

## SERVICE BRIEF

# Search Engine Optimization

Rank higher on the search engines, get found easier, and overall improve your other marketing initiatives

### White Hat, Modern SEO Practices

*The world of Search Engine Optimization is always changing - what worked a year or two ago penalizes you today. We stay on top of the trends so you don't have to.*

Like any business, search engines are trying to provide the best experience for their users. That means they are always working on providing the best results. The hundreds of factors that go into ranking a website is becoming more and more complex. We're finding that good optimizations coupled with fresh content, community building, and establishing yourself as the authority in your local area not only gets you hire rankings, but makes the sales process easier.

Search Engine Optimization is extremely important these days to justify your online marketing dollars. If people can't find you, how will they get to your website? Today, simple page optimizations might only get you so far - other initiatives like social media, blog articles, press releases, and other marketing efforts can drastically improve your organic search engine rankings.

### Build Authority with a Clear, Concise 12-month SEO Plan

*Get on track with your internal initiatives to rank higher, get more targeted traffic, and shorten sales cycles.*

Since SEO is becoming more and more about building good content, keeping up with the social networks, and getting others to talk and share you, a big part of seeing better results lies in your other marketing initiatives. We construct a 12-month plan (however, you are not obligated for 12 months) laying out what we'll be doing to

improve your site optimizations, and things you can do each month to improve on your authority.

We call it 'homework.' These assignments aren't required, but we've seen substantially higher results for clients who even do some of the suggestions on the 12-month plan. On top of that, we make sure all of the suggestions we offer are dual purpose. Your homework will help both your search engine rankings and give you more sales/marketing material.

### Monthly Reporting

*Get customized monthly reports with analytics, an analysis on how you are doing, and more.*

Each month includes a monthly Traffic Report, which includes up-to-date SEO news and tips, pages of metrics, your positions for multiple relative and local key phrases, and much more.

Our SEO tactics are strictly white hat, honest, and effective. We never deceive the search engines or any readers, we never stuff keywords, and never spam links or perform any other illegal black-hat SEO. We practice nothing but honest, authority-building methods and sensible site optimizations that keep you in Google's (and the other search engines) favor. We stay up to date on the latest search engine techniques and apply the most modern, effective tactics available.

Remember, if you are looking for a brand new, dynamic website, check out our **Ultimate MSP Website template or inquire about our custom website design options!**

## BENEFITS

- Honest, white-hat SEO practices
- Content optimizations
- Clear, Concise, Obligation-free 12-month plan laying out things your MSP can do to improve your ranking and conversion rates
- Monthly Reports
- Continuous research to ensure optimizations are modern and up to date

## FEATURES

- Local SEO Listings Optimization
- Database Submission
- Search Engine Submission
- Title, Metadata, and Content Optimizations
- SEO/Conversion Consultation
- Localized Keyword Research
- Webmaster Tools Reviewing
- Review of Social Media, Press Releases, Blog articles, New Content, and Other Marketing Initiatives
- Competitive Analysis
- Education

## Make the Rubber Hit the Road!