

SEO

SEO by LOCALiQ is your individualized solution to make sure you show up when your neighbors search for businesses like yours. We offer a holistic solution to juggle the ever-evolving search world with your digital marketing tactics and business needs – helping to grow your brand’s presence, increase organic search leads and deliver results to help your business thrive.



Be Confident in Our Local Expertise

We help the people in your area discover your business when they search by creating a strategy that focuses on prospects living, working and playing in your area.



Build Your Authority, Not Your Rank

In an endless Internet of choices, we’ll help your brand be seen as a trusted local authority, giving your site higher visibility and setting you apart from your competitors.



See the Results (You Can Trust)

Bring the story of your numbers to life through monthly summaries, with a central focus on leads and increased visibility – the metrics that matter most.

97% OF PEOPLE LEARN MORE ABOUT A LOCAL COMPANY ONLINE THAN ANYWHERE ELSE.¹

93% OF ONLINE EXPERIENCES BEGIN WITH A SEARCH ENGINE.²

62% OF SMBS DON'T KNOW IF THEIR MARKETING WORKS.³

We understand how all the digital pieces work together to help make your SEO, and your business, successful.

Win More Local Search Traffic

You’re a local business looking for local customers. Luckily, we’re experts in local and know how to work a multitude of tactics and recommendations together to win more search traffic.

Comprehensive and Flexible Strategy

Our team is flexible to adapt based on your individual needs and existing digital tactics. We conduct a thorough business review and website audit, implementing proven techniques and recommendations to help prospects find you.

Optimize for More Than Keywords

Search engines look at more than just text and images. We update your site for, not just keywords, but topics relevant to your business, ensuring search engines see you as the authority on the web.

Consultative Onboarding with Ongoing Planning

This is no off-the-shelf SEO strategy. From on-site technical work to content strategy and development, we work together along the way and don’t stop after onboarding ends.

Get More than SEO from LOCALiQ

As part of the USA TODAY NETWORK, we empower businesses with unique insights from 125MM+ monthly consumers across a suite of digital tactics. Using best practices from the last 14 years, we leverage on and offsite resources to create a holistic SEO strategy for our clients. LOCALiQ simplifies marketing and drives results.

“They quickly reorganized things to maximize my SEO standing, especially in key areas that I was interested in.”

*Dr. Dean Mitchell
Board Certified Allergist & Immunologist,
Mitchell Medical Group, P.C.*

SEO

Make sure search engines can find you – and local prospects can, too. We implement proven techniques on and off your website to help your business show up where and when it matters most – in the local search results.



Website Analysis & Strategy Development

We develop a deep understanding of your business and competitors to build your strategy including the right keywords, topics, and tactics to meet your business goals.



Long-Term Approach

SEO is not a one-time effort, or something that you can get in place and expect to maintain the same results. Through constant algorithm, SERP criteria and best practices updates, SEO is a continuous effort with a slow ramp that grows tremendously over time. We help make SEO a sustainable digital tactic for your business and the potential results of high-quality, organic traffic more of a reality.



Support by a Team of SEO Analysts

You're never on your own with our team of SEO experts behind you and your business. This group of qualified and talented professionals provides updates on your ongoing SEO plan and tells the story behind the technical results and metrics. The numbers are just numbers until your analyst provides you a comprehensive picture of overall performance as well as recommendations for next steps.



Plays Well With Other Sites

Most agencies only work with sites they provide, but we know you may have already invested in a third-party site you're not ready to give up. We welcome clients to bring their own sites or a vendor-provided site.



Year-Round Focus

Many local vendors don't have the ability to scale to an increased number of clients or locations. They get a dozen customers and start to lose focus on your month-over-month progress. We have the team, the technology and the experience to bring focus throughout the year. We've been pioneering the space for 14+ years with more than 12,000 clients across North America. In that time, we've learned how to meet the needs of large numbers of clients.



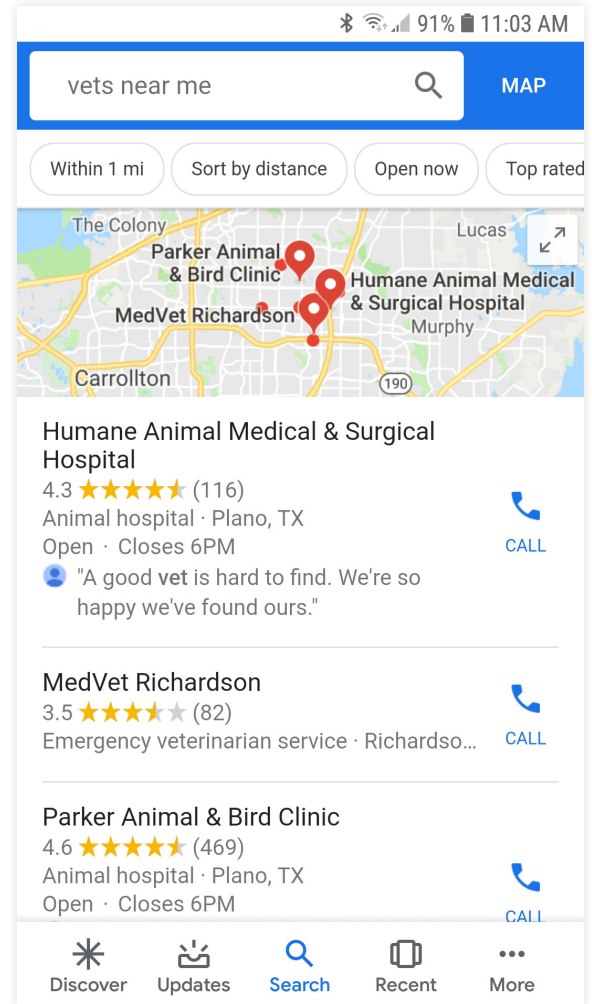
Relevant Content Optimization

Just as every business is different, every business has different content needs. We'll create or optimize content specific to your business and location to ensure you're showing up only for the searches relevant to your product or service – saving you time on leads that aren't a good fit. Plus, we update page titles, meta descriptions, linking, and more that improve your site's visibility over time.



Reporting and Insights

See your growth over time, with detailed metrics like site traffic, unique visits, and pageviews. Plus, get more insight into actual leads and top traffic sources with Client Center with Lead Engagement*.



* Additional fees apply.

** Know that certain website platforms have limitations that don't allow us to be as effective as we'd like. In those instances, a LOCALiQ Websites solution may be recommended.

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