



A STRATEGIC ADVANTAGE

Ground your search engine marketing services in a comprehensive strategy built around driving targeted traffic and leads. A search engine optimization strategy is critical to navigating a changing online landscape.

What's most relevant for your business? Understanding your target audience helps identify keyword opportunities that will deliver your intended audience to your website. Creative messaging, incentive and content strategies, and programs will deliver long-term results, including an SEO audit of the current site and analysis to develop important keywords will give you a strategic advantage.

AUDIT & IMPLEMENTATION

Implementation begins with analysis of technical, architectural, and content issues that currently affect SEO, including a visibility assessment. More recommendations conclude with a competitive benchmark analysis with a pre- and post- ranking report.

CONTENT IS SOCIAL

Optimizing social media presence with engaging content increases audience and reach. With an action plan and strength/weakness evaluation specifically for these sites, you can increase visibility and traffic. Unique copy writing that incorporates on-page SEO optimizes where your website stands in search results.

SEO IS ONGOING

The contents of the search engine's index and even its ranking algorithm change regularly. Ensuring new content and relevant keywords are added to your web presence and ultimately your site will help hold and increase your web rank.



After the audit, a test campaign, and full implementation, ongoing maintenance services include monthly reporting, feedback, and new recommendations to ensure your site is continually driving traffic.

LONG-TERM STRATEGY

Based on results in the first 3-6 months, we can help put a plan in place to map out an ongoing search presence. In addition to keywords and target marketing and messaging, a strategic plan will encompass: where to invest with limited resources, budget allocations, landing pages/web content implementations, ROI metrics, media selection, and even campaigns such as a pay-per-click (PPC). Information from these search campaigns can help shape the desired approach to other online marketing efforts (email marketing, online advertising). Local link building, reviews, and analysis can also help paint the full picture.

Build value into your company's digital marketing efforts and grow a strong web presence through information and results measurement.