

# SEARCH ENGINE OPTIMIZATION

*Did you know that SEO increases traffic, leads and sales?*

SEO = More Website Visitors  
More Traffic = More Leads  
More Leads = More Sales



## What is SEO?

Search engine optimization is the process of improving the ranking of your web pages on search engines' organic or unpaid search results pages (such as those found on Google, Yahoo and Bing) for search queries related to your business, brand, product or service.

Since Google is the leading search engine with a 67% market share, effective SEO demands a deep understanding of Google's intricate algorithms and ranking factors. These are continuously being developed to display the most relevant search results to users. As the leading search engine, it is critical to align with Google's best practices, and this also means exceeding the standards of Bing and Yahoo.



*The rank of your web pages on Google's SERPs is important because higher rankings result in higher CTRs (click through rates).*

*High CTR means more visitors, as well as more leads and conversions.*

- Catalyst



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SERP	=	search engine results page
Rank	=	the position your web pages when they're displayed on SERPs
Impressions	=	the number of times your web page appears on SERPs to users for related search queries
Visits	=	when users land on your web page after they click on a search result because they find it relevant
CTR	=	click through rate = clicks divided by impressions
Conversion	=	desired action fulfilled by your visitor (may be a sign-up to a newsletter or an online purchase)

SEO performed properly results in higher rankings for your website on relevant searches with the ultimate goal of achieving the number 1 position on the first page of Google. The higher your site is ranked on search engine results pages, the higher the click through rate (CTR), which results in a greater number of visits to your site. Click through rate is the number of times people click on the search engine results to go to your site over the number of times your site appears to them (impressions) on search results.

SEO involves the application of thorough guidelines and proficient techniques in the design, architecture, coding, content, promotion, linking, localization, personalization and socialization of your website.

In a nutshell, if you are selling car accessories, such as steering wheels, and we have identified "car steering wheels for sale" as a good target keyword or keyword phrase for you, then your web pages should start ranking high on search engines when people type in "car steering wheels for sale" as a search query (or some close variations of it).



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## Why Do You Need SEO?



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

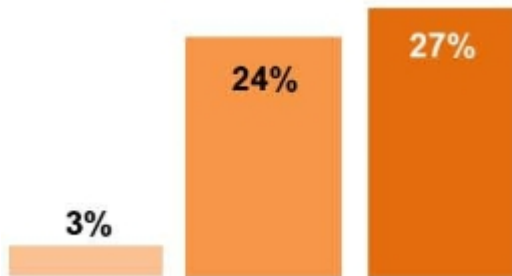
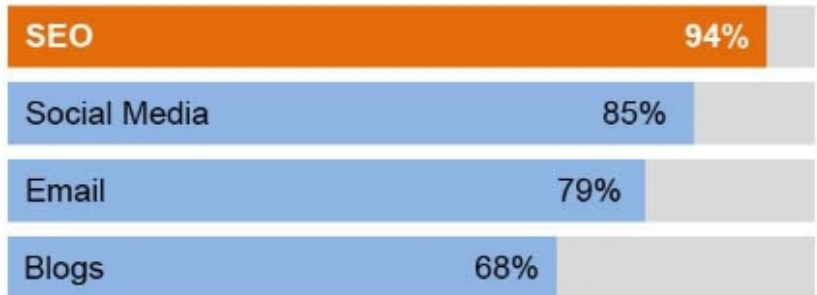
Having a website is not enough. SEO means letting people and search engines know that your website exists.

It is worth repeating that:

**SEO will give you high visibility on search engines thus giving you more traffic to your website and a higher chance of getting leads, conversions and sales for your business.**

**SEO ranks highest, with growing importance as a source of leads for businesses.**

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



High quality leads from SEO:

- 27% for businesses doing strategic SEO
- 24% for businesses doing transitional SEO
- only 3% for businesses doing trial SEO

- Marketing Sherpa, ComScore, Nielsen

**Trial Phase:** Little or no prior SEO implementation / Initial SEO testing.

**Transitional Phase:** ROI or ROI potential is seen / Willing to invest more resources / Continued testing with specific measurable goals in mind.

**Strategic Phase:** ROI is realized / Resources are allocated for continuous optimization to maintain position and for expansion / Continuous testing of additional tactics and additional keywords for diverse keyword rankings to grow traffic, leads and conversions.



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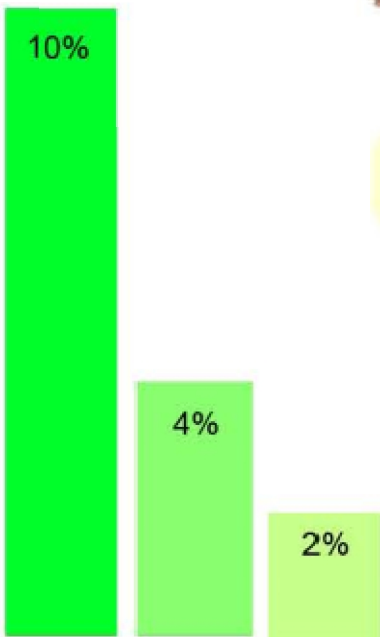
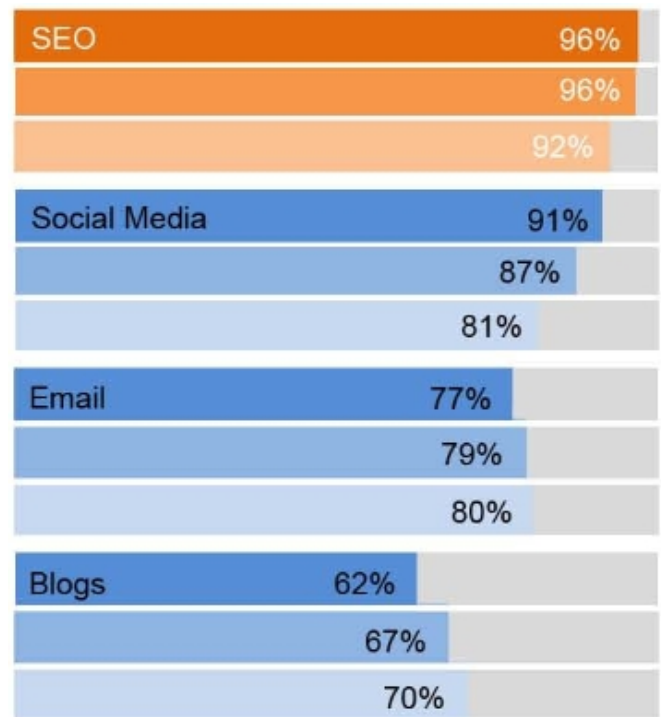
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SEO ranks highest, with growing importance as a source of leads for businesses by business/market type.

■ B2C/B2B    ■ B2C/B2B  
■ B2B        ■ B2B  
■ B2C        ■ B2C

SEO dominates as the online marketing implementation of choice for lead generation in B2B, B2C and mixed B2B/B2C categories.



## From more high-quality leads to more conversions:

Long-term SEO undergoing incremental or continuous improvements from the trial phase, transitional phase, up to the advanced or strategic phase, add up to more gains.

- 10% conversion rate for businesses doing strategic SEO
- 4% conversion rate for businesses doing transitional SEO
- 2% conversion rate for businesses doing trial SEO

- Marketing Sherpa



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## What are Your Competitors Doing?

Your competitors are ramping up their SEO efforts to boost website traffic and lead generation.

for website traffic

72%

for lead generation

62%

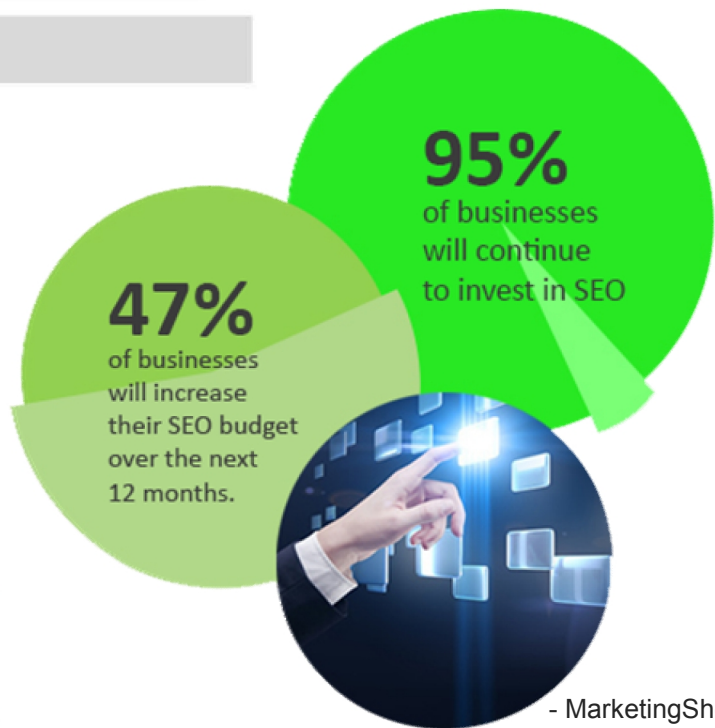
## The Future

It's never too late to implement SEO. The best time to do it is now to harvest its benefits months after and beyond.

The earlier we do SEO for you, the faster and the better you will be positioned against your competitors.

SEO will remain a potent part of the online marketer's arsenal for many, many years to come. It will remain a basic and necessary ingredient that leads to successful online marketing, even as technology continues to evolve new online marketing channels. In fact, the expansion of local search and the birth of local buzz services are extensions of SEO.

**SEO will remain a vital part of online marketing for many, many years to come.**



- MarketingSherpa, SEMPO / Econsultancy

These numbers will continue to grow as newly formed businesses, as well as late adopters will eventually get into SEO to reap its benefits. To attain and to keep a high position on search engines, it is recommended for businesses to maintain SEO efforts in the long term or be pushed down by competitors.



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## Why Choose Us?

Choosing us puts you ahead of the curve. Rather than doing SEO by yourself or organizing and training a team to do it in-house and finding your way as you go (which is going to be both time consuming and expensive), allowing us to do your SEO fast forwards you to a strategic SEO phase.

SEO is a long term effort and it will not produce immediate high-impact results. Think of SEO services in terms of putting gas in your car; do you only have to fill up your tank once and then expect to drive it forever?

We will not and cannot promise you the sky and the moon in 1 month. The success of SEO relies on continuous implementation and continuous adjustments due to many factors, including, for example, your competition.

However, some basic results can be felt immediately; for example: search engines indexing your website's pages for consideration to be displayed on search results.

The key to starting with the right SEO strategy is thorough research and analysis to make sure that no effort is put to waste and that you get more positive net effect for every SEO activity we perform. With our in-depth consultation and experience, you are poised to gain more ROI from our SEO services.



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



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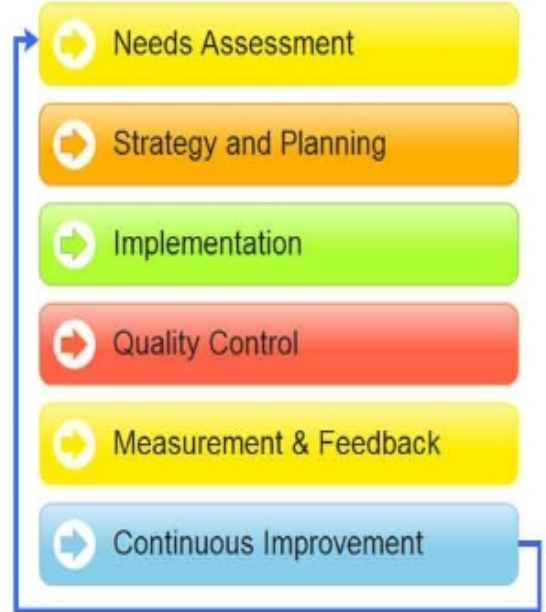
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## ***In-depth Consultation***

For us to deliver exceptional SEO services to generate impact on your marketing, we take the time to understand your objectives and factor these into our SEO strategy. We then recommend a plan for you. We need information from you about your business, product or service, your target market, and your past and current marketing activities to give us a clearer and bigger picture of how to help you and to ensure that we provide value with our SEO services.

We follow a cycle beginning with in-depth consultation to identify your needs and to determine the best strategy and implement the most suitable solutions. We then measure and analyze the results and listen to your feedback so we can apply continuous improvements to your campaign in order to make your SEO marketing successful.



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



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## Summary of What We Do

### Keyword and On-page SEO Research and Analysis

We make sure that the effort we put into your SEO campaign is focused on returning optimal results, and so we identify target keywords by performing keyword research and analysis. This will also include analysis of your current rankings, as well as that of your competitors, using specialized software and manual assessment.

### Account Setups

We set up your social media accounts, as well as off-site blog accounts, for strong social signals, as well as content and freshness signals.

### Business Directory and Press Release Sites Setup

We list you to the top business directories and press release sites for more visibility and quality backlinks.

### On-site Blog and Authorship Configuration

We set up G+ authorship and publisher markup tags with your blogs for good G+ signals. We upload blog articles from you, categorize and tag them as part of optimization to ensure that if your content is ever duplicated, you will not be penalized by Google.

### On-page Website Optimization

We perform optimization of all on-page elements, including page titles and meta tags, header tags, and content; keyword usage in content, links, and anchor texts; as well as URLs and navigation, and XML site maps. We also integrate and install Google Webmasters and Google Analytics.

### Content Generation and Optimization

We provide on-page and off-page content generation, such as press release writing, company updates, industry news, coupon promotion, and custom content. These are optimized with the correct application of links, anchor texts, and keyword usage.

### Content Distribution

We distribute generated content through social networking and social sharing platforms, as well as off-site blogs and press release publications, if applicable.

### External Blog Social Interaction

We will perform social sharing of your external blogs, research opportunities for engagement, and then execute participation in social discussions while placing links leading to your site.

### Website Speed Optimization and Security

This includes page load, image, static content cache, global content delivery network and mobile user optimization. Security measures include static content up-time security, SSL encryption and optimization, comment spam, malware and content scraping protection.



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## **What is the Next Step?**

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

As we have shown you, the data and trends suggest that employing SEO will benefit your business in terms of visibility on search engines, improved rankings, increased traffic, quality leads, and ultimately, sales.

We are constantly engaged in the research and analysis of market trends and technologies to develop SEO strategies and tactics to provide you with exceptional services. These services are geared to provide you with an excellent ROI.

As we want you and your business to benefit from our services, your involvement is very much welcome and highly encouraged during our in-depth consultation sessions. You may choose phone, email, chat or actual physical meetings. Nobody knows your business more than you do—let alone your marketing objectives and goals.

Right now astute businesses are reaping the rewards of long term SEO and you too can join the club of business owners whose websites are on the first page of Google. Aside from new direct business, you can also gain more business connections to grow your network, as well as generate referrals for your products and services.

### Engage our services and get the following:

- ✓ SEO strategy and tactics based on market and technology data and trends.
- ✓ In-depth consultation with you to tailor-fit your campaign with your marketing goals.
- ✓ Grow your network and get more referrals and join other business owners who are enjoying the status of being on the first page of Google.
- ✓ Let the wheels turn now to beat your competition and get more sales and revenues from increased traffic.

Given the facts, the best time to do SEO or to ramp up SEO for your business is right now. Catch up with your competition, or keep them at bay and grow your business to new heights. We are here to help you make that happen.

**Go ahead and send us an email or give us a call to schedule an appointment.**



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