

— SEARCH & AEO · MONTHLY PROGRAM

SEO, done properly.

A real tool stack and a real audit cadence, run continuously against Search Console data — not a keyword list handed off once and forgotten.

Screaming Frog

Lighthouse

PageSpeed Insights

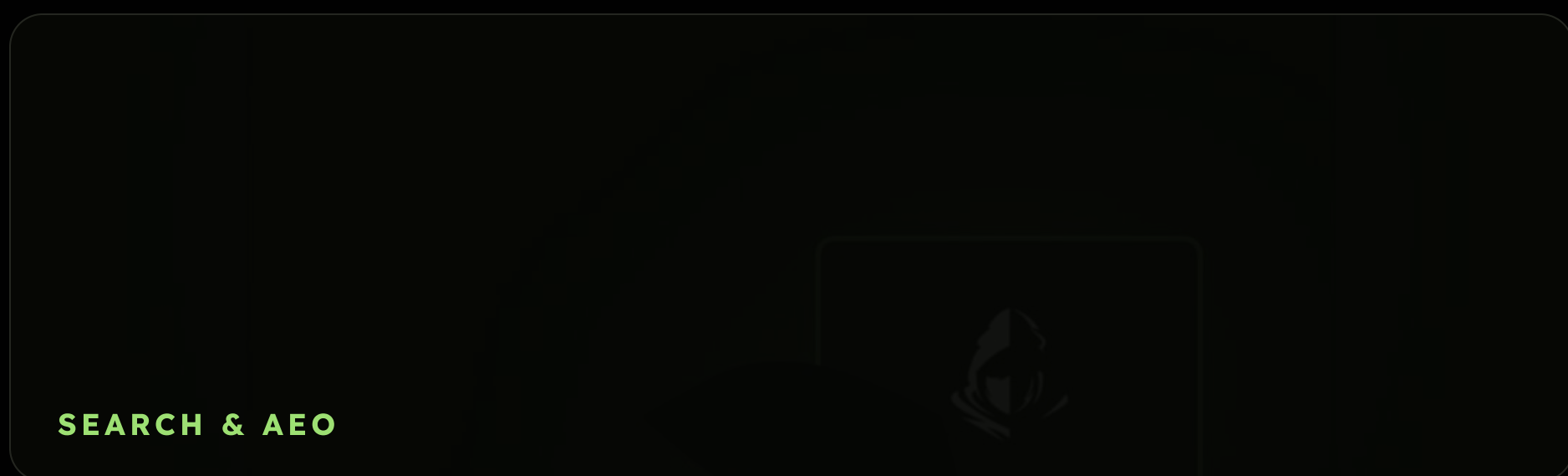
Ahrefs

Semrush

— HOW IT WORKS

What runs on every engagement

Each practice exists to prevent a specific way SEO work quietly fails.



1

People-first content

Written to answer the query completely — not stuffed to hit a word count.

2

Anti-cannibalization & topical mapping

Your pages never compete for the same query. Coverage planned as a topic, like a specialist publication.

3

EEAT hardening & depth checks

Trust signals and a depth bar every page clears before it ships.

4

AEO & JSON-LD schema

Content structured so answer engines can quote you, with machine-readable markup where it qualifies.

5

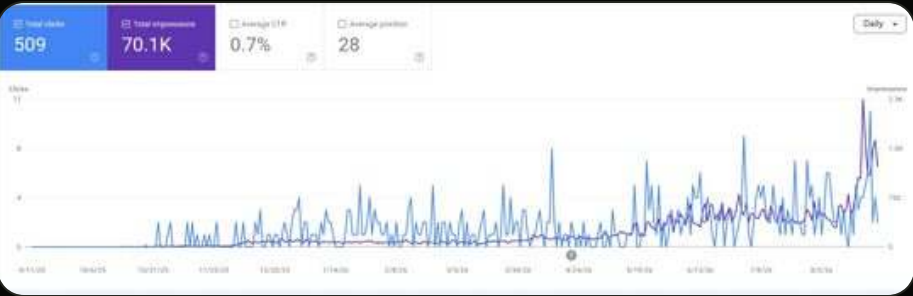
Continuous rank-driven adjustment

Position and CTR movement in Search Console drive the next change — pages get revisited, not abandoned.

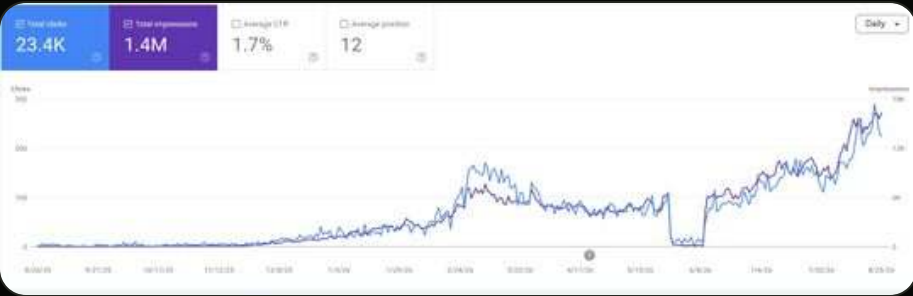
— PROOF, NOT CLAIMS

Real Search Console performance

Domains and querying details redacted — numbers untouched. More snapshots on shadowsoftware.com/what-we-do.



Client engagement — 12-month impressions trending up.



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“We used to pay \$2,500 a month to a Florida agency. We switched to Shadow Software — a fraction of that cost, and the results doubled in about three months. I don’t want to keep tabs on the tools; that’s why we pay them.”

— Client testimonial, real estate industry

— PAIRS WELL WITH

Launch-day demand stack

Search visibility pairs with outbound and a clean entity foundation — especially when shipping new software.



Cold email outreach

Dedicated domains, warmup, and reply-driven copy — outbound running alongside organic from day one.

From \$1,200 / month



60-Min Jurisdiction Consult

Residency and incorporation clarity before you scale marketing spend.

\$119 · one session



60-Min Software Development Consult

Scope the product and map SEO + outbound to your launch timeline.

\$119 · one session

— START SEO

Rank on intent.

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◆ Full services catalog on shadowsoftware.com/catalog