

Search Engine Optimization (SEO)

Increase your website's ranking on search engine results pages.



Key Concepts

Metacontent — two sentences and a list of keywords on each page that affect ranking

Keywords — significant words from a given webpage that are likely to be searched for

Information design — the grouping, connections and flow given to information on a site

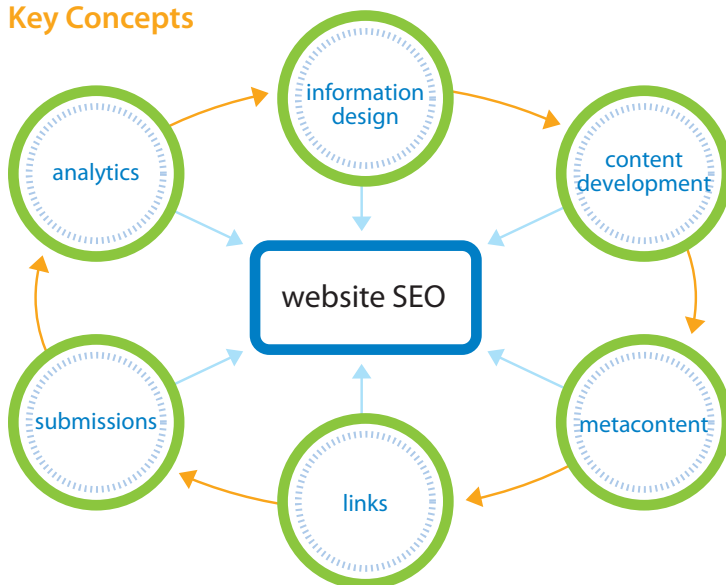
Submission — sending a website into search engines to be added to their index

Links — one-click connections between pages on a site or between different sites

Analytics — any data-driven insight into a website's traffic, visitor interaction and trends

Blogging — a frequently updated online journal, including brief articles and observations

Key Concepts



75%
of viewed Google results are those affected by SEO*



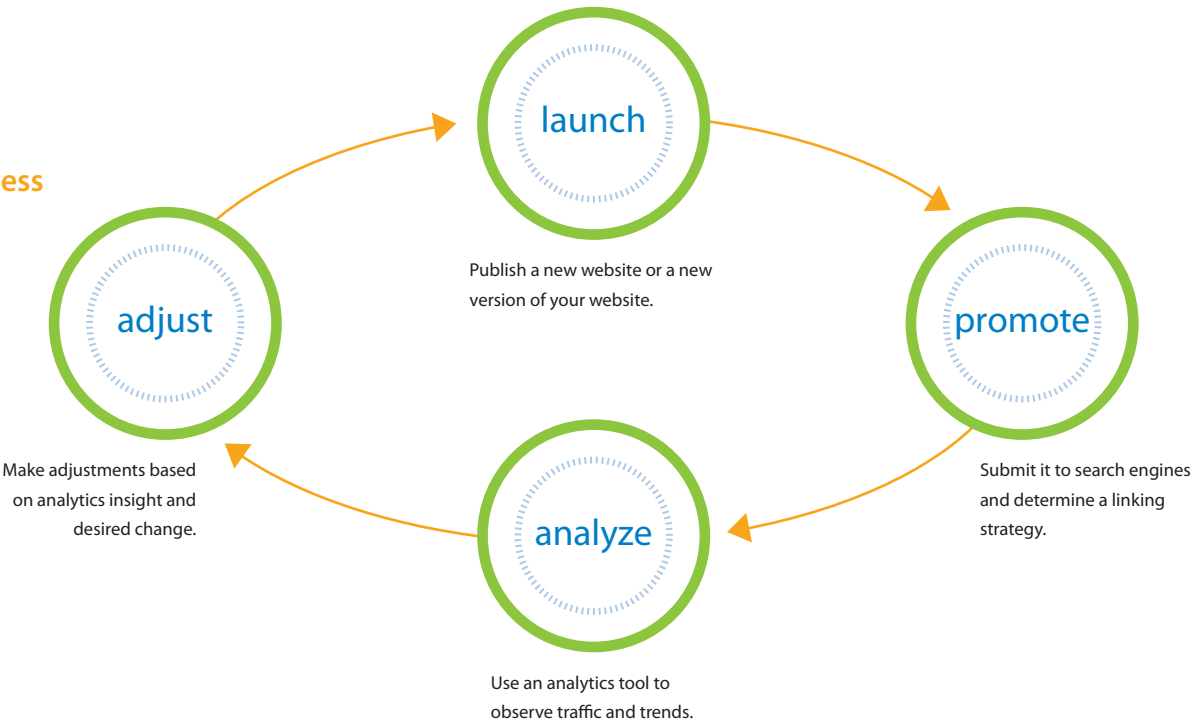
*Google Eye Tracking Study: How Searchers See & Click on Google Search Results.
MarketingSherpa.



Benefits

- Creates awareness and leads
- Drives website traffic
- Engages prospects at the moment of decision
- Reduces prospecting time
- Positions your company as a strong online presence

Process



Related Services

Search Engine Marketing (SEM), Website development, Analytics, Blogging, Social media

