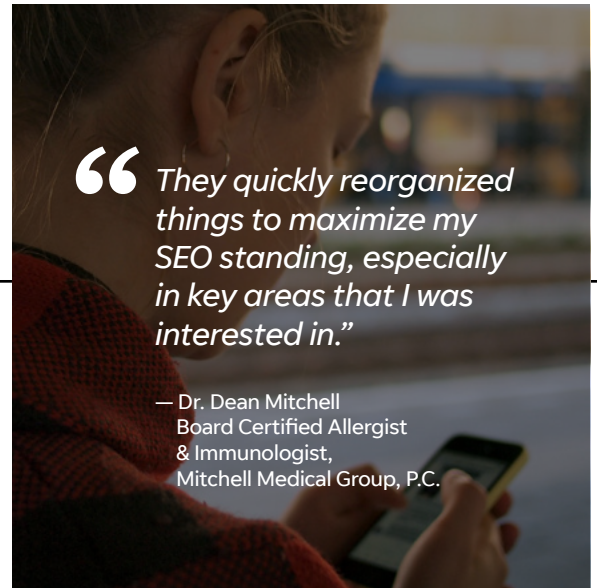


# SEO

Finally, an affordable, customized search engine optimization program designed for businesses who want to grow locally. This consultative service helps you get found in search results and local listings\*, boosting your website in organic search and driving more local traffic to your business.



“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.

## Drive Local Visits

Get seen by the people searching locally for your products and services, so they visit your site and convert!

➔ **78%**

Of local-mobile Searches result In offline Purchases.<sup>1</sup>

## Own the Search Results

With an optimized website and updated local listings, you can rule the search results and keep competitors at bay.

➔ **75%**

75% of people never scroll past the first page of search engines.<sup>2</sup>

## Amplify Search Marketing ROI

Ongoing optimization improves your website, which can have a big impact on your paid search results.

➔ **32%**

The top page listed in a Google search has an average click-through rate of 32%.<sup>3</sup>

## See what better SEO can do for your business.

### Stay Ahead with Expert Analysts

With years of SEO expertise, we know what tactics can work best for you. Our analysts are the experts in local SEO, regularly optimizing your site so it stays relevant, no matter what changes in the search landscape.

### Knock Out Your Competition (From the Search Results)

We analyze your competitors to learn how we can outperform them. That means your business gets a leg up on the competition in the local search results.

### Build Trust to Get Seen

We leverage search best practices to help ensure your site is trusted by top local directories and search engines, giving you staying power and growing your position in the search results.

### Gain Insights You Can't Get On Your Own

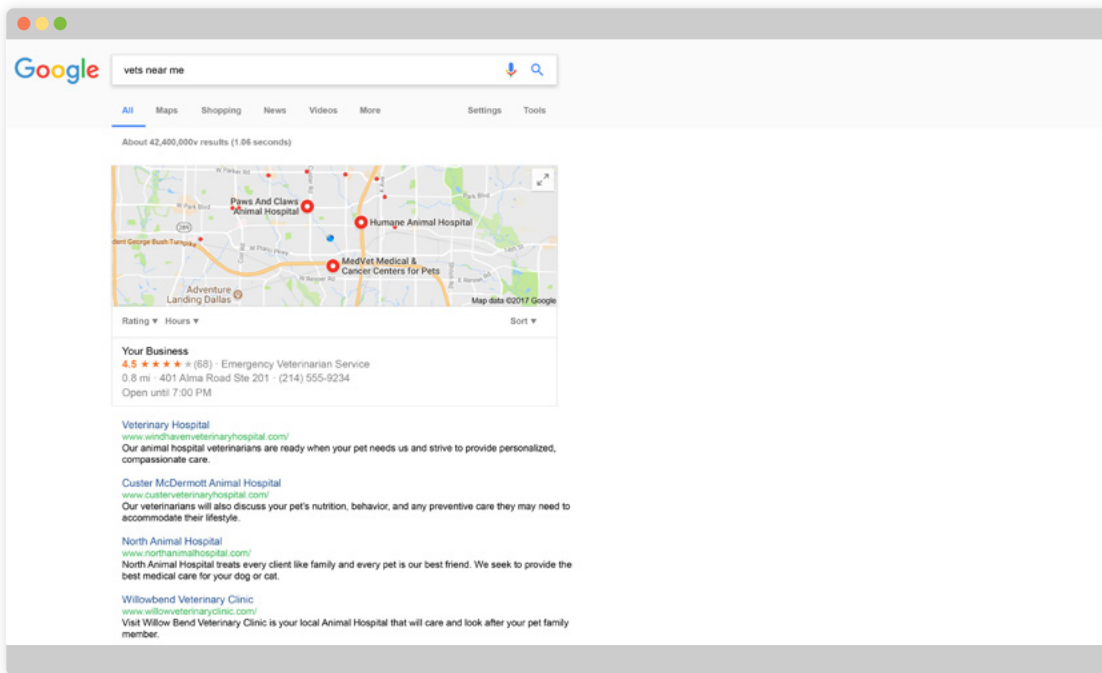
See for yourself what SEO is doing for you. You'll get full transparency into the work we're doing with regular reports. Plus, get generated from your SEO.

### Win More Local Search Traffic

With SEO, your site and listings get found more often by your target audience. That can mean more website visits, conversions, and even leads for your business.

# 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.

## ➔ Technical Site Enhancements

Search engines look at more than just text and images. We update your site's links, navigation, sitemap, and Schema markup so search engines can easily understand and index your site.

## ➔ Content Optimization

We'll create or optimize content on your website to maintain its freshness and relevance. Plus, we update page titles, meta descriptions, linking, and more that improve your site's visibility over time.

## ➔ Local Listings Management

We help you grow your online presence by updating Google, Yelp, and over 50 more local directories with business info that matches your website. All this helps search engines build trust with your site and helps you drive calls and store visits from local search results.

## ➔ Reporting and Insights

See your growth over time, with detailed metrics like more insight into actual leads and top traffic sources with Client Center with Lead Engagement Add-On\*.

## ➔ Add-On Solutions

Whether you need location management, content, website design, or social media marketing, we have the add-on solutions you need to boost your site in local search. We'll work with you to build a program that meets your specific needs.