



SEO SERVICES



BROWN BRANCHES

FULL-CIRCLE MARKETING

brownbranches.com
(419) 308-5753



SEARCH ENGINE OPTIMIZATION (SEO)

Being highly visible as a trusted resource by Google and other search engines will bring in more website traffic, build trust and credibility for your company, and ultimately result in an increase in your bottom line. It's a long-term strategy that provides quantifiable results over several months.

SETUP PHASE

30 mins intake call

We'll make sure we completely understand the goals of your project and answer any questions you may have about search engine optimization. Our goal is to optimize our efforts to deliver the most return on your investment.

Site Audit

We will inspect your website to detect and prioritize all issues that can affect performance, then suggest solutions to these issues in a detailed report. Areas that we look at include page loading speeds, redirects, site security, mobile-friendliness, URL structure, and current on-page SEO.

Keywords

We do thorough research of keywords that your potential customers are currently using to find the services they need, and then determine the best selection of keywords for your company. We examine transactionality, motivation, and engagement when implementing these keywords into your seo strategy.

Analytics & Reporting

We will set up (and/or integrate) Google Analytics and Search Console on your website to allow us to track and understand your customers' behavior, user experience, online content, device functionality, etc. Our monthly reporting allows us to provide detailed, quantifiable reports to show your progress.

On-Page Optimization

Page optimization is the backbone of your organic SEO success. We will employ a myriad of interconnected strategies including but not limited to the following:

- Keyword-dense niche content
- Metadata Optimization
- Schema Markup Organization
- Hub and spoke keyword/internal link structurization

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ON A MONTHLY BASIS

Consistent Publication of Engaging Content

We will create and/or update 3 pages of best-in-class, original content per month. New content will be optimized to strengthen your niche expertise and integrated into your site structure so that it augments the importance of key pages.

Backlinks

Backlinks represent a “vote of confidence” from one site to another. If many sites link to your website, search engines can infer that your content is worth linking to and your rankings will increase. We will procure 2 links from high-quality websites focused on your industry.

Real-Time Keyword Rankings & Optimization

We will keep a close eye on your competition and fine-tune your keywords and page performance to ensure that you stay ahead of the game.

Reporting

We will send you a detailed monthly report so that you can measure your progress for your established goals.

Please contact us to schedule an appointment.

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