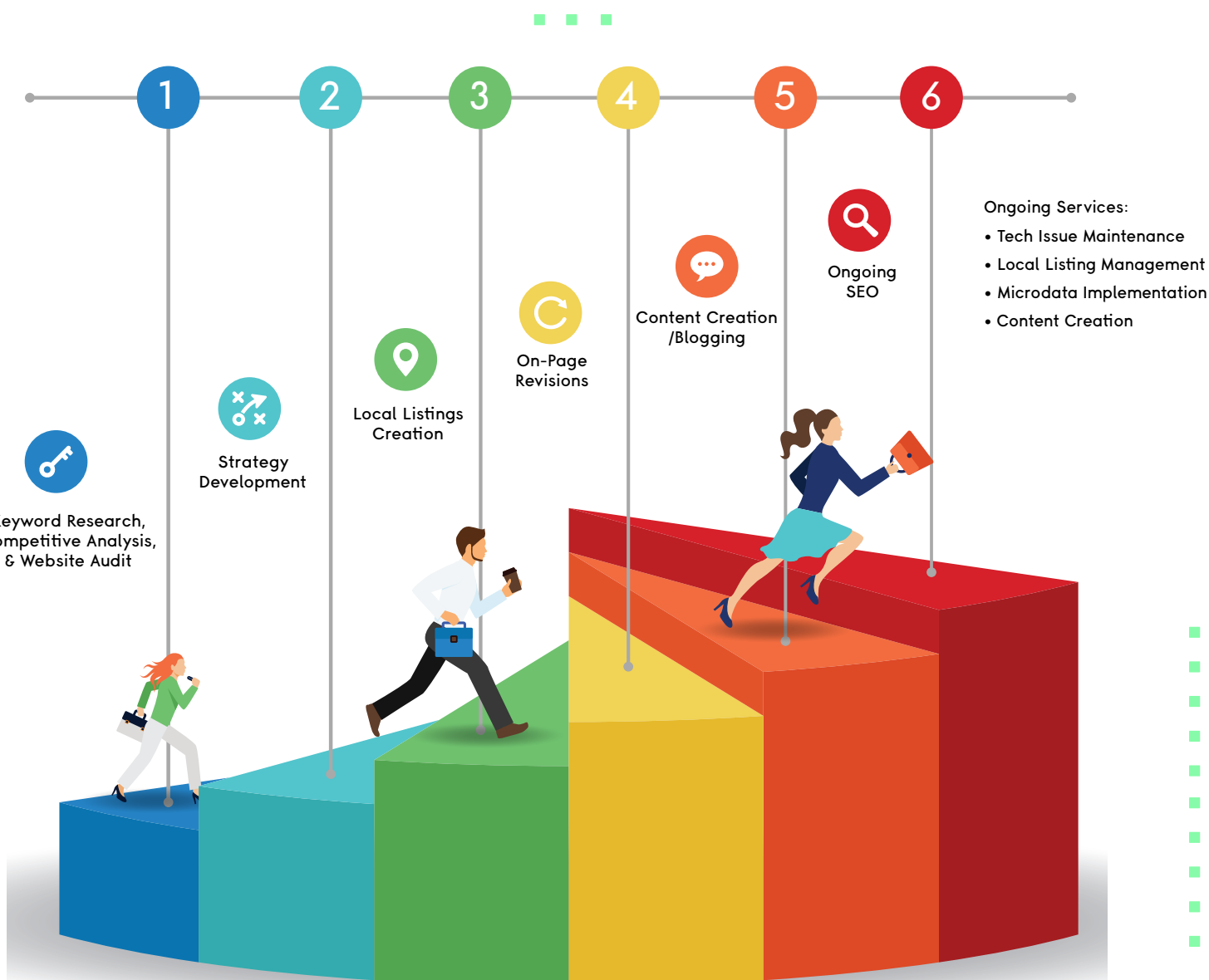
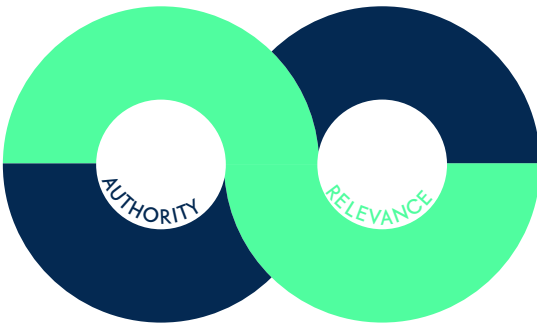


Search Engine Optimization

What is SEO? Search Engine Optimization (SEO) is the key to sustaining a prominent Google ranking, and is the process of organically increasing the visibility of your website. To survive online, it is crucial to invest in a long-lasting SEO strategy—your best clients will find you through organic search results. Google ensures that only the most relevant and authoritative websites are displayed at the top of the user's search results.



The SEO Journey



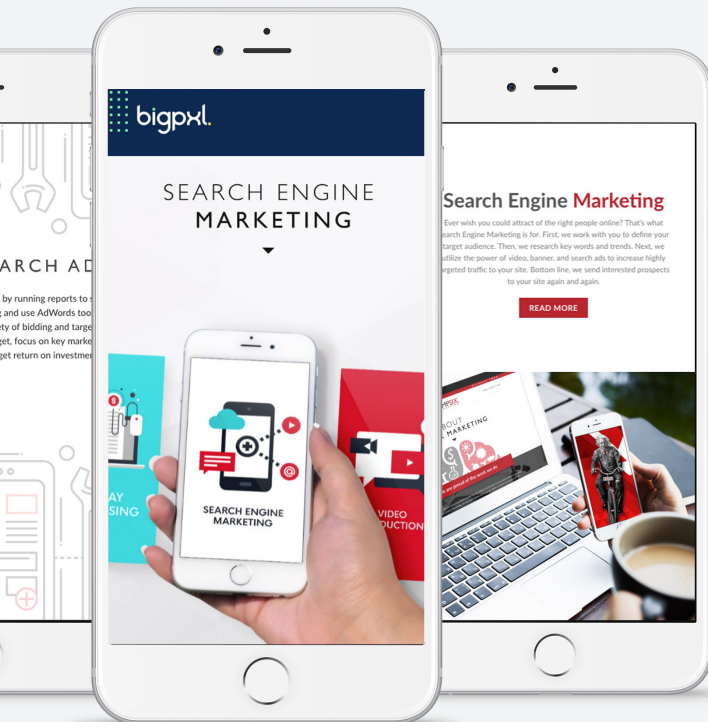
What determines **Relevance**? Website content that is interlaced with specific keywords relevant to users' search queries and your business.

What determines **Authority**? The amount (and structure) of quality content that is relevant to users' search queries and your business.

Why Businesses Will Spend More Than \$80 Billion on SEO Annually

- More than Five billion daily Google searches
- 75% of internet users will not go beyond the first page of their Google search results
- Improvements in content have been shown to increase blog traffic by 2000%
- 93% of all traffic comes from a search engine
- Google changes its search engine algorithm roughly 500-600 times per year
- SEO leads close 8x more frequently than leads generated by traditional media

Benefits of SEO



- Increased organic site traffic
- Improved Google rankings for valuable keywords
- Higher quality site traffic
(Longer site visits = page views)
- New client acquisition
- Brand awareness/brand equity
- Increased leads
- Improved local visibility
- Permanent website improvements