

Search Engine Optimization

Improve Organic Reach.



SEARCH ENGINE OPTIMIZATION (SEO) makes it easier for your web pages to be found in search engine results. About 89% of Internet users search online before they buy a product or service. Optimize your website or invest in Search Engine Marketing (SEM) to gain website traffic.

THE BOTTOM LINE: SEO and SEM work together to maximize your organization's reach and relevance in search engine results. This results in more traffic, engagement, and conversions on your site.

QUICK

Do a search on Google. Where does your website rank? Are you on the first page of results? If not, SEO can help. SEO is long-term positioning to continuously drive prospects to your website.

SEO IS
24/7
PROMOTION

How does it work?

WEB ANALYTICS & INSIGHT



Statistical analysis provides insight into website traffic, popular content and visitor behavior, which help frame SEO strategy.

KEYWORDS

Primary and secondary keywords are selected to focus page content and drive traffic. Keywords are chosen based on the following:

relevance

search volume

competition

CONTENT

Content is updated to include SEO-friendly features. Some of these ON-PAGE ELEMENTS can include keywords, alt tags, anchor text, and formatting. OFF-PAGE ELEMENTS could include meta-data.

Metadata is simply compelling information about a website's content.

USABILITY

Web design and page layout are reviewed to ensure optimal user experience. The PRIORITY OF INFORMATION, organization, and CLARITY OF DESIGN are all factors that affect usability.

SITE OPTIMIZATION

Improving SEO of your website takes time and strategy. Your plan requires regular maintenance with the goal of achieving GREATER PROMINENCE for your site.

Contact us today!

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