

### SEO Integrated

Without the use of Search Engine Optimization (SEO) a Web site can be totally overlooked in searches, and as a result get few visitors. The best way of ensuring a steady stream of visitors to your Web site is through clever SEO.

SEO includes a short description of your Web site, title tags, search words, relevant content and paid for services. Web site copy writing can either make or break the rankings of your Web site.

The content of a Web site must be highly informative and relevant to the search words and title tags you have chosen. An article or Web site can be ranked low due to poor or sketchy Web site content, and, will not appear on the first few pages of a search. This leads to the Web site being ignored.

People rely on the search engines to provide them with a list of the best sites, and more often than not will click into one of the top 5 sites presented by the search. The good news is you do not need to be a programmer to improve your SEO. We provide free Web evaluations, and let you know where you are ranking in Web searches. We can help you improve your search engine performance, and just as important, we can help you create the content that keeps your visitors engaged in what you have to offer.

### Tips for Search Engine Strategy

1. Define clear objectives for your search engine tactics you can measure.

2. Develop a comprehensive search strategy – organic, paid, cross link and more.
3. Integrate your search engine strategy with your media strategy and site strategy. Then, evaluate the relationship with your sales strategy.
4. Google, Yahoo, MSN all have their own set of rules for how they rank your site in the search results. It is good to know how they each work so you can modify your SEO strategy.
5. Understand the expected ROI for your SEO strategy! For organic searches in Web site copy, key words can be used to attract users to the Web content. If the content serves a niche or specific group, list key search words to identify this unique content.
6. Your domain information is also checked by search engines. Your Web site will rate higher if your domain name fees are paid for several years in the future. This makes your business look like a long term enterprise.
7. Sitemaps are a way to tell Google about pages on your site they might not otherwise discover. In its simplest terms, a XML Sitemap—usually called Sitemap, with a capital S—is a list of the pages available on your Web site.

### Our Search Engine Philosophy

Search engine optimization is an effective marketing strategy but only one piece of an overall online presence. This is especially true today with the lines blurring between search and social media. An integrated approach is needed in order to succeed and maintain a strong presence on the search engines.

SEO is an extension of your own marketing plan. Our SEO philosophy is that every client needs

a customized plan based on goals, technology, and resources. Our strategy is to create custom-tailored campaigns and websites to meet your unique needs.

### Images

When incorporating images on your site, title the images with a short description that represent the images. This gives an individual who is not looking at the HTML page the ability to read the text and understand what the image is about. Try to stay away from the heavy use of large static graphics in the top of the web page; this can inhibit searchable text on the Web page. As the programmer writes the code for the Web page, they have the option to insert title tags. Use title tags to position key words and make sure the title tag represents the page information accurately.