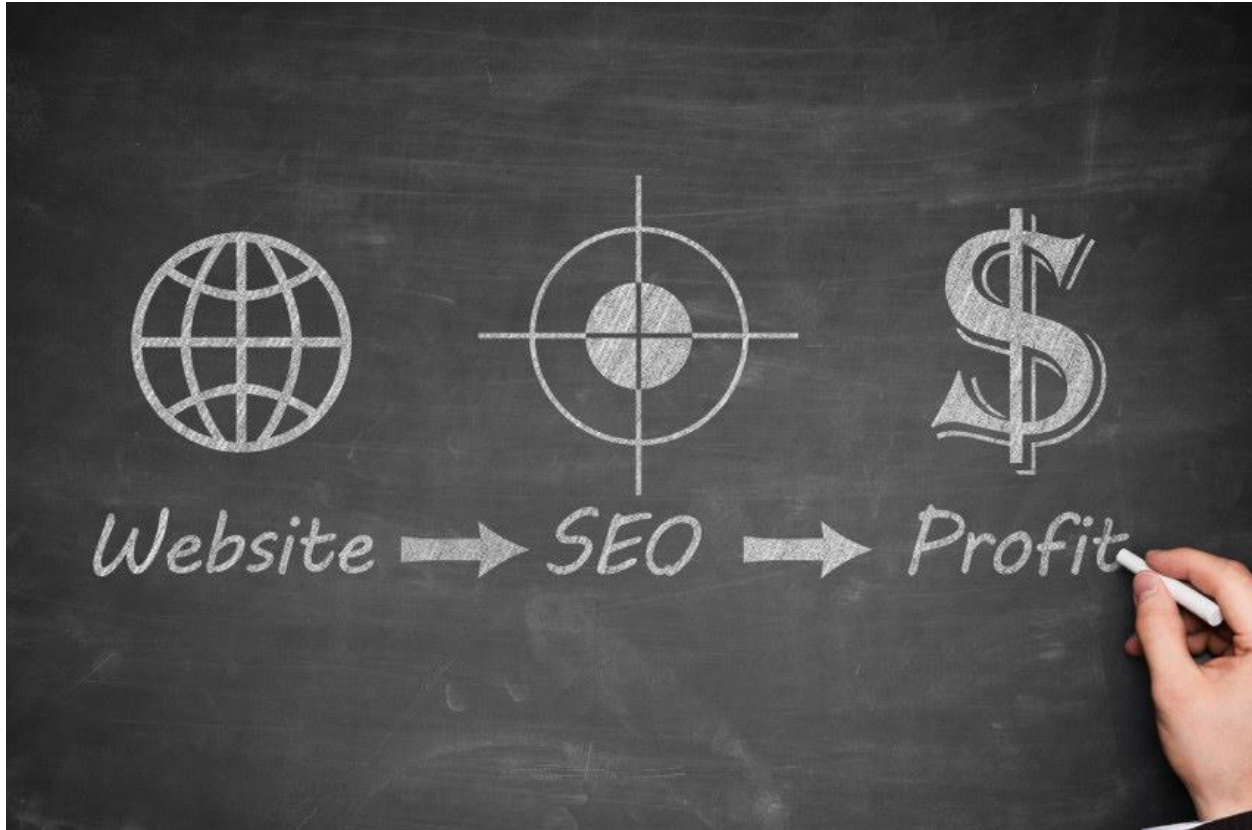


## SEO (Organic Search Engine Optimization)



### What Is SEO Anyway?

Organic search engine optimization, also referred to as SEO, is the process of enhancing your web site with the goal of increasing your visibility in Google, Bing, Yahoo, and other search engines when specific keywords or phrases are searched for.

The overall SEO process involves a variety of elements including keyword research, on-page optimization for best SEO practices, web site optimization, usability and ongoing campaign reporting and management. The end result is that people will be able to easily find your web site when searching for products and services related to your business.



## **What We Can Do for You**

The actual optimization process will vary from site to site, depending on the size of the site, whether it is powered by a content management system or not, as well as several other factors that can come into play. That being said, there are standard methodologies that are always implemented which are detailed below.

## **Keyword Research**

The first and most important step is to strategically select keywords and topical phrases that are relevant to your business. It is important to not only choose phrases related to your business but ones that are currently being searched for as well as phrases that will generate the desired response from visitors to your site.

## **On-Page Optimization**

Your web site will be carefully optimized to accurately represent your keyword phrase selection. We pay close attention to elements such as title tags, meta description tags, alt and title attributes in images, anchor text in hyperlinks, internal link structure, body copy, XML site maps, and Schema.org markup data to name a few.

## **Web Site Optimization (Technical SEO)**

This is the process of improving the performance of your web site. We make sure your pages load quickly, that they are accessible to search engine crawlers, make sure canonical URLs are in place, correct any errors in the html code itself, include micro data where necessary as well as any other improvements that are deemed necessary for optimal success.

## **Usability & Conversions**

We will review the web site user experience and provide suggestions for improvement in order to create the very best usability experience for your visitors and ultimately improve conversion ratios.



## Ongoing Campaign Management

Once all the initial SEO process is in place, we offer ongoing campaign management which includes these as well as additional features:

- Google Analytics (traffic, keywords, goals, etc.)
- Search Engine Saturation reporting
- Monitoring of Inbound Links
- Monitoring of Domain Authority
- Google Search Console Analysis & Management
- Updates to targeted list of keywords as necessary to accommodate for any changes in search behavioral patterns
- Updates to web site as necessary to keep top positioning intact

All the details of your campaign can be accessed anytime through a password protected Campaign Portfolio.

## NEED A QUOTE ON SEO?

Are you interested in discussing SEO options for your site or have additional questions not answered here?

Call us today at 602-715-2100 for a free, no obligation analysis of your project.  
Or visit <https://www.searchrank.com> for more info.



## **About SearchRank**

Founded in 1997, SearchRank is an original search and social media marketing company that is based in Phoenix, Arizona. We provide strategic search engine and social media marketing services for Fortune 500 companies, international businesses, small businesses and entrepreneurs from just about every type of industry.

SearchRank's primary goal is to build long-lasting business relationships by providing a superior service over our competitors. We will work diligently to obtain top visibility and increase return on investment for your business without resorting to unethical marketing techniques that some SEOs and SEMs use today. The end result - you will enjoy a long-term improvement in web site visibility, increased brand awareness, continuous flow of new sales leads and more revenues.