



SEARCH ENGINE OPTIMIZATION

Improve Visibility. Increase Traffic, Leads, and Sales.

SEO = More Traffic

More Traffic = More Opportunities for Leads

More Leads = More Opportunities for Sales



**SEO 2017 PRIMER
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Campaign Research and Analysis



Site Indexing & Crawlability Reports



Technical SEO Setup

Mobile Optimization



SEM Preparation

Onsite Optimization

Image Optimization



Video Marketing

Infographics



HTTPS Migration

Advanced Mobile Optimization



Account Creation & Setup

Social Media Profile/Page Design



Content Production and Distribution



Local Optimization Setup (2 Locations / Service Areas)

Local Optimization - Monthly (2 Locations/Service Areas)



Quarterly SEO Maintenance



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WHAT IS SEO?

Search engine optimization refers to the strategies and techniques employed to improving the ranking of your web pages on search engines' organic or unpaid search results pages for queries related to your business, brand, product or service.





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Key Terms

SERPs	Search engine results pages
Rank	The position of your web pages on SERPs
Impressions	The number of times your web page appears on SERPs for related search queries
Click-through	The action of following a link to your website
Visits	Users landing on your web page after clicking on a relevant search result
Click-through rate (CTR)	The percentage derived from the ratio of click-throughs against impressions
Conversion	The desired action fulfilled by your visitor on your web pages such as newsletter signup or an online purchase

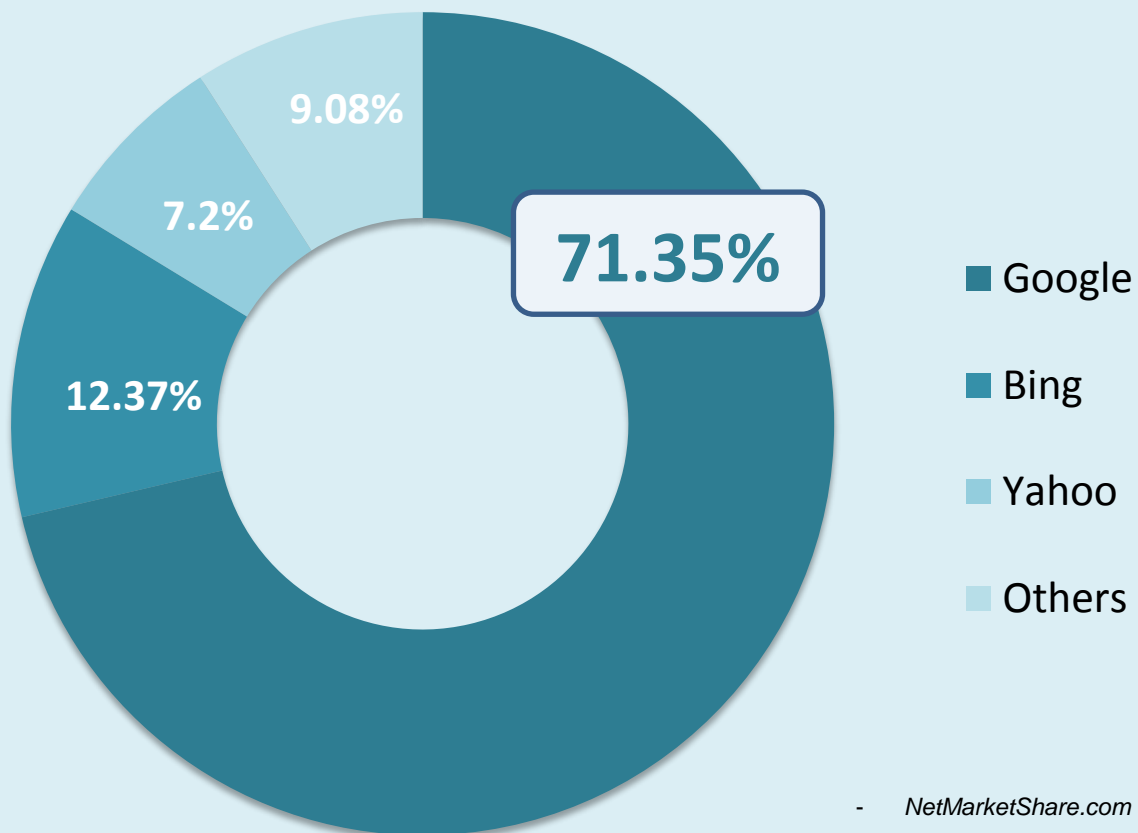


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As the number one search engine in the world, Google holds the majority of the global search market at 71 percent and hosts over 1 billion searches a month worldwide. It only makes sense to gain a deep understanding of Google's ranking factors and ever-changing algorithms designed to create a better user experience and retrieve more relevant search results.

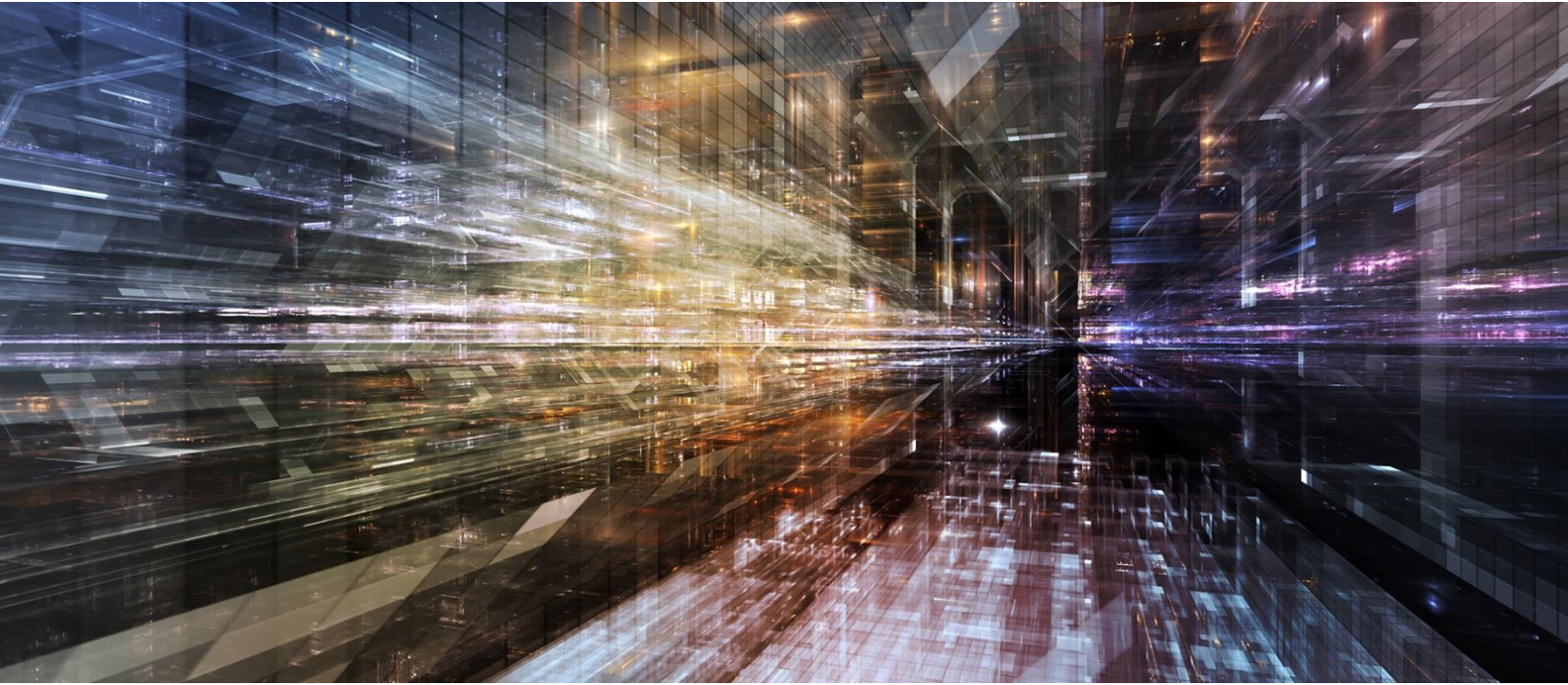
Google's Global Search Market Share





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Your ranking on Google's organic search engine results pages has a direct impact on your click-through rates.

High CTR means more **traffic** to your website, as well as opportunities for more leads and conversions.

Google Ranking and CTR

Rank	CTR
1	17.16%
2	9.94%
3	7.64%
4	5.31%
5	3.50%
6	1.63%
7	1.09%
8	1.04%
9	0.44%
10	0.51%

- Catalyst



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SEO is important for your business to be found by customers online.

To take advantage of the marketing and sales potential that good rankings bring, aligning with Google's recommended practices is of utmost importance.

The best practice includes the systematic application of guidelines and successful techniques in the design, mobile-friendliness, architecture, coding, localization, content, promotion, distribution, linking, and socialization of your website.

The short and sweet of it is if you are selling car accessories like steering wheels, we will recommend good target keywords or phrases for you like 'car steering wheels for sale.' Then your web pages should start ranking high on search engines when people type in the same phrase or its close variations as a search query.





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WHY YOU NEED SEO?

Having a website is not enough. You need to let people and search engines know that your site exists. SEO will give you that high visibility on search engines, resulting in more traffic to your site and greater opportunities for getting leads, conversions, and sales for your business.

Doing SEO means increasing *organic*, targeted traffic to your website, as opposed to getting instant but *paid* traffic through search engine advertising.

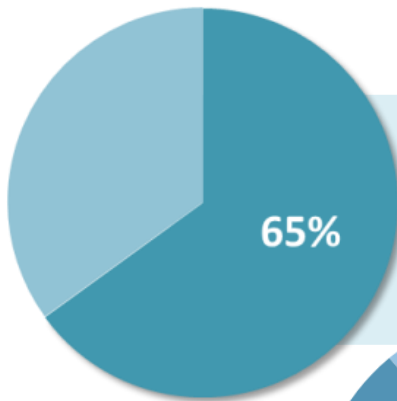




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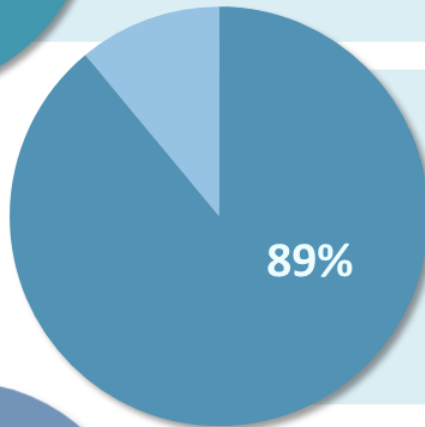
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Numerous studies attest to the value of SEO:



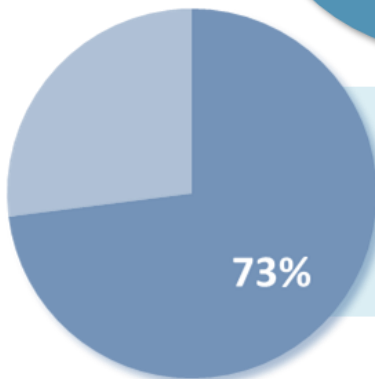
Sixty-five percent of Internet users see online search as the most trusted source of information about people and companies.

- Edelman Trust Barometer



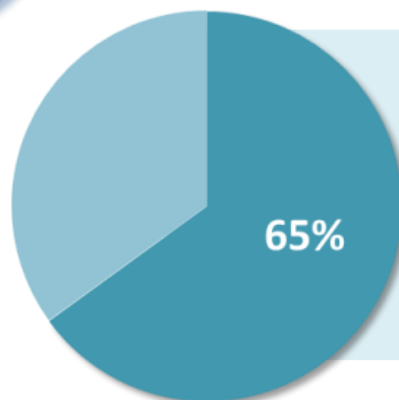
Eighty-nine percent of marketers worldwide rated SEO as successful at achieving objectives of improved search rankings, website traffic and lead generation.

- Ascend2



Seventy-three percent of in-house marketers said SEO provided excellent or good return on investment (ROI).

- Econsultancy



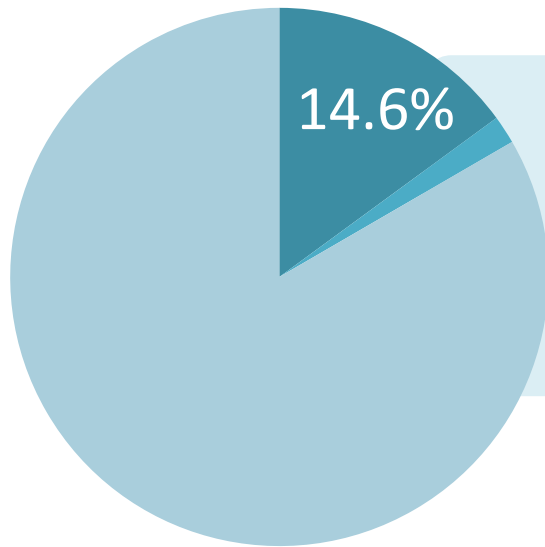
Sixty-five percent of online revenue is generated by websites in the top three positions on search engine results pages.

- Forrester



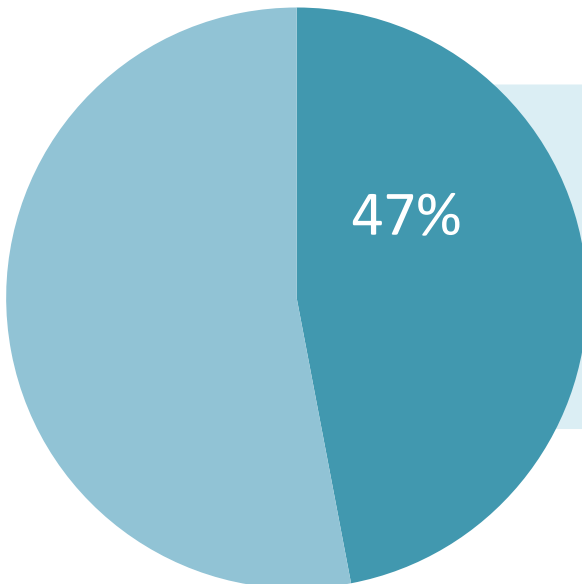
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Leads from SEO efforts have a **14.6%** close rate compared to only **1.7%** from outbound leads.

- HubSpot



47% of digital marketers cite SEO as one of their most effective tactics.

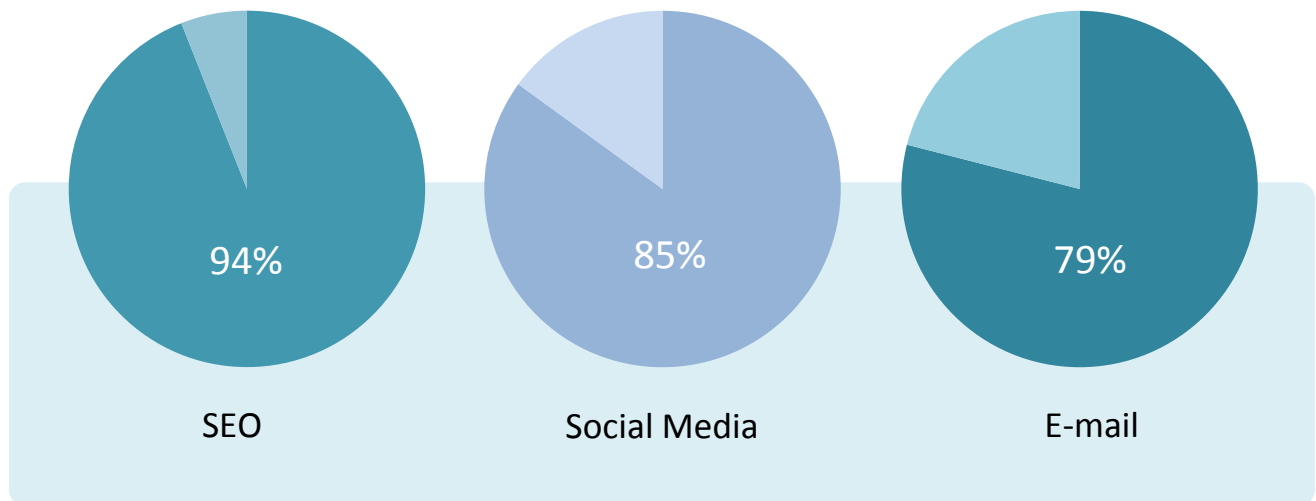
- The Next Web



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SEO ranks highest with growing importance as a source of leads for businesses:



Above are the percentages of marketers who stated which online marketing tactics they find to be growing in importance as a source of leads.

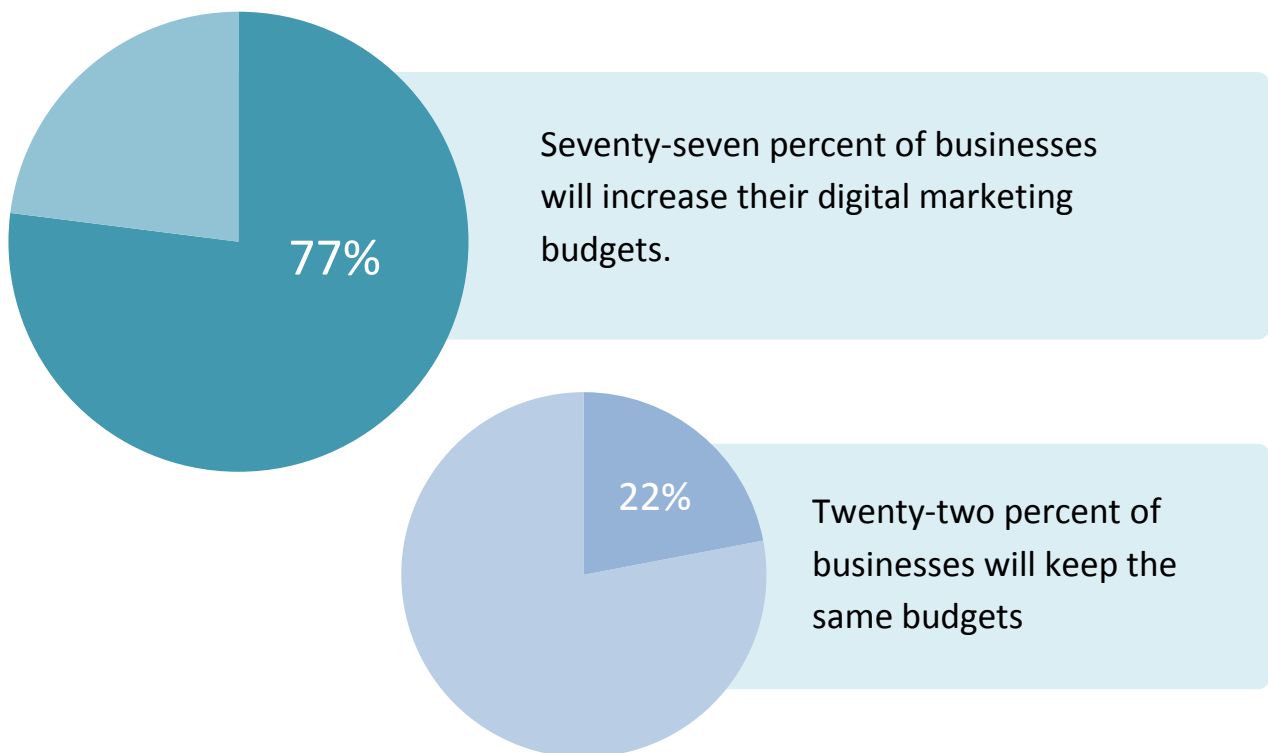
- Marketing Sherpa, ComScore, Nielsen



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WHAT YOUR COMPETITORS ARE DOING



- Econsultancy

Businesses wanting to stay competitive will continue to increase their budget allocation as competition grows with newly formed companies and late adopters.

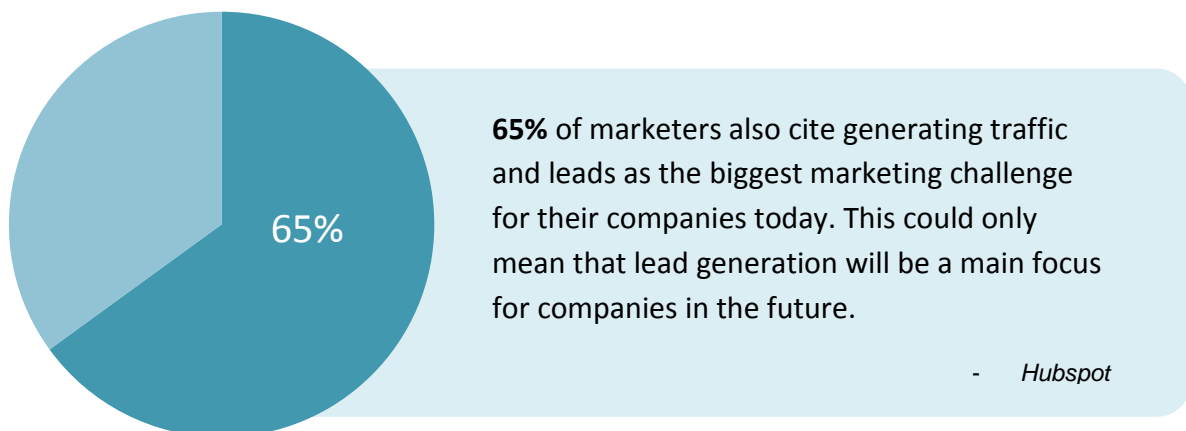
To attain and to keep a high position on search engines, it is recommended for businesses to maintain SEO efforts for the long term or risk being pushed down by competitors.



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Here is a quick look at what marketers are planning to do:



Businesses that don't want to be left out by their toughest competition would do well to allocate resources to stepping up their marketing game. Secure your company's top position by keeping up with SEO trends and planning for the long term.



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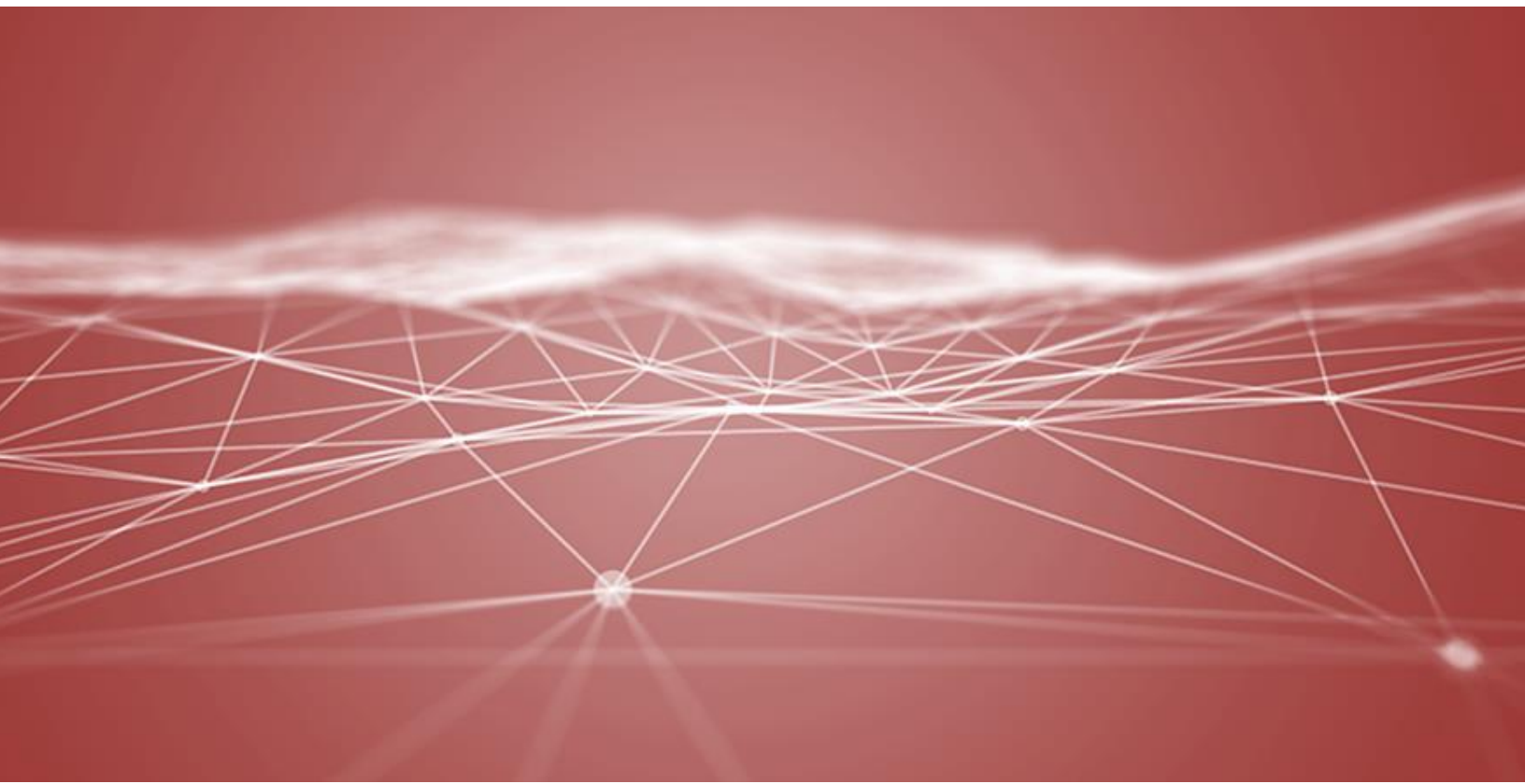
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THE FUTURE

SEO will remain an important part of the online marketer's arsenal for many years to come. It will continue to be a primary and necessary ingredient that leads to successful online marketing, even as technology continues to evolve new online marketing channels.

It is never too late to implement SEO. Now is the best time to do it to harvest its benefits in the upcoming months and beyond.

The earlier you sign up for SEO services, the faster you will be better positioned against your competitors.

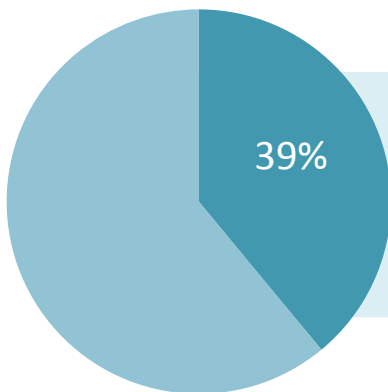




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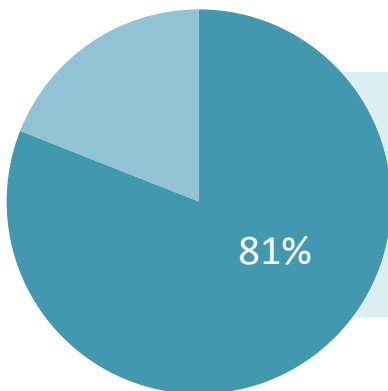
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WHY CHOOSE US?



According to research, 39% of marketers say that SEO is one of the most difficult types of digital marketing to execute.

- Ascend2



Unsurprisingly, 81% believe that outsourcing to a specialist or augmenting their in-house capabilities with outsourcing represents the most effective resource for executing SEO tactics.

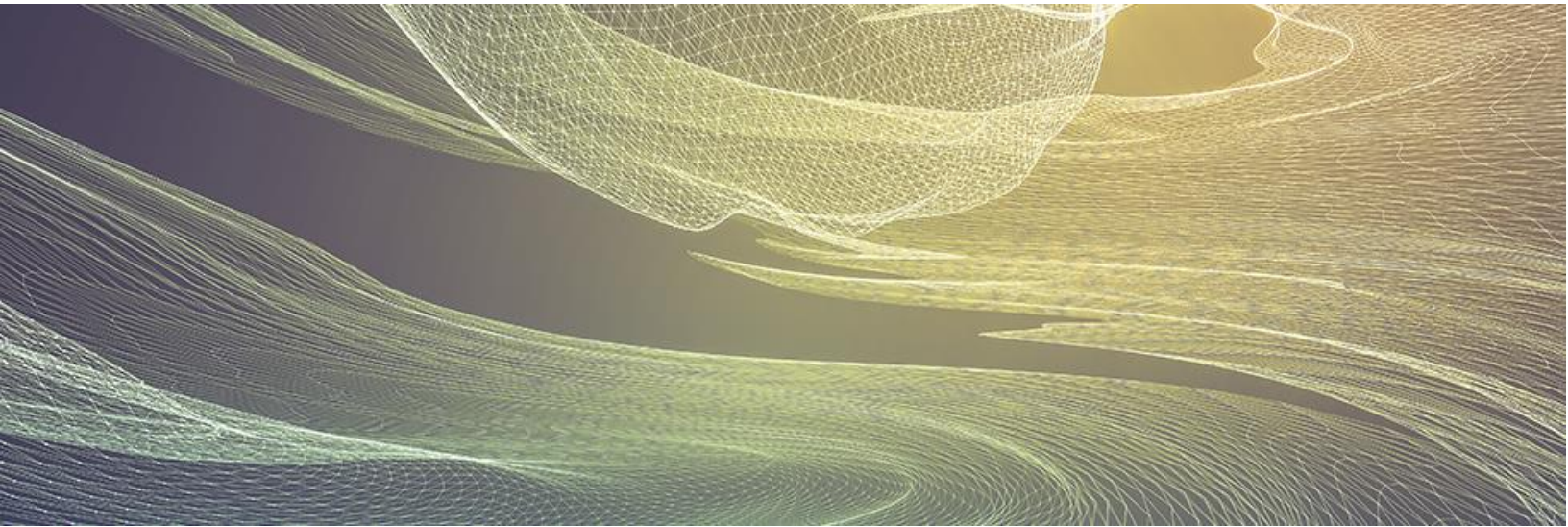
- Marketing Charts

You do not have to build a team to do your SEO in-house and figure things out as you go. Enlisting our services saves you not only time and effort but also guarantees a strategic approach to your campaign. By choosing us, you get access to dedicated teams, with specialized skill sets, to handle your SEO.



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SEO calls for ongoing adjustments in relation to Google's various algorithmic factors, which can be incredibly hard to monitor and track on your own. Thorough research, systematic implementation, and analysis are keys to ensuring that every effort ultimately brings about a positive impact on your website and business.

Think of SEO as putting gas in your car—do you fill up your tank just once and expect your car to run forever? The success of SEO relies on long-term, continuous implementation.

With our extensive experience and in-depth consultation, you will be poised to benefit infinitely from SEO without the heavy work.

Effective SEO requires dedicated teams with specialized skill sets to help you reach the top positions on search engines.



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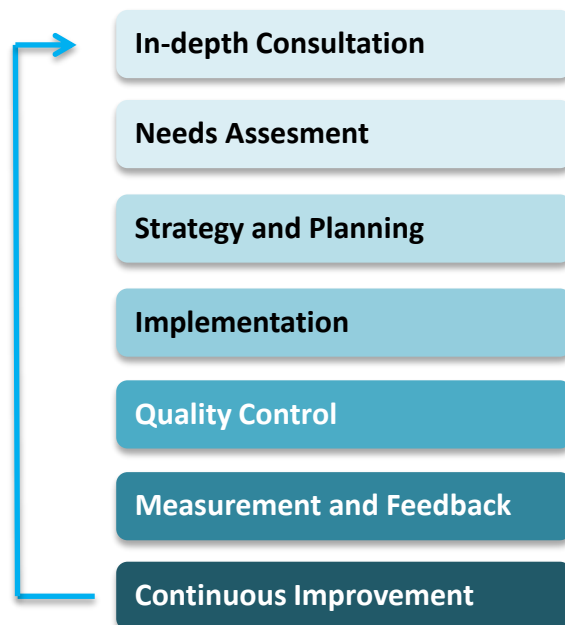
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IN-DEPTH CONSULTATION

To deliver exceptional SEO services, we take the time to understand your objectives and factor them into our strategy.

The cycle begins with an in-depth consultation. We gather information about your business, product or service, your target market, and your past and current marketing activities to gain a clearer picture of how to help you.

We then formulate and recommend a plan. Upon implementation, we measure and analyze the results and also listen to your feedback so we can apply continuous improvements to ensure campaign success further.





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With our state-of-the-art online dashboard, you get access to reports and analytics such as:

- Keyword Ranking Report
- Keyword Competition Report
- Online Presence Report
- Monster Metrics
- Campaign Progress Report (after six months)





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WHAT IS THE NEXT STEP?

With numerous supporting studies, SEO is evidently a tool that all businesses should use to prosper. After all, it comes with benefits like improved online visibility, higher rankings and increased traffic, leads and sales.

Our job is to help you unlock this potential. Through regular engagement in research and analysis of market trends to develop SEO strategies and tactics, we aim to provide quality services geared toward giving you an excellent ROI.

SEO is currently doing wonders for companies in achieving their long-term goals. With the right strategy, your business can also show up at the top of search engine results pages for maximum exposure. In time, you can draw in new customers, build better connections, grow your network and even generate referrals for repeat business.

Start your SEO journey today to catch up with your competition or continue growing your business. Whatever goal you have for your campaign, we will be with you every step of the way to make it happen.





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Our services allows you to get the following advantages:

- ✓ **Expert SEO Insights:** As leaders in the SEO industry, we are well-versed in the various strategies based on best practices, market data, and latest trends in technology.
- ✓ **In-Depth Consultation:** We will discuss how to craft a strategic marketing campaign that will be in perfect alignment with your business goals.
- ✓ **Wider Network:** With our services, you will join the league of many other businesses who are reaping the benefits of landing the top pages of Google. More traffic results in wider connections and more referrals.
- ✓ **Competitive Advantage:** Excel in your industry through SEO getting more traffic, customers, sales, and revenues.

Give your sales a much-needed boost through SEO.

Send us an email or give us a call to schedule an appointment.