

## Internet Visibility – Search Engine Optimization

Your business is accurate and visible on search – this package gives you all the tools necessary to analyze your business's performance and your competitors, covering all assets and channels. Add SEO to fine tune your marketing strategy. There are over 250 main ranking factors that Google considers before they put your site on page 1 of their results. \$250 and up

### **SEO Services:**

Keyword Analysis Research & Report

Website ranking report of keywords – Google Bing

### **Optimization:**

Website Analysis

Title Tags

META tabs

Robots tags

Externalizing scripts if necessary

Content analysis

Image Optimization (if necessary)

Hyperlink Optimization

Create Site Map (if necessary)

Create Google and Bing XML Sitemaps

W3C validation

Canonicalization

Local Search Engine Optimization

Broken Links

### **Additional Services:**

Article Writing & submission

Blog Post Writing and Submission

Web 2.0 Video creation and submission

Digital Marketing

Website Usability & Performance

## SEO – 2021 – The Future is NOW with AI Driven Software – The Keyword Game-Changer \$8-10k annually

AI driven software designed to monitor and auto-respond to the ever-changing technical ranking factors of Google's search algorithm.

That means if Google changes – or even slightly adapts – one of its 200-plus ranking factors, we know about it instantly.

Having a strong online presence backed by killer SEO has long been important for any serious business.

At a time when much of the world has been forced inside and online, it's never been more important.

Includes Desktop, mobile, voice search (accounts for 50% of all search)  
Google Ads, Social Media.

Google now accounts for more than 79% of total desktop search traffic.

That amounts to:

63,000 searches per second.

4 million searches per minute.

5.5 billion searches every day.

2 trillion searches a year.

Like it or not, Google is still The Search Engine King, which means getting onto **Page 1** is crucial for your business' success.

Bottom line: Without superior SEO pushing your website to the top of Google's search pages, your business is practically invisible online.

Consider the latest (2020/2021) stats:

- 92% of all this traffic goes to Page 1 of Google Search. This means every time your business drops down to page 2 or 3 of Google, you've lost 9 out of 10 users.
- Page 1 results get an average 34% Click Through Rate (CTR) – or more than one-third of all users.
- 75% of users will not scroll past Page 1 – the lower your ranking, the lower your CTR.
- SEO is 5.66 times more effective than paid search advertising (70% of clicks in Google search results go to organic, with only 30% going to Google Ads).
- 61% of marketers remain convinced SEO is still the key to online success.
- Businesses are investing an average of 41% of their marketing budget on SEO, and this percentage is expected to grow to more than 45% in 2021.

Sources: Safari Digital: SEO Stats & Facts for 2021; Business Insider; Deloitte Trend Report 2021.