. We have a wide variety of servers to choose from, and our team of experts can help you configure the perfect server for your project or data center needs.

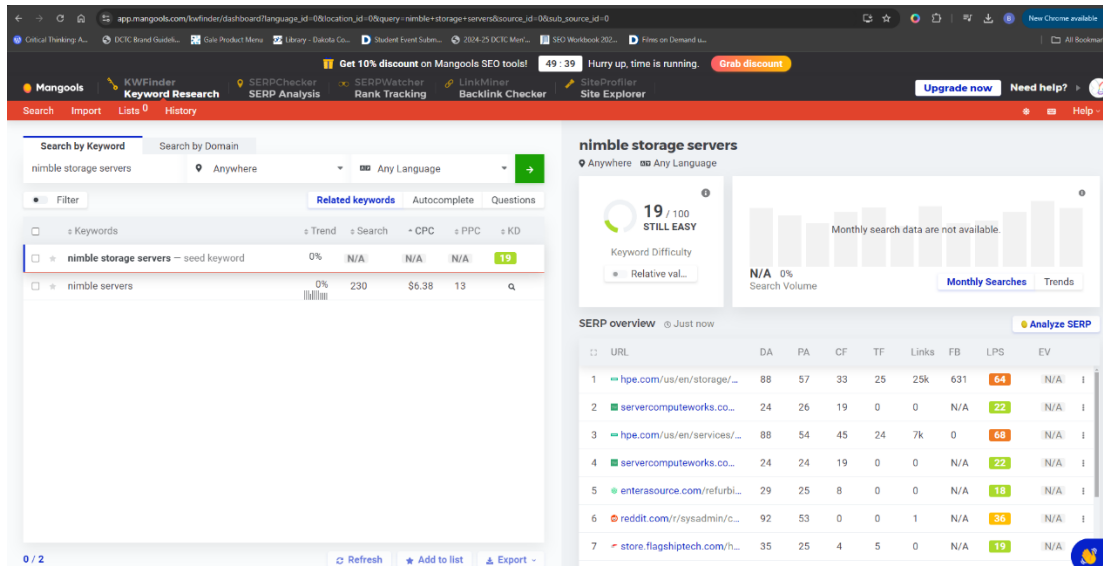
I will be adding a blog post ‘Unlocking Performance: **The Advantages of Nimble Storage Servers for Your Business**’ to this WordPress site as part of my SEO Project Workplan Semester project.



Uncovering Keyword Opportunities for Nimble Storage

I started by watching videos on keyword research tools, including, [UberSuggest](#), [Mangools KWfinder](#), and [Google Keywords](#). Then, I used [KWFinder](#) to find additional keywords and phrases related to my seed keywords. Here are the steps I took for the keyword selection exercise, along with screenshots for reference.

First, I used KWFinder.com through Mangools and signed up for the free trial. I searched for **Nimble Storage** and **Nimble Storage Server** and followed the steps for the assignment's keyword selection exercise. See screenshots below.

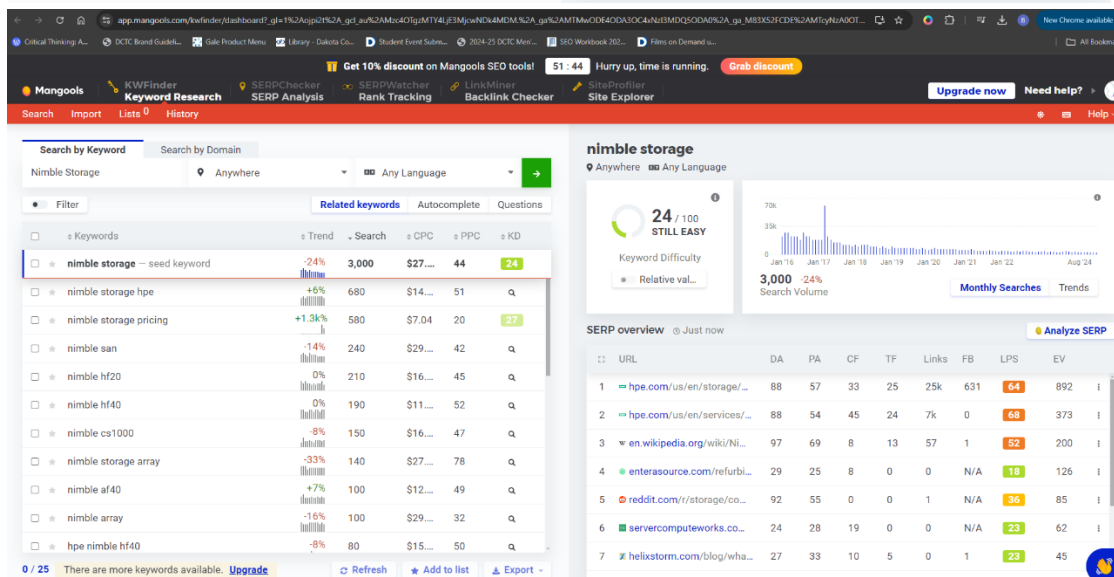


The screenshot shows the Mangools KWFinder interface. The search bar contains 'nimble storage servers'. The results table shows the following data:

Keywords	Trend	Search	CPC	PPC	KD
nimble storage servers – seed keyword	0%	N/A	N/A	N/A	19
nimble servers	0%	230	\$6.38	13	q

The SERP overview table shows the following data:

URL	DA	PA	CF	TF	Links	FB	LPS	EV
1 hpe.com/us/en/storage/...	88	57	33	25	25k	631	64	N/A
2 servercomputeworks.co...	24	26	19	0	0	N/A	22	N/A
3 hpe.com/us/en/services/...	88	54	45	24	7k	0	68	N/A
4 servercomputeworks.co...	24	24	19	0	0	N/A	22	N/A
5 enterasource.com/refurbi...	29	25	8	0	0	N/A	18	N/A
6 reddit.com/r/sysadmin/c...	92	53	0	0	1	N/A	36	N/A
7 store.flagshiptech.com/h...	35	25	4	5	0	N/A	19	N/A



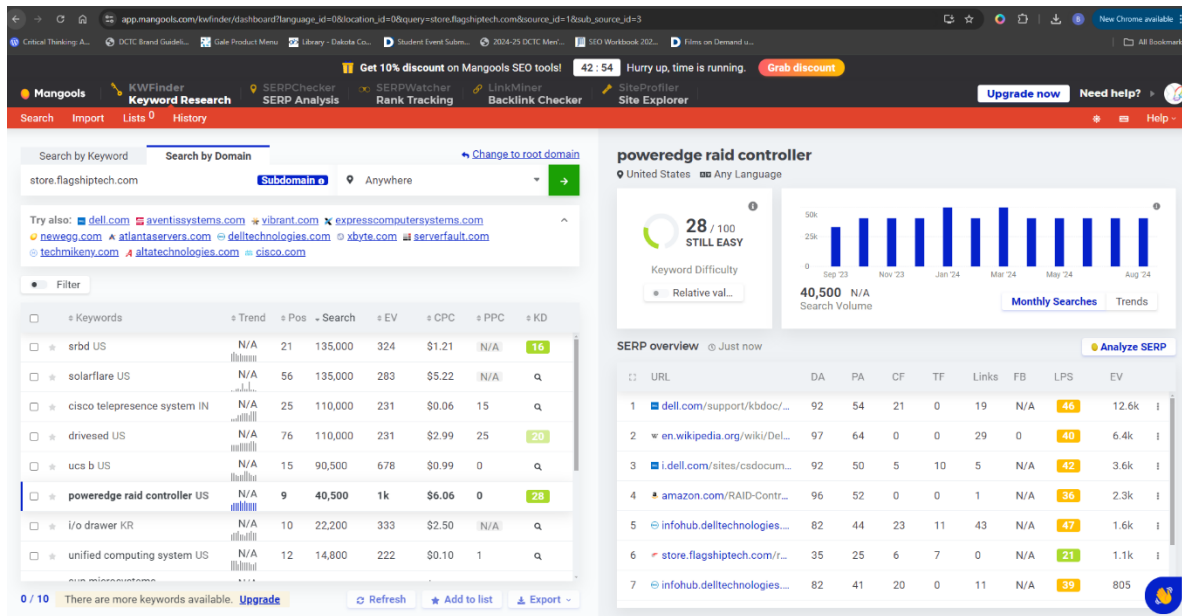
The screenshot shows the Mangools KWFinder interface. The search bar contains 'nimble storage'. The results table shows the following data:

Keywords	Trend	Search	CPC	PPC	KD
nimble storage – seed keyword	-24%	3,000	\$27...	44	24
nimble storage hpe	+6%	680	\$14...	51	q
nimble storage pricing	+1.3%	580	\$7.04	20	27
nimble san	-14%	240	\$29...	42	q
nimble hf20	0%	210	\$16...	45	q
nimble hf40	0%	190	\$11...	52	q
nimble cs1000	-8%	150	\$16...	47	q
nimble storage array	-33%	140	\$27...	78	q
nimble af40	+7%	100	\$12...	49	q
nimble array	-16%	100	\$29...	32	q
hpe nimble hf40	-9%	80	\$15...	50	q

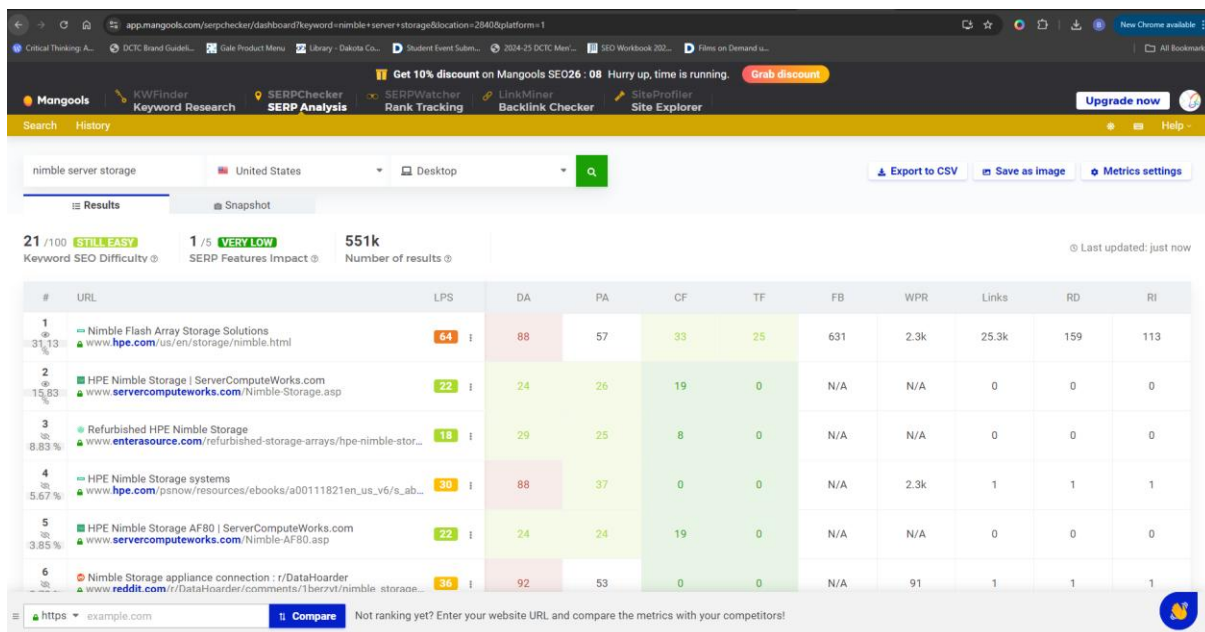
The SERP overview table shows the following data:

URL	DA	PA	CF	TF	Links	FB	LPS	EV
1 hpe.com/us/en/storage/...	88	57	33	25	25k	631	64	892
2 hpe.com/us/en/services/...	88	54	45	24	7k	0	68	373
3 en.wikipedia.org/wiki/Ni...	97	69	8	13	57	1	52	200
4 enterasource.com/refurbi...	29	25	8	0	0	N/A	18	126
5 reddit.com/r/storage/co...	92	55	0	0	1	N/A	36	85
6 servercomputeworks.co...	24	28	19	0	0	N/A	23	62
7 helixstorm.com/blog/wha...	27	33	10	5	0	1	23	45

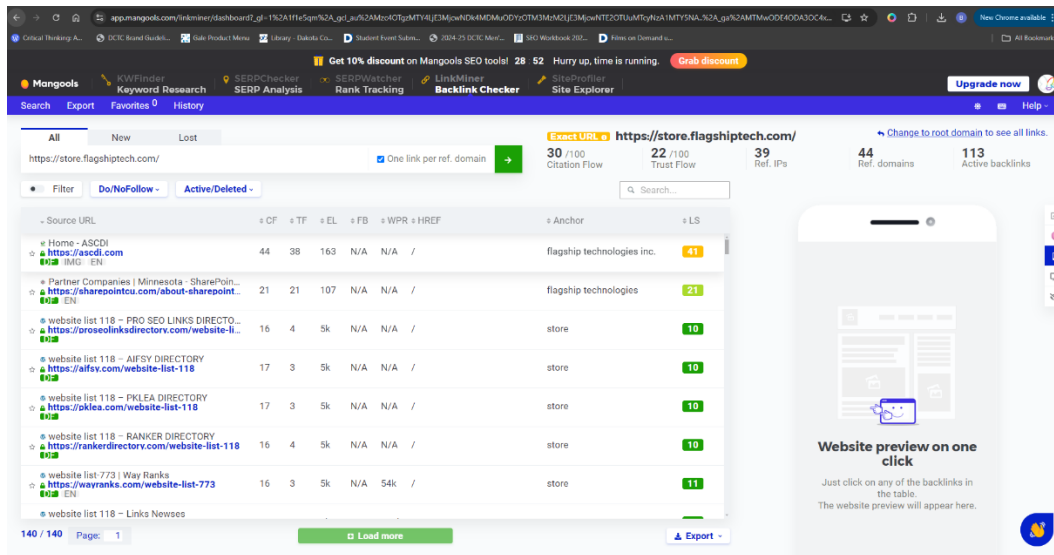
Next, I used the "Search by Domain" feature in KWFinder (<https://store.flagshiptech.com/>) to analyze a competitor's website. You can see the results in the screenshot below.



I then used the SERPChecker tool to identify websites ranking high for my chosen keywords. This exercise highlighted the importance of backlinks for SEO.



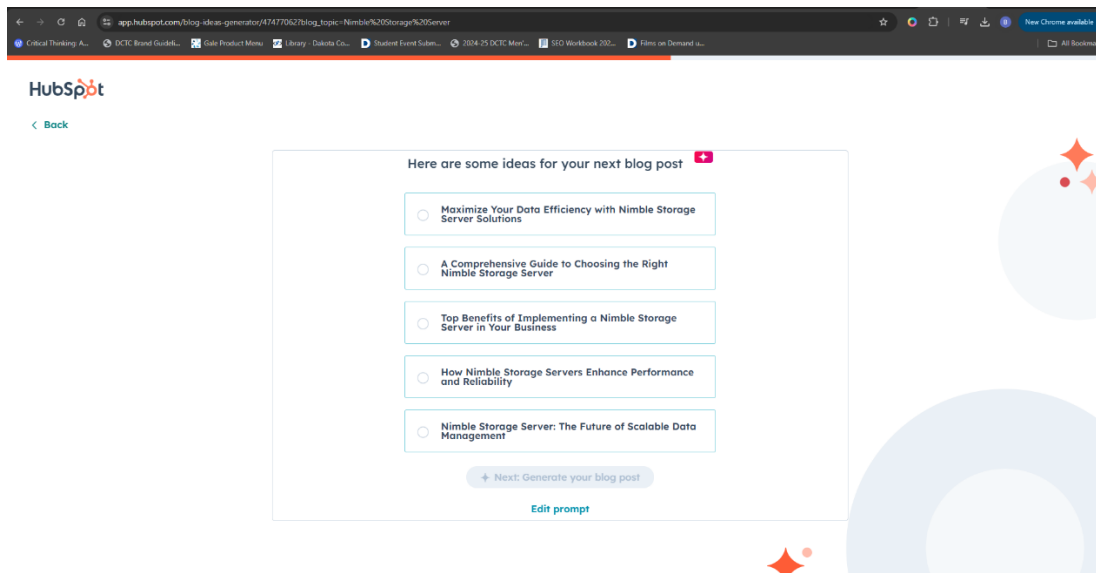
Following this, I used the LinkMiner tool to explore potential websites for acquiring backlinks to improve <https://store.flagshiptech.com/> website's SEO. You can see the captured results in the screenshot below.



The screenshot shows the Mangools LinkMiner dashboard. The target URL is <https://store.flagshiptech.com/>. The tool has identified 30 unique citation flows, 22 trust flows, 39 referring IPs, 44 referring domains, and 113 active backlinks. A table of backlinks is displayed, including sources like ASCDI, Partner Companies, and various directory listings. A sidebar on the right offers a 'Website preview on one click' feature.

Source URL	CF	TF	EL	FB	WPR	HREF	Anchor	LS
Home - ASCDI https://ascdi.com	44	38	163	N/A	N/A	/	flagship technologies inc.	41
Partner Companies Minnesota - SharePoint... https://sharepoint.com/about-sharepoint...	21	21	107	N/A	N/A	/	flagship technologies	21
website list 118 - PRO SEO LINKS DIRECTO... https://proseolinksdirectory.com/website-l...	16	4	5k	N/A	N/A	/	store	10
website list 118 - AFSV DIRECTORY https://afsv.com/website-list-118	17	3	5k	N/A	N/A	/	store	10
website list 118 - PKLEA DIRECTORY https://pklea.com/website-list-118	17	3	5k	N/A	N/A	/	store	10
website list 118 - RANKER DIRECTORY https://rankerdirectory.com/website-list-118	16	4	5k	N/A	N/A	/	store	10
website list 773 Way Ranks https://wayranks.com/website-list-773	16	3	5k	N/A	54k	/	store	11

Additionally, I utilized Hubspot's blog ideas generator to find inspiration for my next blog post. I entered "Nimble Storage Server" and captured a screenshot of the suggested topics. You can see them below.



The screenshot shows the HubSpot blog ideas generator interface. It has generated five suggestions for blog posts related to 'Nimble Storage Server'.

- ☐ Maximize Your Data Efficiency with Nimble Storage Server Solutions
- ☐ A Comprehensive Guide to Choosing the Right Nimble Storage Server
- ☐ Top Benefits of Implementing a Nimble Storage Server in Your Business
- ☐ How Nimble Storage Servers Enhance Performance and Reliability
- ☐ Nimble Storage Server: The Future of Scalable Data Management

Buttons for 'Next: Generate your blog post' and 'Edit prompt' are visible at the bottom.

Mastering Keyword Research and SEO: Lessons Learned

Through this exercise, I gained valuable skills in using keyword research tools effectively to identify relevant keywords for my business and analyze competitor strategies. I also gained a deeper understanding of the importance of backlinks for SEO.

Link to my blog:

<https://flagshiptechnologies.wordpress.com/2024/10/06/maximizing-performance-and-efficiency-with-refurbished-nimble-storage-servers/>

Maximizing Performance and Efficiency with Refurbished Nimble Storage Servers

In today's rapidly evolving IT landscape, businesses are constantly seeking innovative ways to enhance their infrastructure and boost performance. One effective strategy is to invest in a refurbished custom-built Nimble Storage server from Flagship Technologies.

Why Choose a Refurbished Nimble Storage Server?

Refurbished Nimble Storage servers offer several advantages over new ones, including:

- **Cost-effective:** Refurbished servers are typically more affordable than their brand-new counterparts without sacrificing quality or performance.
- **Proven reliability:** Nimble Storage is renowned for its reliable and efficient storage solutions, and refurbished models often come with warranties and guarantees.
- **Environmental sustainability:** Opting for a refurbished server reduces electronic waste and contributes to a more sustainable future.

Flagship Technologies: Your Trusted Partner

Flagship Technologies specializes in providing high-quality refurbished IT equipment, including Nimble Storage servers. Their team of experts carefully refurbishes each server to ensure it meets the highest standards of performance and reliability.

Key Benefits of a Refurbished Nimble Storage Server from Flagship Technologies:

- **Tailored solutions:** Flagship Technologies can customize a refurbished Nimble Storage server to meet your specific business needs and requirements.
- **Expert support:** Their team of professionals is available to provide ongoing support and assistance.
- **Competitive pricing:** Enjoy competitive pricing on a wide range of refurbished Nimble Storage servers.

Optimizing Your Infrastructure for Success

To maximize the performance and efficiency of your refurbished Nimble Storage server, consider the following tips:

1. Proper Configuration:

- **Storage policies:** Implement appropriate storage policies to ensure data is stored and accessed efficiently.
- **Data deduplication and compression:** Enable these features to reduce storage requirements and improve performance.
- **Thin provisioning:** Allocate storage space on an as-needed basis to optimize utilization.

2. Regular Maintenance:

- **Firmware updates:** Keep your Nimble Storage server's firmware up-to-date to benefit from the latest features and bug fixes.
- **Performance monitoring:** Regularly monitor key performance indicators (KPIs) to identify any bottlenecks or issues.
- **Capacity planning:** Proactively assess future storage needs to ensure adequate capacity.

3. Effective Backup and Disaster Recovery:

- **Backup strategies:** Implement robust backup procedures to protect your data from loss or corruption.
- **Disaster recovery planning:** Develop a comprehensive plan to restore your IT environment in case of a disaster.

4. Optimize Network Connectivity:

- **Network infrastructure:** Ensure your network infrastructure can handle the demands of your Nimble Storage server.
- **Network protocols:** Use appropriate network protocols and settings to optimize performance.

5. Consider Hybrid Cloud Solutions:

- **Leverage the cloud:** Explore hybrid cloud solutions to offload workloads or store cold data for cost savings.

A refurbished Nimble Storage server from Flagship Technologies can be a valuable asset to your business, providing a cost-effective and reliable storage solution. By following these optimization tips, you can maximize its performance, efficiency, and overall value.

Reference List:

Hewlett Packard Enterprise (HPE). 2024 [Website] HPE Nimble Storage.
<https://www.hpe.com/us/en/storage/nimble.html>.

10 Topic Ideas for a Blog Post on Refurbished Nimble Storage

- **The Benefits of Refurbished Nimble Storage:** Highlight the advantages of choosing refurbished over new, including cost savings, environmental benefits, and performance.
- **Comparing Refurbished Nimble Storage to New:** Directly compare features, reliability, and warranty options between refurbished and new units.
- **Choosing the Right Refurbished Nimble Storage Model:** Guide readers through selecting the appropriate model based on their specific needs, such as storage capacity, performance requirements, and budget.
- **Refurbished Nimble Storage: A Sustainable Choice:** Discuss the environmental impact of refurbishing and how it contributes to a greener IT infrastructure.
- **Common Myths About Refurbished Storage:** Address misconceptions about refurbished equipment, such as quality, reliability, and warranty coverage.
- **Case Studies: Successful Deployments of Refurbished Nimble Storage:** Share real-world examples of businesses that have benefited from using refurbished Nimble Storage.
- **Maximizing Performance and Efficiency with Refurbished Nimble Storage:** Provide tips on optimizing performance and reducing costs through proper configuration and maintenance.
- **Once I select a topic:** I can delve into the keyword research, content creation, and SEO optimization process.
- **Refurbished Nimble Storage: A Guide to Warranty and Support:** Explain the warranty coverage and support options available for refurbished Nimble Storage units, ensuring readers understand the level of service they can expect.

- **The Future of Refurbished Storage: Trends and Predictions:** Discuss the growing trend of refurbished technology and explore potential future developments in the refurbished storage market.
- **Refurbished Nimble Storage: A Cost-Effective Solution for Small and Medium Businesses:** Specifically address the needs of SMBs and highlight how refurbished Nimble Storage can provide a budget-friendly and reliable storage solution.

Here are 4 keywords that effectively capture the content of the blog post I chose, highlighted above:

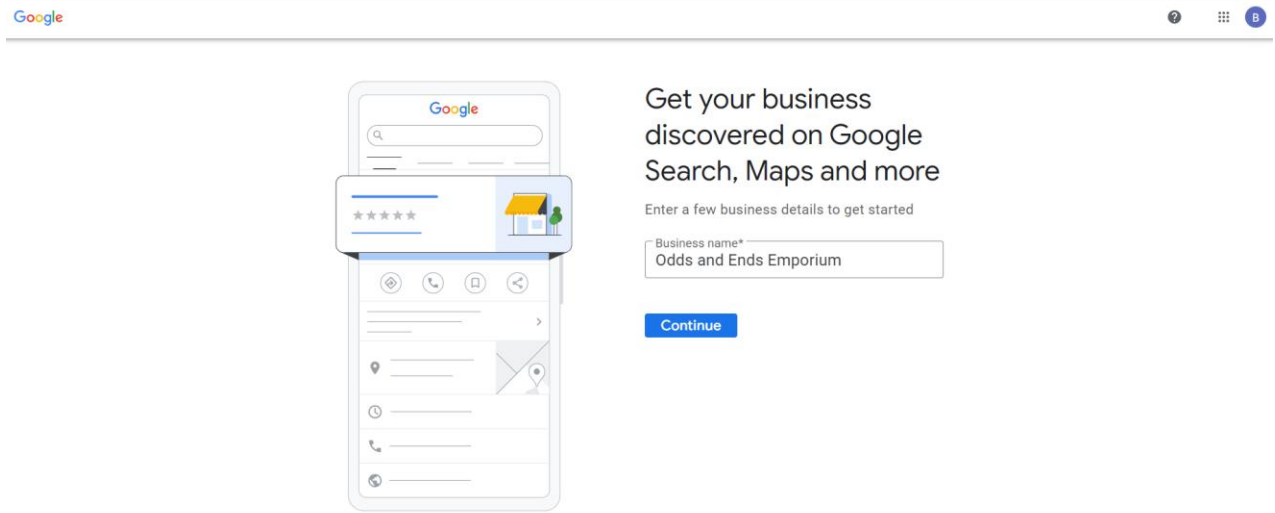
1. Refurbished Nimble Storage Servers
2. Performance and Efficiency
3. Cost-Effective Solution
4. Flagship Technologies

These keywords should help potential readers find my blog post when searching for information related to refurbished Nimble Storage servers, performance optimization, and cost-effective storage solutions.

Below are the steps I took to learn how to add my organization to Google My Business

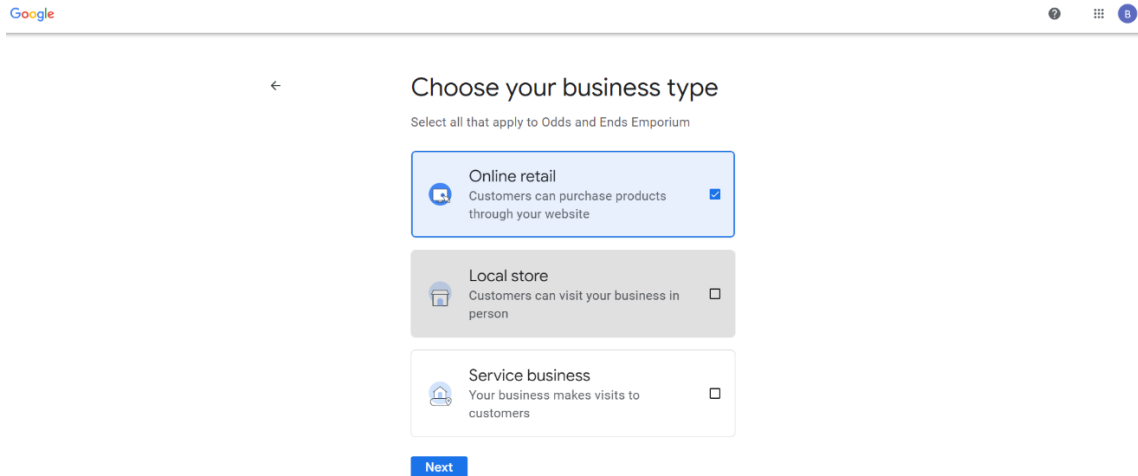
Step 1:

I entered my business name and clicked continued.



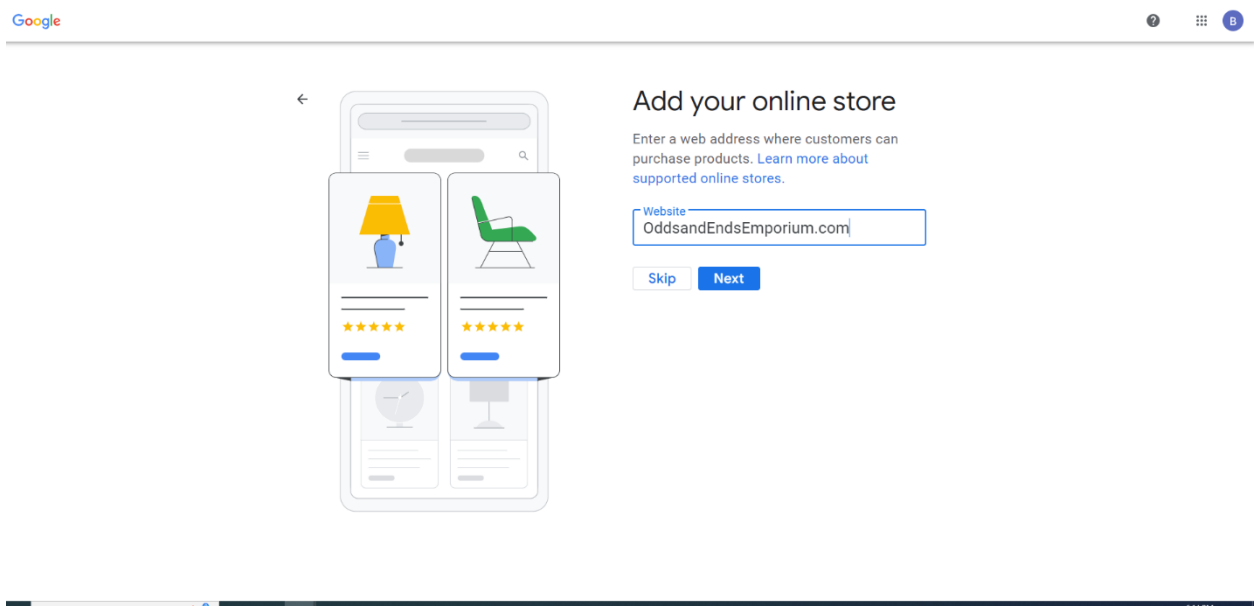
Step 2:

I selected 'Online retail'.



Step 3:

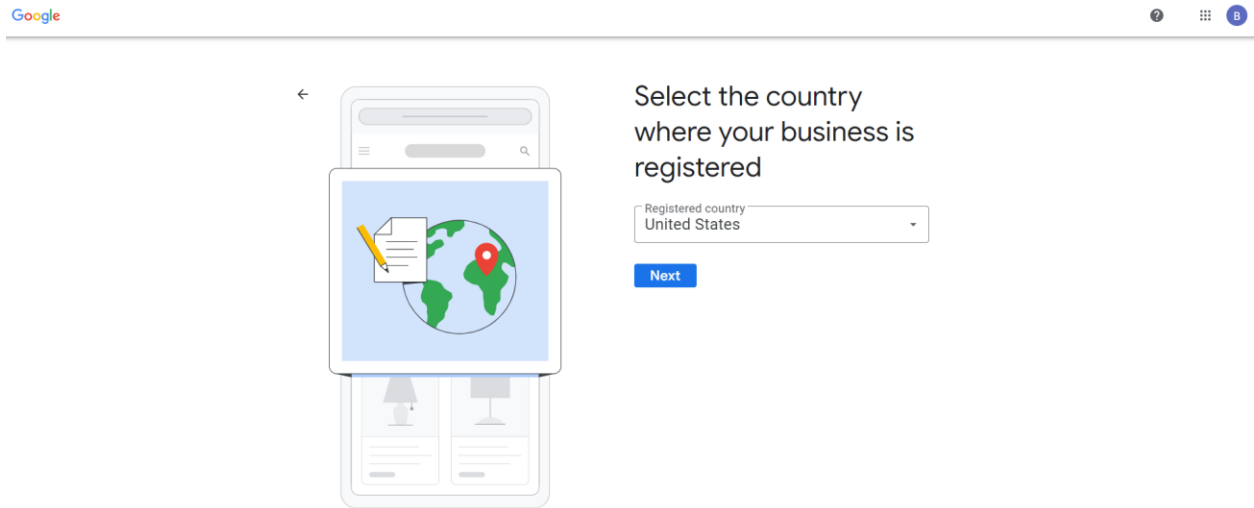
I added my website URL to the 'Add your online store' page.



The screenshot shows the 'Add your online store' step in the Google Business Profile setup process. On the left, there is a graphic of a smartphone displaying a website with a lamp and a chair, each with a five-star rating. On the right, the heading 'Add your online store' is followed by the instruction: 'Enter a web address where customers can purchase products. [Learn more about supported online stores.](#)'. Below this, there is a text input field labeled 'Website' containing the URL 'OddsandEndsEmporium.com'. At the bottom of the form, there are two buttons: 'Skip' and 'Next'.

Step 4:

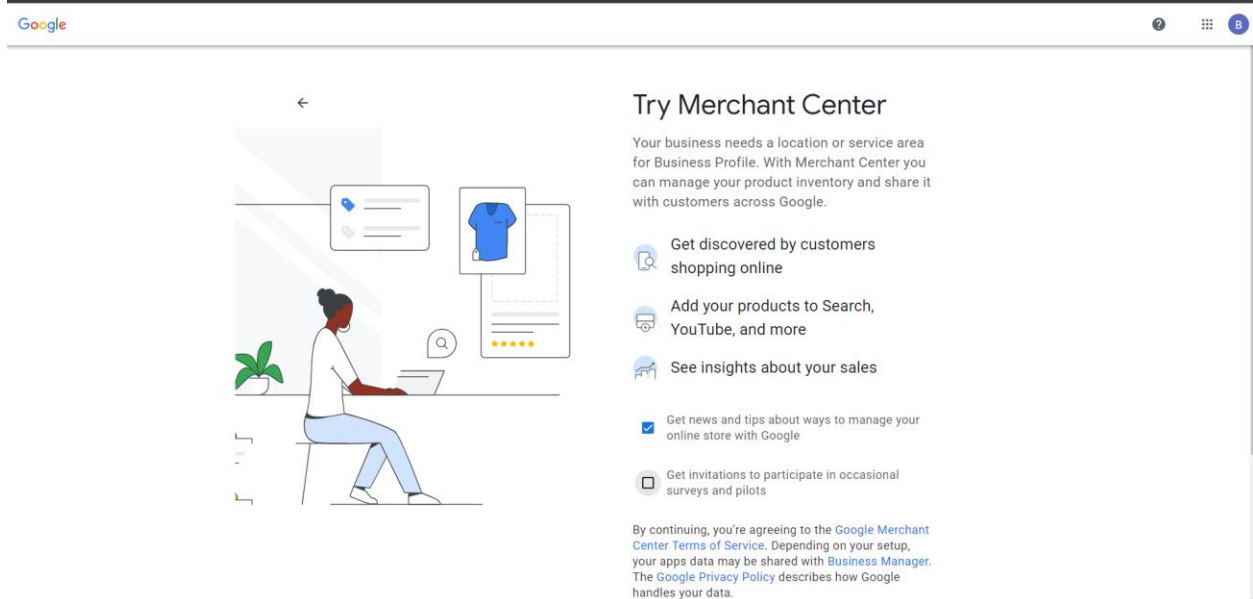
In the 'Registered country' field, I added the United States to register my business.



The screenshot shows the 'Select the country where your business is registered' step in the Google Business Profile setup process. On the left, there is a graphic of a smartphone displaying a globe with a red location pin and a document icon. On the right, the heading 'Select the country where your business is registered' is followed by a dropdown menu labeled 'Registered country' with 'United States' selected. Below the dropdown, there is a 'Next' button.

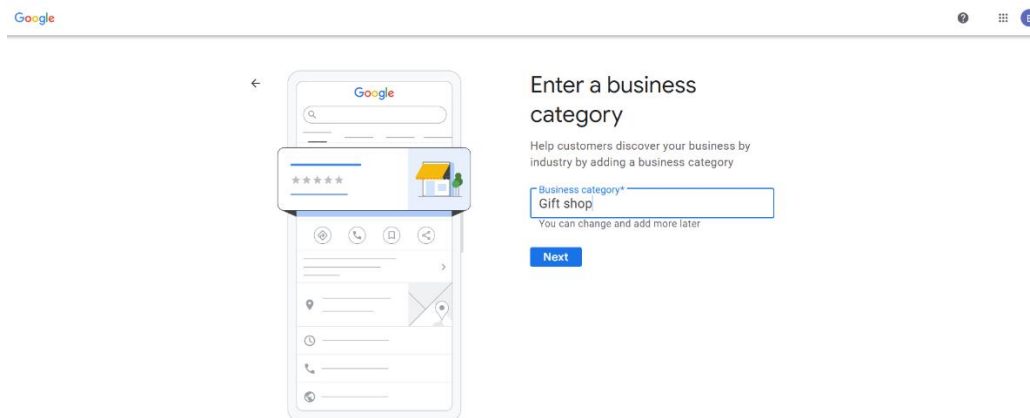
Step 5:

I selected the 'Get news and tips...' box.



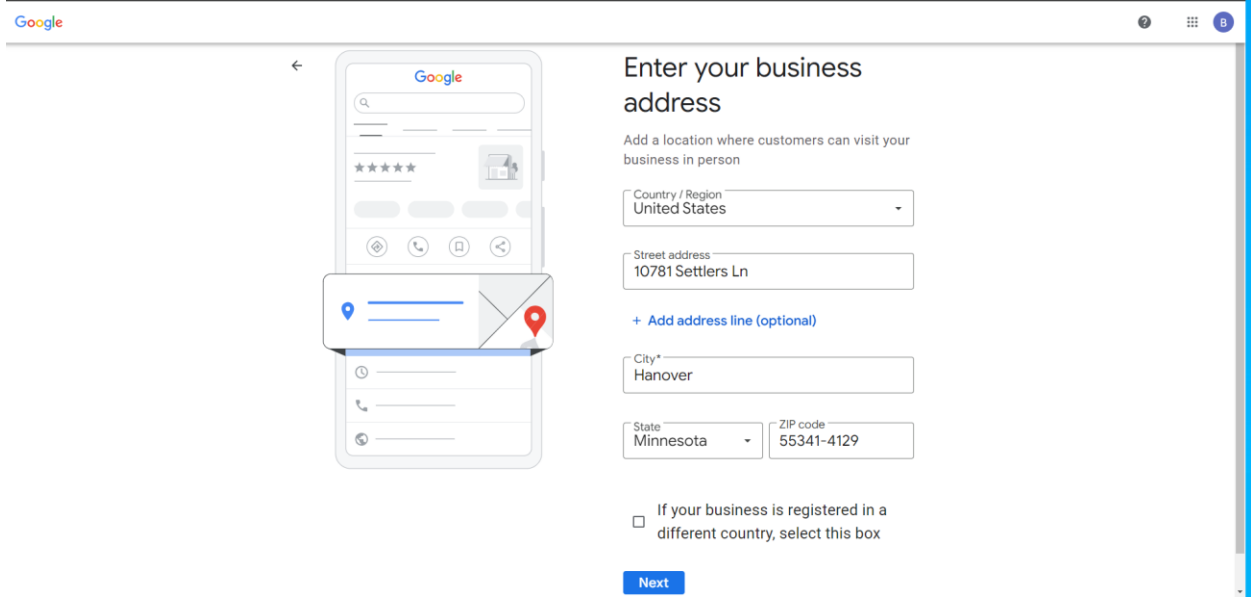
Step 6:

I added my business category.



Step 7:

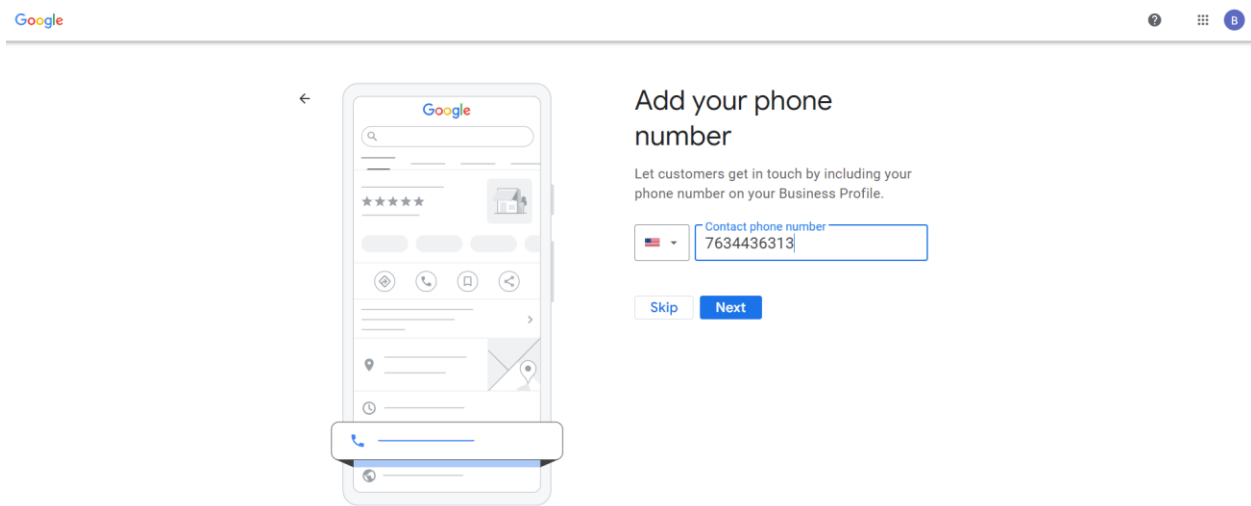
I Entered my business address.



The screenshot shows the Google Business Profile setup interface. On the left is a smartphone mockup displaying a business listing with a 5-star rating and a location pin. The main content area is titled 'Enter your business address' with the instruction 'Add a location where customers can visit your business in person'. The form includes a 'Country / Region' dropdown set to 'United States', a 'Street address' field with '10781 Settlers Ln', an optional '+ Add address line (optional)' link, a 'City*' field with 'Hanover', and 'State' and 'ZIP code' dropdowns set to 'Minnesota' and '55341-4129' respectively. A checkbox for 'If your business is registered in a different country, select this box' is unchecked. A blue 'Next' button is at the bottom.

Step 8:

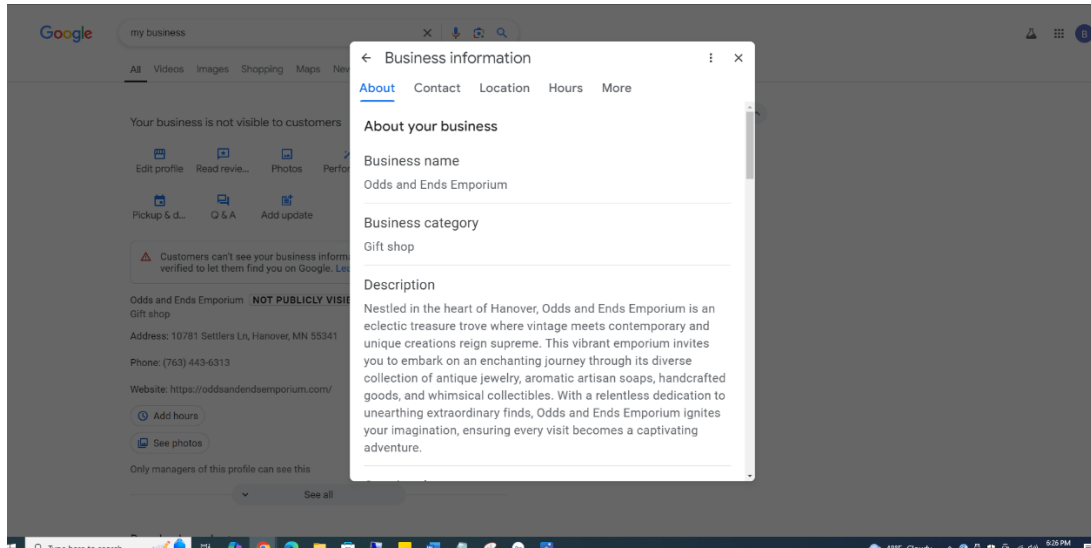
I added my business phone number.



The screenshot shows the Google Business Profile setup interface for adding a phone number. On the left is a smartphone mockup showing a business listing with a 5-star rating and a location pin. The main content area is titled 'Add your phone number' with the instruction 'Let customers get in touch by including your phone number on your Business Profile.' The form includes a country dropdown set to the United States and a 'Contact phone number' field with '7634436313'. 'Skip' and 'Next' buttons are at the bottom.

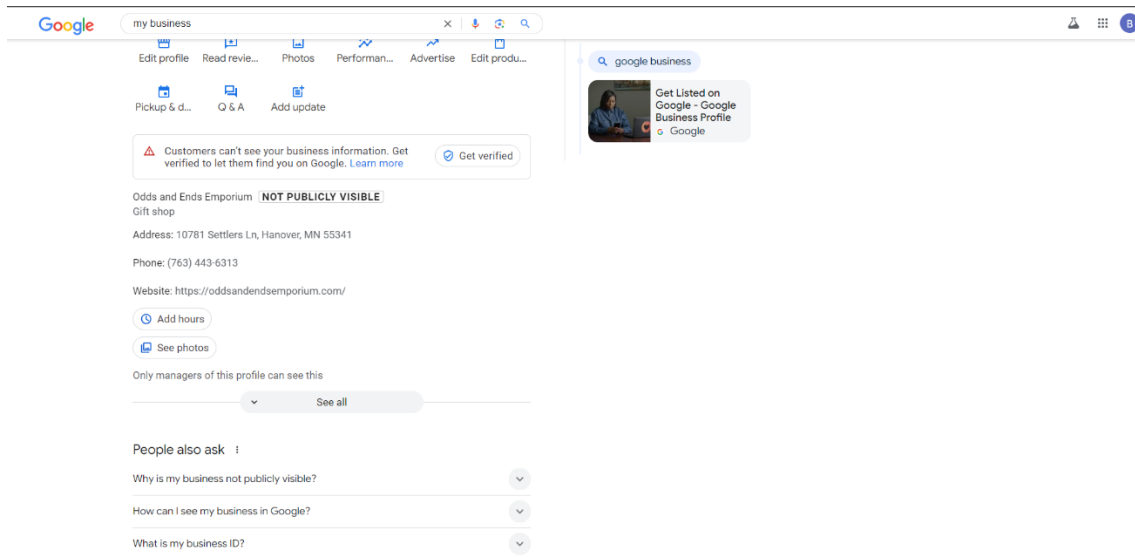
Step 9:

I added my business information, such as description.



Step 10:

The next step is to add high quality photos and verify my business with Google to make my business publicly visible.



What I Learned About Using Google Business Profile to Improve SEO

I learned that Google My Business (GMB) is a powerful tool that can significantly boost my local business's online visibility and attract more customers.

Here are 10 essential tips I have learned to optimize my GMB listing:

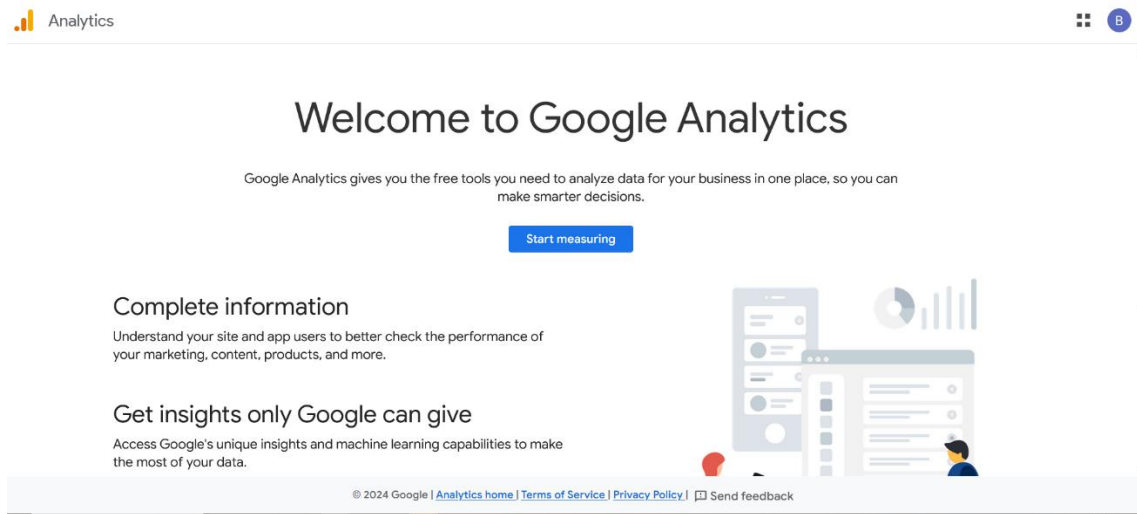
- **Claim My Business:** I will claim and verify my business listing on Google Maps to ensure accurate representation.
- **Complete My Profile:** I will fill out all sections of my profile, including business name, address, phone number, website, hours, and categories.
- **Choose the Right Categories:** I will select the primary category that best describes my business and consider adding secondary categories to increase visibility in search results.
- **Optimize My Business Description:** I will write a compelling description highlighting unique selling points and using relevant keywords.
- **Add High-Quality Photos:** I will showcase my business with eye-catching photos of products, services, and team.
- **Encourage Customer Reviews:** I will encourage customers to leave positive reviews to improve local SEO and build trust.
- **Respond to Reviews:** I will respond to all reviews, both positive and negative, promptly and professionally.
- **Post Regularly:** I will use Google Posts to share updates, promotions, and events.
- **Verify My Listing:** I will follow Google's verification process to ensure my listing is accurate and up-to-date.
- **Monitor My Analytics:** I will track GMB insights to understand customer behavior and make data-driven decisions.

By following these tips, I will be able to maximize the potential of my Google My Business listing and attract more customers to my business

Setting Up Google Analytics for My WordPress Site

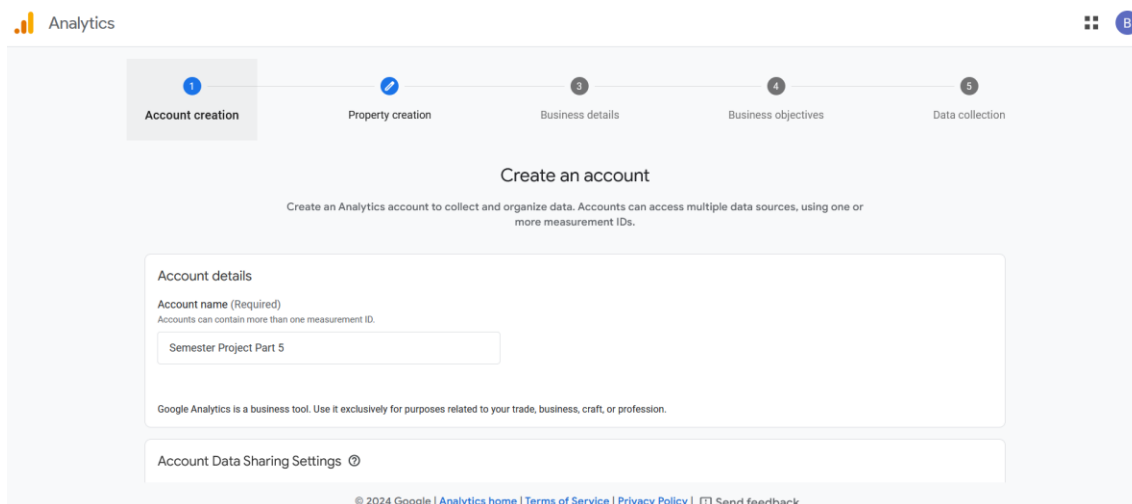
(<https://flagshiptechnologies.wordpress.com/>)

In setting up Google Analytics for my WordPress site, I embarked on a two-part journey. First, I created a central account to hold all website data. This involved navigating to the Google Analytics website and signing in with my Google Account. After clicking "Get Started Today," I progressed through the "Welcome to Google Analytics" page, selecting "Start Measuring" to begin account setup.



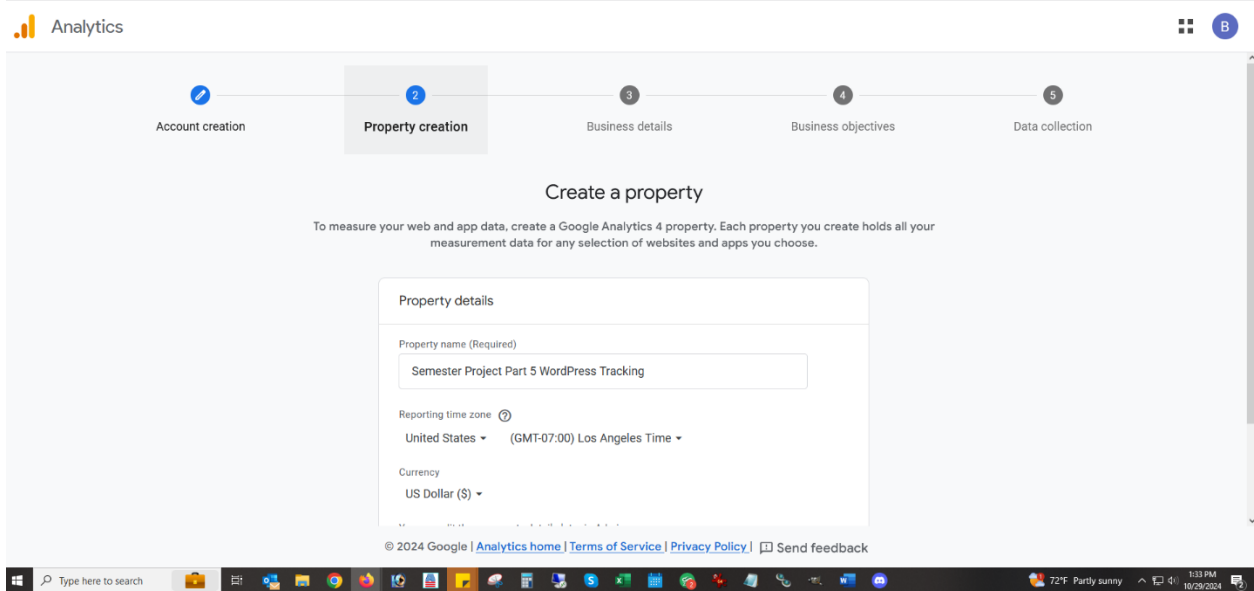
Account Setup:

Here, I choose a descriptive name for my account, "Semester Project Part 5". It could be something as simple as "Your Business Name."



Create a Property:

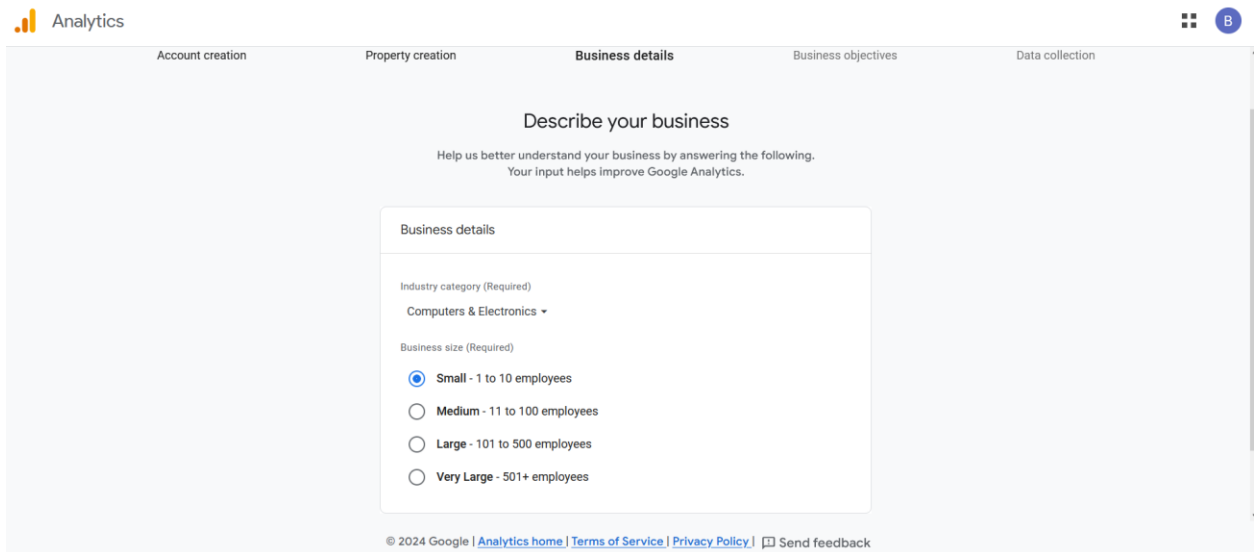
And here, I gave my property a name “Semester Project Part 5 Wordpress Tracking”.



The screenshot shows the Google Analytics 'Create a property' setup screen. At the top, there's a progress bar with five steps: 1. Account creation, 2. Property creation (highlighted), 3. Business details, 4. Business objectives, and 5. Data collection. Below the progress bar, the heading 'Create a property' is followed by a sub-heading 'To measure your web and app data, create a Google Analytics 4 property. Each property you create holds all your measurement data for any selection of websites and apps you choose.' The main form area is titled 'Property details' and contains three sections: 'Property name (Required)' with a text input field containing 'Semester Project Part 5 WordPress Tracking', 'Reporting time zone' with a dropdown menu set to 'United States' and '(GMT-07:00) Los Angeles Time', and 'Currency' with a dropdown menu set to 'US Dollar (\$)'. At the bottom of the form, there's a copyright notice '© 2024 Google' and links to 'Analytics home', 'Terms of Service', and 'Privacy Policy', along with a 'Send feedback' button. The Windows taskbar is visible at the bottom of the screen.

Describe My Business:

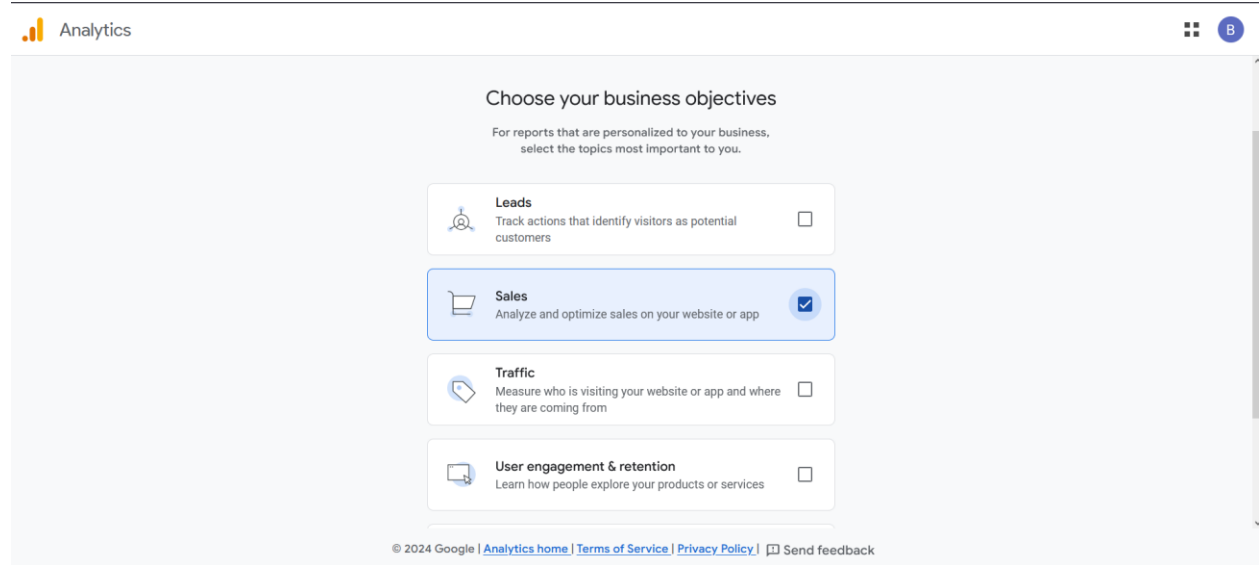
I selected Small – 1 to 10 employees for business size.



The screenshot shows the Google Analytics 'Describe your business' setup screen. At the top, there's a progress bar with five steps: 1. Account creation, 2. Property creation, 3. Business details (highlighted), 4. Business objectives, and 5. Data collection. Below the progress bar, the heading 'Describe your business' is followed by a sub-heading 'Help us better understand your business by answering the following. Your input helps improve Google Analytics.' The main form area is titled 'Business details' and contains two sections: 'Industry category (Required)' with a dropdown menu set to 'Computers & Electronics', and 'Business size (Required)' with four radio button options: 'Small - 1 to 10 employees' (selected), 'Medium - 11 to 100 employees', 'Large - 101 to 500 employees', and 'Very Large - 501+ employees'. At the bottom of the form, there's a copyright notice '© 2024 Google' and links to 'Analytics home', 'Terms of Service', and 'Privacy Policy', along with a 'Send feedback' button. The Windows taskbar is visible at the bottom of the screen.

Choose My Objective:

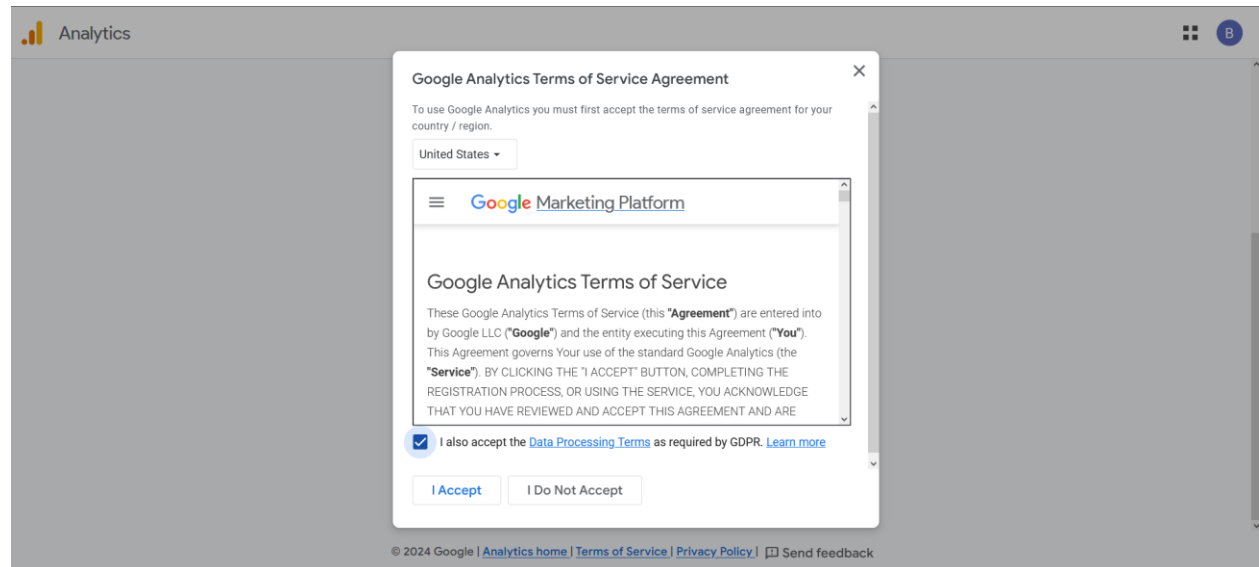
I then selected “Sales” for my objective.



The screenshot shows the Google Analytics interface for selecting business objectives. The header includes the Analytics logo and a user profile icon. The main heading is "Choose your business objectives" with a subtext: "For reports that are personalized to your business, select the topics most important to you." There are four objective cards: "Leads" (Track actions that identify visitors as potential customers), "Sales" (Analyze and optimize sales on your website or app), "Traffic" (Measure who is visiting your website or app and where they are coming from), and "User engagement & retention" (Learn how people explore your products or services). The "Sales" card is highlighted with a blue border and a checked checkbox. The footer contains copyright information and links to Analytics home, Terms of Service, Privacy Policy, and a feedback button.

Google Terms of Service Agreement:

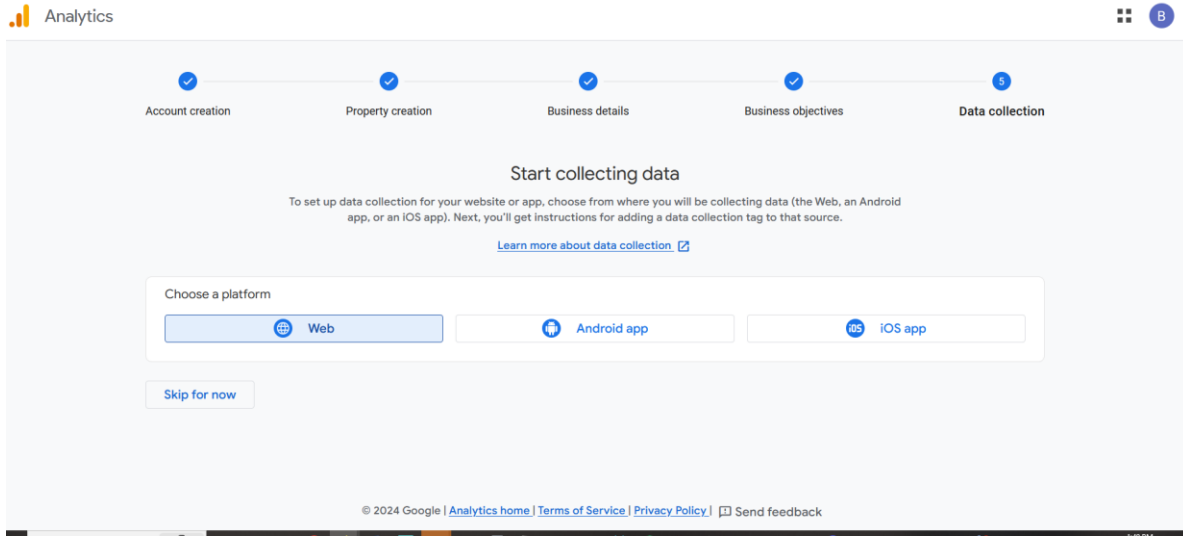
Here, I agreed to the Google Terms of Service and Data Collection policies.



The screenshot shows a modal dialog box titled "Google Analytics Terms of Service Agreement". It contains the text: "To use Google Analytics you must first accept the terms of service agreement for your country / region." Below this is a dropdown menu set to "United States". The main content area displays the "Google Analytics Terms of Service" with a summary of the agreement. At the bottom, there is a checked checkbox for "I also accept the Data Processing Terms as required by GDPR. Learn more" and two buttons: "I Accept" (highlighted in blue) and "I Do Not Accept". The footer of the dialog box includes copyright information and links to Analytics home, Terms of Service, Privacy Policy, and a feedback button.

Data Collection:

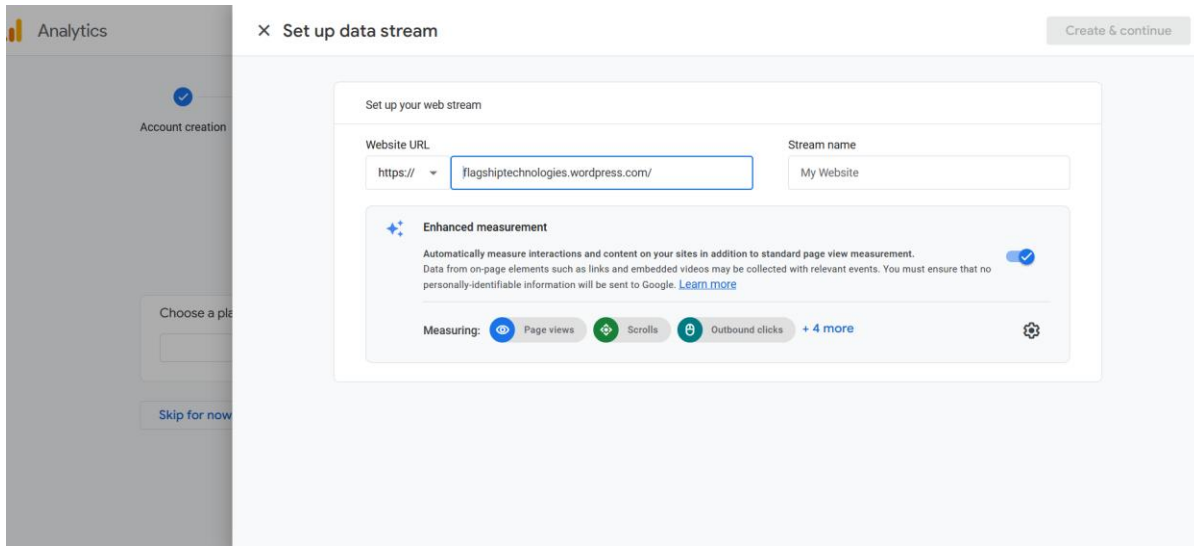
I selected “Web” for my property type.



The screenshot shows the Google Analytics 'Start collecting data' setup screen. At the top, there's a progress bar with five steps: 'Account creation' (checked), 'Property creation' (checked), 'Business details' (checked), 'Business objectives' (checked), and 'Data collection' (active, indicated by a blue circle with the number 5). Below the progress bar, the heading 'Start collecting data' is followed by a sub-heading 'To set up data collection for your website or app, choose from where you will be collecting data (the Web, an Android app, or an iOS app). Next, you'll get instructions for adding a data collection tag to that source.' A link 'Learn more about data collection' is provided. Below this, a 'Choose a platform' section contains three buttons: 'Web' (selected, highlighted in blue), 'Android app', and 'iOS app'. A 'Skip for now' button is also present. At the bottom, there's a footer with copyright information and links to 'Analytics home', 'Terms of Service', 'Privacy Policy', and a 'Send feedback' button.

Set Up Data Stream:

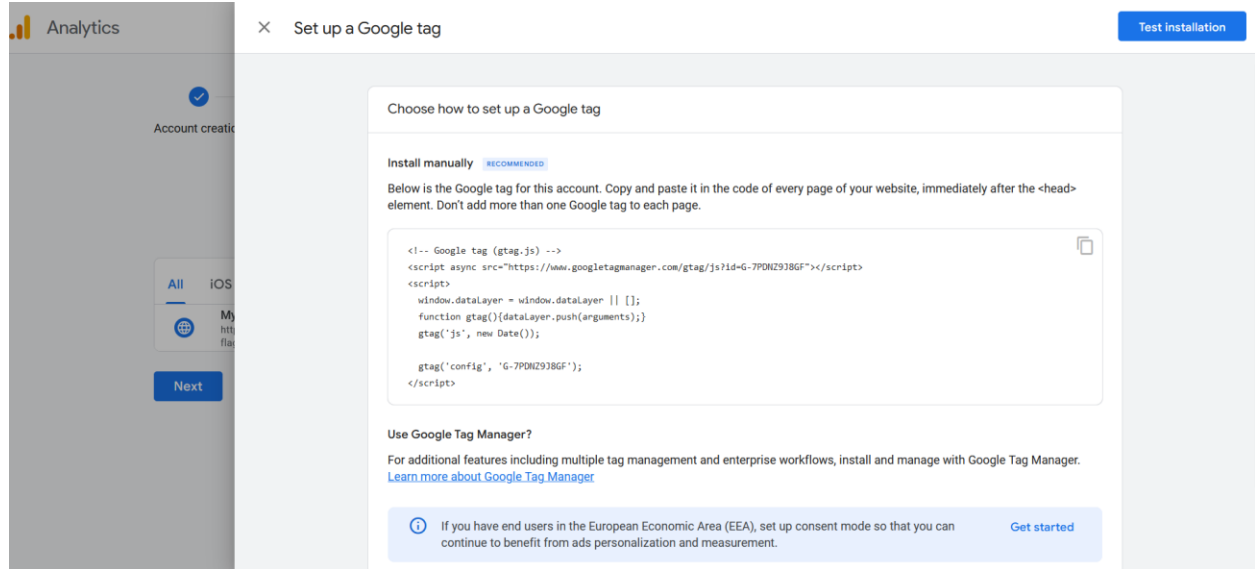
I added my website URL and then created a stream name “My Website”.



The screenshot shows the Google Analytics 'Set up data stream' screen. The title is 'Set up data stream' with a close button (X) and a 'Create & continue' button. The main section is 'Set up your web stream'. It contains two input fields: 'Website URL' (with a dropdown menu showing 'https://' and a text box containing 'flagshiptechnologies.wordpress.com/') and 'Stream name' (with a text box containing 'My Website'). Below these fields, there's a section for 'Enhanced measurement' with a sub-heading 'Automatically measure interactions and content on your sites in addition to standard page view measurement.' and a checkbox that is checked. A link 'Learn more' is provided. At the bottom, there's a 'Measuring:' section with three buttons: 'Page views' (selected, highlighted in blue), 'Scrolls', and 'Outbound clicks', followed by a '+ 4 more' button and a settings gear icon.

Google Tag & Google Tag ID:

I now have the Google Tag and Google Tag ID, which I'll need to integrate with my website to activate data tracking.



Google Tag:

```
<!-- Google tag (gtag.js) -->
```

```
<script async src="https://www.googletagmanager.com/gtag/js?id=G-7PDNZ9J8GF"></script>
```

```
<script>
```

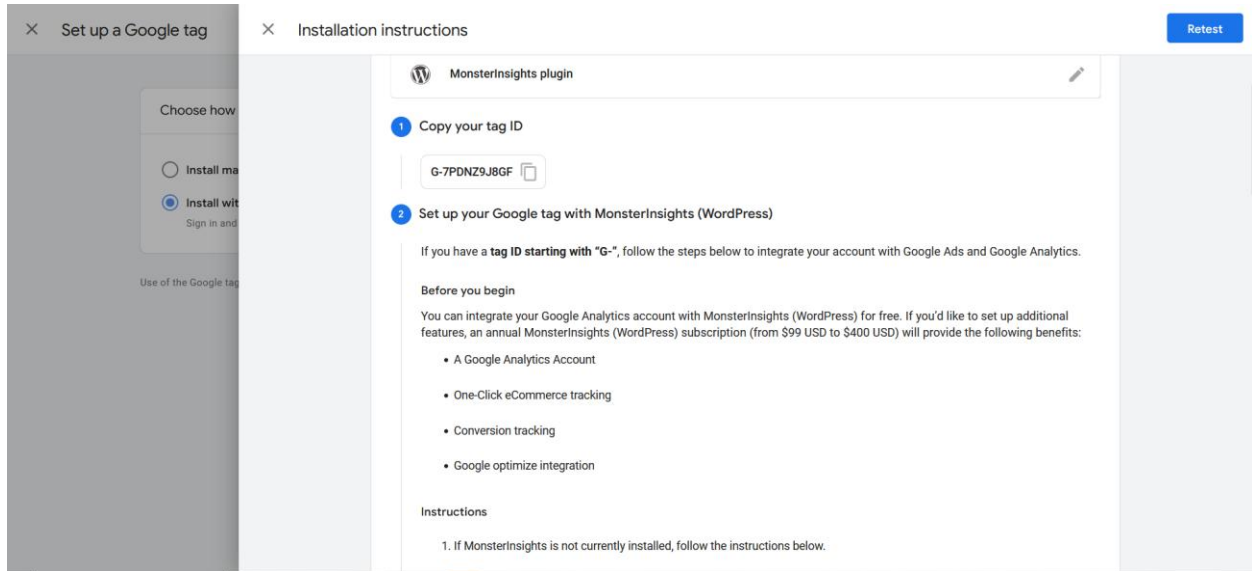
```
  window.dataLayer = window.dataLayer || [];
```

```
  function gtag(){dataLayer.push(arguments);}
```

```
  gtag('js', new Date());
```

```
  gtag('config', 'G-7PDNZ9J8GF');
```

```
</script>
```



The screenshot shows the 'Installation instructions' tab for the MonsterInsights plugin. It displays the Google Tag ID 'G-7PDNZ9J8GF' and provides step-by-step instructions for setting up the Google tag with MonsterInsights (WordPress). The instructions include a 'Before you begin' section explaining the benefits of integration and a list of features like Google Analytics Account, One-Click eCommerce tracking, Conversion tracking, and Google optimize integration.

Set up a Google tag

Installation instructions

MonsterInsights plugin

1 Copy your tag ID

G-7PDNZ9J8GF

2 Set up your Google tag with MonsterInsights (WordPress)

If you have a tag ID starting with "G-", follow the steps below to integrate your account with Google Ads and Google Analytics.

Before you begin

You can integrate your Google Analytics account with MonsterInsights (WordPress) for free. If you'd like to set up additional features, an annual MonsterInsights (WordPress) subscription (from \$99 USD to \$400 USD) will provide the following benefits:

- A Google Analytics Account
- One-Click eCommerce tracking
- Conversion tracking
- Google optimize integration

Instructions

1. If MonsterInsights is not currently installed, follow the instructions below.

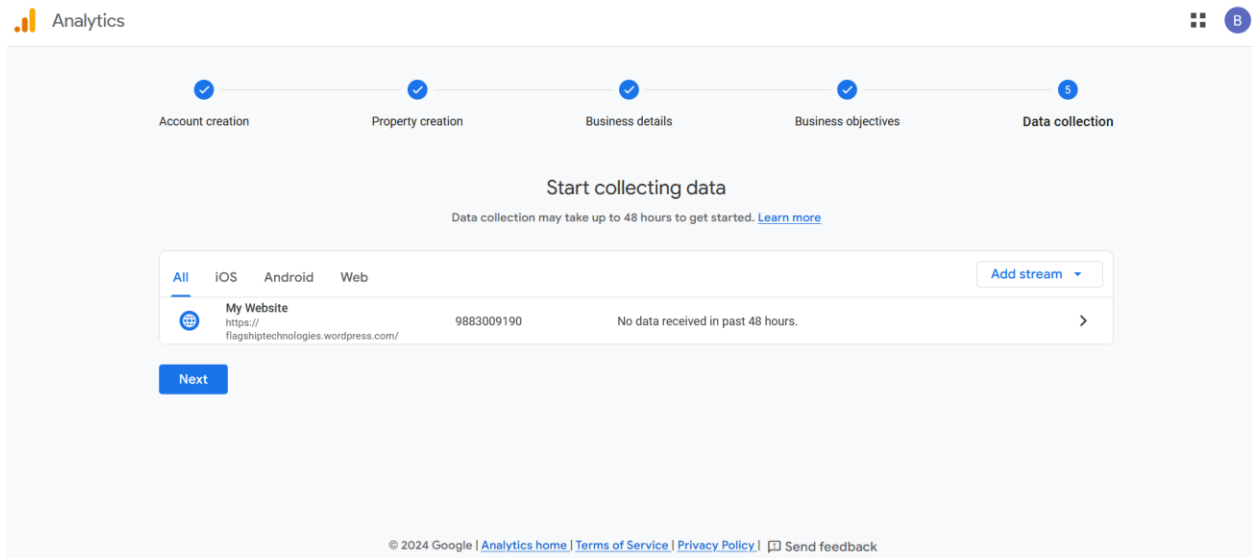
Retest

Google Tag ID:

G-7PDNZ9J8GF

Start Collecting Data:

I can now start tracking my website's data.



The screenshot shows the 'Start collecting data' screen in Google Analytics. It displays a progress bar with five steps: Account creation, Property creation, Business details, Business objectives, and Data collection. The 'Data collection' step is currently active. Below the progress bar, there is a section titled 'Start collecting data' with a link to 'Learn more'. A table lists the data streams, showing 'My Website' with the URL 'https://flagshiptechnologies.wordpress.com/' and the ID '9883009190'. The table indicates that no data has been received in the past 48 hours. A 'Next' button is visible at the bottom left.

Analytics

Account creation

Property creation

Business details

Business objectives

Data collection

Start collecting data

Data collection may take up to 48 hours to get started. [Learn more](#)

All iOS Android Web

Add stream

My Website

https://flagshiptechnologies.wordpress.com/

9883009190

No data received in past 48 hours.

Next

© 2024 Google | [Analytics home](#) | [Terms of Service](#) | [Privacy Policy](#) | [Send feedback](#)

In conclusion, the entire experience was straightforward, allowing me to establish a foundation for monitoring website visitor behavior.

SEO Strategic Workplan for Flagship Technologies Nimble Storage Servers

Understanding the Target Audience and Keywords

Target Audience:

- IT professionals, systems administrators
- Data center managers
- Business decision-makers looking for storage solutions

Identify Primary Keywords:

- Nimble Storage
- Flagship Technologies
- Storage servers
- Data storage
- Flash storage
- Hybrid flash storage
- Data center solutions
- Cloud storage

Identify Secondary Keywords: Specific product keywords & Long-tail keywords

- Data Center SAN storage
- NAS storage
- Data deduplication
- Data compression
- High availability
- Scalability
- Performance optimization
- Data protection

Utilize Keyword Research Tools:

- Google Keyword Planner
- SEMrush
- Ahrefs

Content Creation:

- **High-Quality, Keyword-Optimized Content:**
 - Develop comprehensive content that addresses the needs and questions of the target audience, incorporating relevant keywords.

- Create a variety of content formats, including blog posts, articles, case studies, whitepapers, and technical documentation, on topics such as:
 - Benefits of Nimble Storage servers
 - Comparative analysis of competitors
 - Real-world use cases and success stories
 - Detailed technical specifications and features
 - Best practices for deployment and management

On-Page SEO:

- **Title Tags:** Optimize title tags for each page, including primary keywords.
- **Meta Descriptions:** Write compelling meta descriptions that include relevant keywords and encourage clicks.
- **Header Tags (H1, H2, H3):** Use header tags to structure content and incorporate keywords naturally.
- **Image Alt Text:** Add descriptive alt text to images, including relevant keywords.
- **Internal Linking:** Build a strong internal linking structure to distribute link equity and improve user experience.

Technical SEO

- **Website Speed:**
 - Optimize website speed by minifying CSS and JavaScript files, compressing images, and leveraging browser caching.
- **Mobile-Friendliness:**
 - Ensure the website is fully responsive and optimized for mobile devices.
- **XML Sitemap:**
 - Create and submit an XML sitemap to search engines to help them crawl and index your website.
- **Robots.txt:**
 - Use a robots.txt file to instruct search engines which pages to crawl and which to avoid.
- **Canonicalization:**
 - Implement canonical tags to prevent duplicate content issues.

Off-Page SEO

- **Link Building:**
 - Build high-quality backlinks from authoritative websites in the IT and technology industry.

- Use techniques such as guest blogging, outreach, and broken link building.
- **Social Media Marketing:**
 - Create and share engaging content on social media platforms to increase brand visibility and drive traffic to your website.
- **Local SEO (if applicable):**
 - Optimize for local search if you have a physical location or serve a specific geographic area.

Ongoing Monitoring and Analysis

- **Keyword Ranking:**
 - Use tools like Google Search Console and SEMrush to monitor and track the ranking of your target keywords in search engine results pages (SERP).
- **Website Traffic:**
 - Monitor website traffic and analyze user behavior to identify areas for improvement.
- **Conversion Rates:**
 - Track conversion rates (e.g., leads, sales) to measure the effectiveness of your SEO efforts.
- **Google Analytics:**
 - Use Google Analytics to gather data on website performance and user behavior.
- **Search Console:**
 - Utilize Google Search Console to identify and address any SEO issues.

By following this SEO strategic workplan, Flagship Technologies can improve the visibility of their Nimble Storage servers in search engine results and attract more qualified leads.