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## **Website Search Engine Optimization (SEO) Sales Copy**

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Your website is your marketing machine.

In order for your machine to function smoothly, it needs to:

- Be pretty
- Function well and
- Convert customers

### **How Your Website Converts Visitors Into Customers**

First, your potential customer has to find your site. That is what SEO is all about.

SEO is pretty technical and can get kind of complicated. We take care of the details so you can be confident that your site is optimized for search and can be the marketing workhorse you need it to be.

### **What We Do -- So You Don't Have To**

#### **On-page SEO: Keyword Planning**

We work with you to choose the specific keywords that reflect your brand and can be used on your website and across your social media platforms.

**What you get:**

- Keyword planning meeting
- Brand analysis
- Keyword research
- Optimized web pages
- Take-home keyword guide so you know which phrases to use -- and when
- Optional follow-up so you can see how your keywords are performing

## Technical SEO: Hardwiring Your Website For Success

Our online marketers work with our developers to ensure that your website is built and structured for success.

### What you get:

- Semantic and valid markup
- Correctly optimized title and meta tags
- Site speed
- Google Analytics & Webmaster Tools
- Sitemaps & submission to Google & other major engines
- Working links and images
- Unduplicated content
- Search engine friendly URLs
- Effectively optimized footers &
- Technical SEO specific to your website & marketing needs

## Off-page & Social SEO: Giving You A Leg Up

### What you get:

- Site submission to major directories for allowable backlinks
- A suggested social media strategy
- Referrals to online marketing professionals as needed

## The Take Home

You will be ahead of the competition if you choose to have your website professionally optimized. Although most designers and programmers don't know how to apply online marketing, SEO & Google best-practices you are in luck because we do.