

Search Engine Optimization

WHAT IS SEO?

Search Engine Optimization (SEO) is the practice of improving and promoting a website to increase the number of visitors from search engines.

WHAT CAN YOU GET?

A custom-quoted, handcrafted SEO strategy based on the overall website needs, current rank, competition and market.



HOW DOES IT WORK?

Our "listening tool"

- gather online mentions about your business every 24 hours
- solicit reviews from an email list of your clients
- place a review "widget" on your website to ask for reviews and display them

ALREADY HAVE AN SEO PROVIDER?

Do you manage SEO in-house?

We can still help! We offer an in-depth **SEO Audit**, for a one-time fee that gives you a road map of everything we suggest for a 6-month SEO campaign, keyword study, and optimization suggestions.

WHAT DOES SEO AUDIT INCLUDE?

- The audit will review on-page SEO factors:
 - overall site architecture
 - individual page level architecture
 - SEO architecture (with keyword analysis)
 - page hierarchy
 - bounce rate
 - meta tags
 - site categorization/structure
 - site content
 - etc...
- We also review off-page SEO factors:
 - external links
 - competition
 - external citations
 - review profiles on key sites like Google, Yelp...
 - multi-level ranking of the site by keyword and zip code
 - etc...
- A custom **20+** page audit



WHY SEO AUDIT?

An in-depth audit will help you understand the current rank and challenges of your website.