



# SEARCH ENGINE OPTIMIZATION

*Improve Visibility. Increase Traffic, Leads, and Sales.*

**SEO = More Traffic**

**More Traffic = More Opportunities for Leads**

**More Leads = More Opportunities for Sales**



**SEO PRIMER**



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## WHAT IS SEO?

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Search engine optimization is the process of improving the ranking of your web pages on search engines' organic or unpaid search results pages for queries related to your business, brand, product or service.





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## Key Terms

<b>SERPs</b>	Search engine results pages
<b>Rank</b>	The position of your web pages on SERPs
<b>Impressions</b>	The number of times your web page appears on SERPs for related search queries
<b>Click-through</b>	The action of following a link to your website
<b>Visits</b>	Users landing on your web page after clicking on a relevant search result
<b>Click-through rate (CTR)</b>	The percentage derived from the ratio of click-throughs against impressions
<b>Conversion</b>	The desired action fulfilled by your visitor on your web pages such as newsletter signup or an online purchase

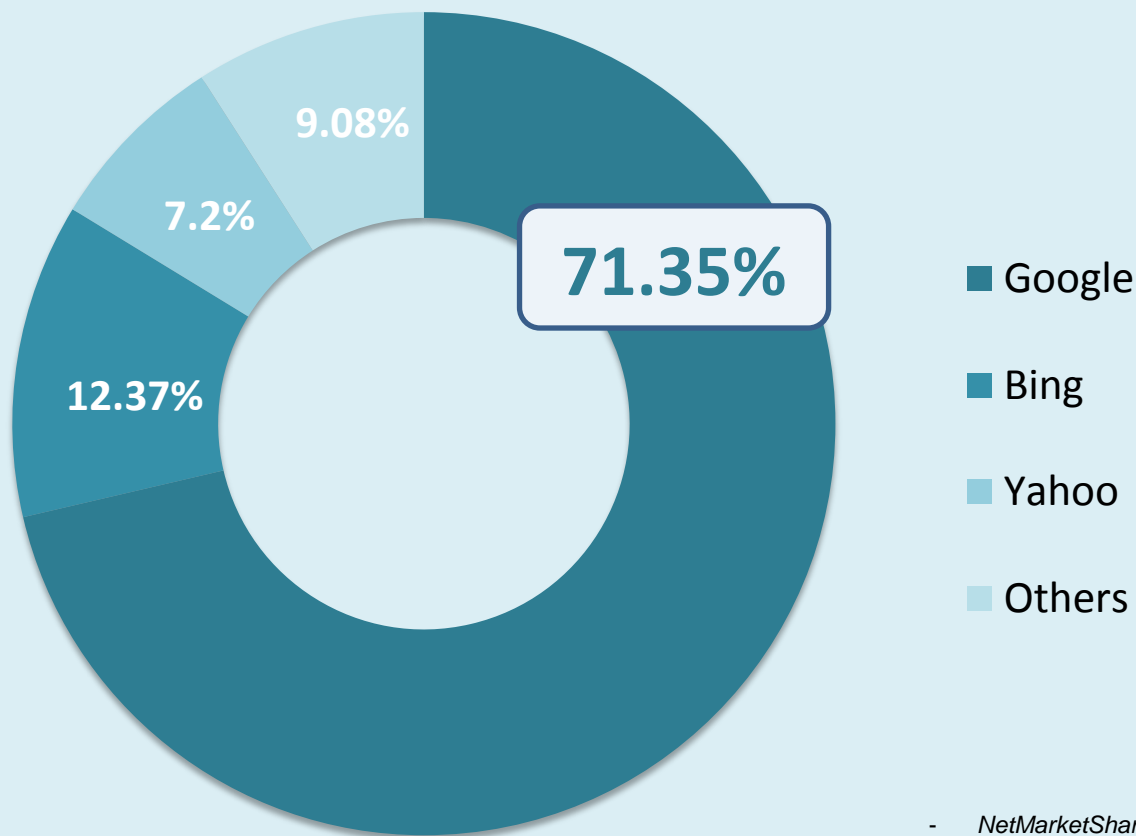


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Effective SEO calls for a deep understanding of the ranking factors within the intricate algorithms of Google—the world’s leading search engine with a 71% market share. Such ranking factors undergo continuous adjustments to provide users with the most useful search results and satisfying experience.

## Google's Global Search Market Share







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Your ranking on Google's organic search engine results pages has a direct impact on your click-through rates.

High CTR means more **traffic** to your website, as well as opportunities for more leads and conversions.

## Google Ranking and CTR

Rank	CTR
1	17.16%
2	9.94%
3	7.64%
4	5.31%
5	3.50%
6	1.63%
7	1.09%
8	1.04%
9	0.44%
10	0.51%

- Catalyst



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**SEO is important for your business to be found by customers online.**

To take advantage of the marketing and sales potential that good rankings bring, aligning with Google's recommended practices is of utmost importance.

These include the application of thorough guidelines and successful techniques in the design, mobile-friendliness, architecture, coding, content, promotion, distribution, linking, and socialization of your website.

The short and sweet of it is if you are selling car accessories like steering wheels, we will recommend good target keywords or phrases for you like 'car steering wheels for sale.' Then your web pages should start ranking high on search engines when people type in the same phrase or its close variations as a search query.







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## WHY YOU NEED SEO?

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Having a website is not enough. You need to let people and search engines know that your site exists. SEO will give you that high visibility on search engines, resulting in more traffic to your site and greater opportunities for getting leads, conversions, and sales for your business.

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



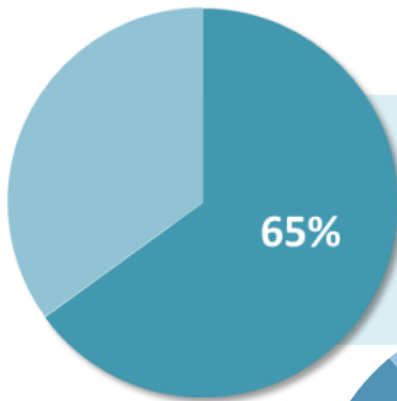




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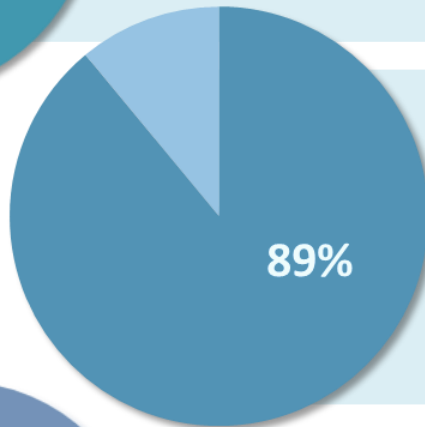
*Improve Visibility. Increase Traffic, Leads, and Sales.*

## Numerous studies attest to the value of SEO:



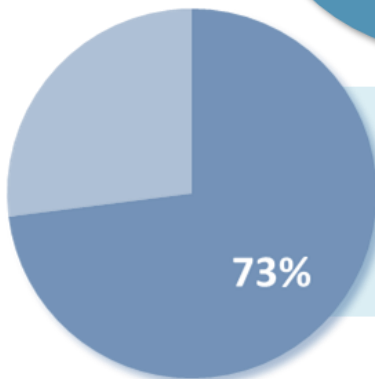
Sixty-five percent of Internet users see online search as the most trusted source of information about people and companies.

- Edelman Trust Barometer



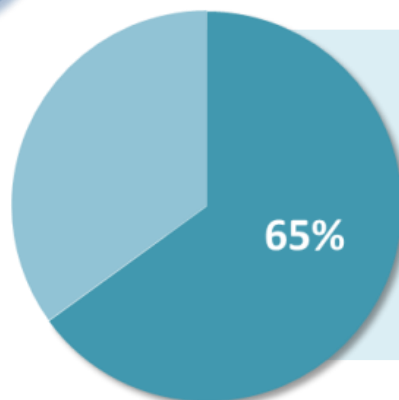
Eighty-nine percent of marketers worldwide rated SEO as successful at achieving objectives of improved search rankings, website traffic and lead generation.

- Ascend2



Seventy-three percent of in-house marketers said SEO provided excellent or good return on investment (ROI).

- Econsultancy



Sixty-five percent of online revenue is generated by websites in the top three positions on search engine results pages.

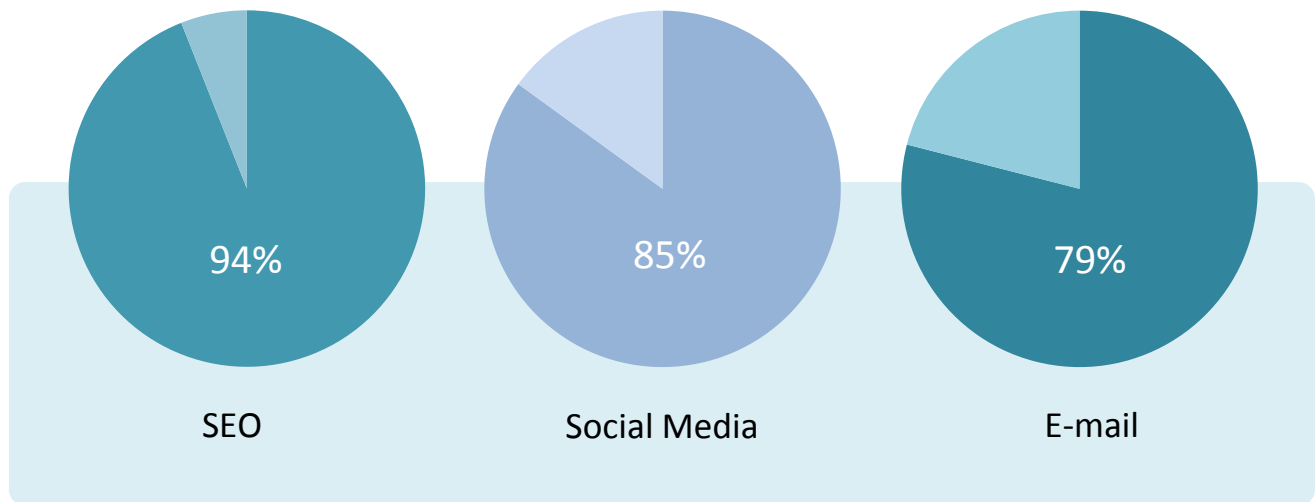
- Forrester



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



Above are the percentages of marketers who stated which online marketing tactics they find to be growing in importance as a source of leads.

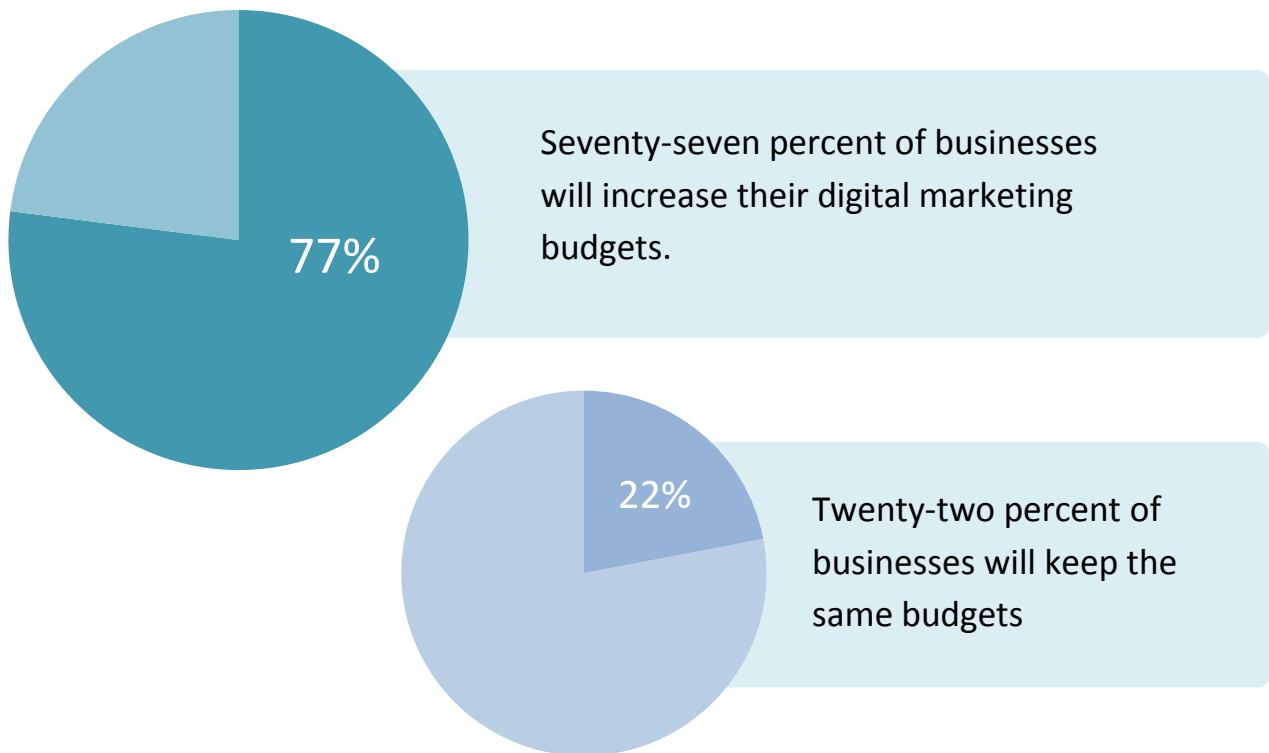
- *Marketing Sherpa, ComScore, Nielsen*



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## WHAT YOUR COMPETITORS ARE DOING



- Econsultancy

Businesses wanting to stay competitive will continue to increase their budget allocation as competition grows with newly formed companies and late adopters.

To attain and to keep a high position on search engines, it is recommended for businesses to maintain SEO efforts for the long term or risk being pushed down by competitors.



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## THE FUTURE

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SEO will remain an important part of the online marketer's arsenal for many years to come. It will continue to be a primary 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 offshoots of SEO.

**It is never too late to implement SEO. Now is the best time to do it to harvest its benefits in the upcoming months and beyond.**

The earlier you sign up for SEO services, the faster you will be better positioned against your competitors.







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## WHY CHOOSE US?

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Rather than building a team to do your SEO in-house and figuring things out as you go, enlisting our services not only saves you time and effort but also guarantees a strategic approach to your campaign. By choosing us, you get access to dedicated teams, with specialized skill sets, to handle your website optimization.

SEO calls for ongoing adjustments in consideration of various factors, which can be incredibly hard to monitor and track on your own. Thorough research and analysis are keys to ensuring that every effort ultimately brings about a positive impact on your website and business.

Think of SEO as putting gas in your car—do you fill up your tank just once and expect your car to run forever? The success of SEO relies on long-term, continuous implementation.

With our extensive experience and in-depth consultation, you will be poised to benefit infinitely from SEO without the heavy work.

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



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## IN-DEPTH CONSULTATION

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To deliver exceptional SEO services, we take the time to understand your objectives and factor them into our strategy.

The cycle begins with an in-depth consultation. We gather information about your business, product or service, your target market, and your past and current marketing activities to gain a clearer picture of how to help you.

We then formulate and recommend a plan. Upon implementation, we measure and analyze the results and also listen to your feedback so we can apply continuous improvements to further ensure campaign success.





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We provide regular reporting to help you see how your business presence is improving online.

- Keyword Ranking Report
- Keyword Competition Report
- Online Presence Report
- Campaign Progress Report (after six months)





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## WHAT IS THE NEXT STEP?

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Today's marketing data and trends suggest that SEO will benefit your business in terms of improved visibility and rankings and increased traffic, leads, and ultimately, sales.

We are regularly engaged in the research and analysis of market trends and technologies to develop SEO strategies and tactics to provide you with exceptional services 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.

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

Given the facts, the best time to start or ramp up SEO 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.







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**Employ our services and  
get the following:**

- ✓ **Access to SEO Expertise:** Benefit from strategies and tactics based on best practices, market data and trends, and advances in technology.
- ✓ **In-depth consultation:** Let's discuss how we can tailor-fit your campaign to suit your marketing goals.
- ✓ **Expanded Network:** Join the league of businesses that have landed the top pages of Google. Increased traffic brings opportunities to growing your connections and getting more referral business.
- ✓ **Competitive Advantage:** Let the wheels turn now to beat your competition and get more sales and revenues from increased traffic.

**Give your sales a much-needed boost through SEO.**

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