

# Search Engine Optimization (SEO)

Search Engine Optimization, commonly referred to as SEO, ensures your business ranks high on search engines like Google and Yahoo when a consumer is looking for a specific product or service.

We'll call you to discuss your desired goals related to your Web site, the geographic areas you wish to reach, and the demographics of your desired customer. Our specialists take it from there. We conduct SEO tasks related to site keywords, page titles, headings, page descriptions, and many more ways to make you stand out from the crowd.



## SEO

33%

of organic search clicks go to the first result. *(SocialTimes)*

61%

of global Internet users research products online. *(Interconnected World: Shopping and Personal Finance)*

60%

of all organic clicks go to the organic top 3 search results. *(Business2Community)*

50%

of all mobile searches are conducted in hopes of finding local results, and 61% of those searches result in a purchase. *(Search Engine Watch)*

14.6%

SEO leads have a 14.6% close rate, while outbound leads (such as direct mail or print advertising) have a 1.7% close rate. *(Search Engine Journal)*



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by ma WebCenters®

### Do It Yourself:

All of our Web site packages come with **SEO TOOLS** and **TECH SUPPORT**.



TOOLS INCLUDED IN WEB SITE SETUP

### Local Organic Search:

Our team will discuss your desired reach and take it from there. Using our built in tools, we will conduct SEO tasks related to key words, page titles, page descriptions, headings and other ways to make your site stand out.



### Regional Organic Search:

For an even bigger reach, our team will discuss your desired reach and take it from there. Using our built in tools, we will conduct SEO tasks related to key words, page titles, page descriptions, headings and other ways to make your site stand out. Content is King, so we'll write 1,000 words to help optimize your site. Up to 15 pages optimized.

