Search Engine Optimization Services

SEO (Search Engine Optimization) is one of the most important things to be done when starting or improving your online business. Why? Well you could have the best product or service ever but if you can't attract people to come and visit, there is no point to spend your time on your online business. Search Engine Optimization is the process of analyzing your website and applying strategic and industry compliant techniques in order to achieve a higher search engine ranking. This organic optimization encourages the following:

- Using quality page titles
- Using the proper HTML hierarchy to identify important content
- Using consistent navigation so search engines can find the content on your site
- Developing a content rich website that is targeted to your sites primary audiences
- Using Meta tags to further identify what your company does

The initial website project will incorporate these techniques, but an on-going review of how the website is performing should be done on a regular basis.

We recommend reviewing the website on a monthly basis which allows enough time for the search engines to pick up changes that have been applied.

SEO Monthly Management - $395 (5 hours, no long term contract, cancel anytime)
Your website will be setup with a free tool called Google Analytics which is able to show what content people are looking at, how they are interacting with your site, where they are coming from, and how they are finding you. This tool will be used in conjunction with performing multiple searches across the major search engines including Google, Yahoo, and MSN. Based on the findings we will revised the content of your website in an effort to improve the overall rankings for the same searches when we perform them one month later. We will prepare a report of our findings and share this with you.

Some of the revisions that may be necessary each month include:

- Optimizing Keyword Phrases in website content
- Updating keyword density through the site
- Adjusting Page Titles and Meta tags
- Adding content and possibly pages to the website
- Ensure search engine friendly navigation is in place
- Source code optimization
- Develop a site map as the site grows in size