



# DRIVING YOUR BUSINESS TO ONLINE SUCCESS

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Developing your online profile through Organic SEO

Company Logo

# INTRODUCTION

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If you are looking to increase the number of customers, sales leads and clients you have, you will need to be as visible as possible to your potential customers.

## DID YOU KNOW?



That 93% of the online experiences begin with a Search Engine?



That search still is the #1 driver of traffic to content sites?



That 75% of users never click past the first page of search results?



That 70% of the links users click on Search are Organic?



That Content Marketing brings up to 2000% increase in blog traffic and 40% increase in ROI?



That over 39% of customers today come from Search?

*We believe that SEO holds tremendous power to change and grow businesses.*

Through our five-phase methodology, we help maximize the potential of your website as a business tool, build your brand reputation and establish your name as the leader in your industry.

# FIVE-PHASE ORGANIC SEO METHODOLOGY

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## 1. SITE ASSESSMENT

- We will understand your business, identify its market and find the competition
- We will select Keywords that are meant to drive relevant traffic to your site
- We will find potential challenges to the marketing performance of your site
- 90% of a campaign's success relies on the proper selection of keywords



## 2. CAMPAIGN ROADMAP

- Based on your industry, competition and the inherent characteristics of your site, we will create a strategy meant to match or beat the competition taking your website's structure, code, and digital footprint distribution called the Campaign Roadmap
- We requisition contributors to your project such as SEO's, Writers, Analysts, Webmasters and in the most extreme cases, seasoned experts with over a decade's worth of successful web experience and organize activities that are meant to drive success to you in the shortest time possible
- We report the work to you in real time and in some cases, require collaboration in order to achieve the best results for your campaign
- We drive as many strengths to your website as we can, as soon as we can



### 3. ON-PAGE SEO

- We identify the technical elements of your site that can be improved to drive better traffic performance to your website
- We match the search phrases to the pages on your site and evaluate if your website sends the correct semantic signals to Search Engines regarding their Value Proposition, product or service
- We create algorithmically appealing content while attempting to match your marketing language in order to penetrate Search filters and reach your target audience
- 70% of ranking success in small markets is attributed to On-Page factors



### 4. OFF-PAGE SEO

- We look into your digital footprint and build our campaign based off the referral information in the world wide web about your website
- We balance out your anchor texts to create a natural and balanced off-page profile
- We acquire inbound links to your site with our proprietary outreach program that acquires referral backlinks from unique publishers online, month over month
- Backlinks still contribute to over 60% of rankings in search