



## Search Engine Optimization (SEO) is the key to:

- Increasing your online visibility.
- Developing trust with your target audience.
- Converting interested prospects into customers.

### **Make a great first impression and let online visitors know what your business has to offer with the right content.**

Your website's page name, title tag and meta description are the first impression that search engines and online viewers have of your business. They are kept between 60-160 characters, some include geo-identifiers, while other refer to the subject on the page.



# 95%

**Of Consumers  
Research Online**

## **BEFORE**

**Making an  
offline decision!**

### **APPEAR FOR SEARCH QUERIES RELATED TO YOUR BUSINESS AND BUILD INDUSTRY AUTHORITY WITH YOUR AUDIENCE BEFORE THEY EVER CLICK!**

Search engines like Google are both widely used and widely trusted, but in order to get them to display your content in front of their massive audiences, your content needs to be

- **Useful**
- **Relevant**
- **Trustworthy**

**SEO remains one of the single most important components of any organization's branding efforts and online presence.**



## Our Search Engine Optimization Services Include:

### PHASE 1: LOOK GOOD IN SEARCH RESULTS

**SEO Analysis, Planning, and Recommendations:** Diagnostic SEO analysis of your website. Our SEO experts review your website code and help address any issues search engines might have crawling your website. Having a “web-friendly” or accessible website is critical to ranking in search engines.

**Keyword Research:** Based on your business goals, we define the keywords and phrases that are important to your organization.

**On-Page Strategy:** We work with clients to optimize content and website pages for search engines and people by utilizing meta data, alt text, and titles correctly.

**Implementation:** We don't simply tell you what to do. We will do it for you, or we will advise your team as they implement the agreed-upon SEO fixes and enhancements.

### PHASE 2: HELP GOOGLE UNDERSTAND IMAGES

We'll give your images descriptive file names. The "alt" attribute describes the images and helps Google understand what's in the image.

### PHASE 3: UPDATE YOUR CONTENT & KEEP GOING

**Content Creation:** Major search engines reward websites that produce a steady stream of unique, high-quality content. Evergreen content is SEO content that is continually relevant and stays “fresh” for readers. Like the trees, evergreen content is considered sustainable and lasting. Maybe you are thinking, “Hey, wait a minute. All content online is sustainable; the articles and blog posts don't ever disappear.” When we talk about a piece of content being “evergreen,” we mean that evergreen content is, content that continues to be relevant long past its publication, so traffic grows over time. We'll work with you to identify the best topics and keyword strategies for blogging.

*Put yourself in your customer's shoes and provide them with what they need. It will position yourself not only as an authority with the search engine, but as an authority in your industry and backyard.*



93%

OF ALL  
ONLINE EXPERIENCES  
BEGIN WITH  
A SEARCH ENGINE

75%

OF USERS  
NEVER SCROLL  
TO PAGE 2