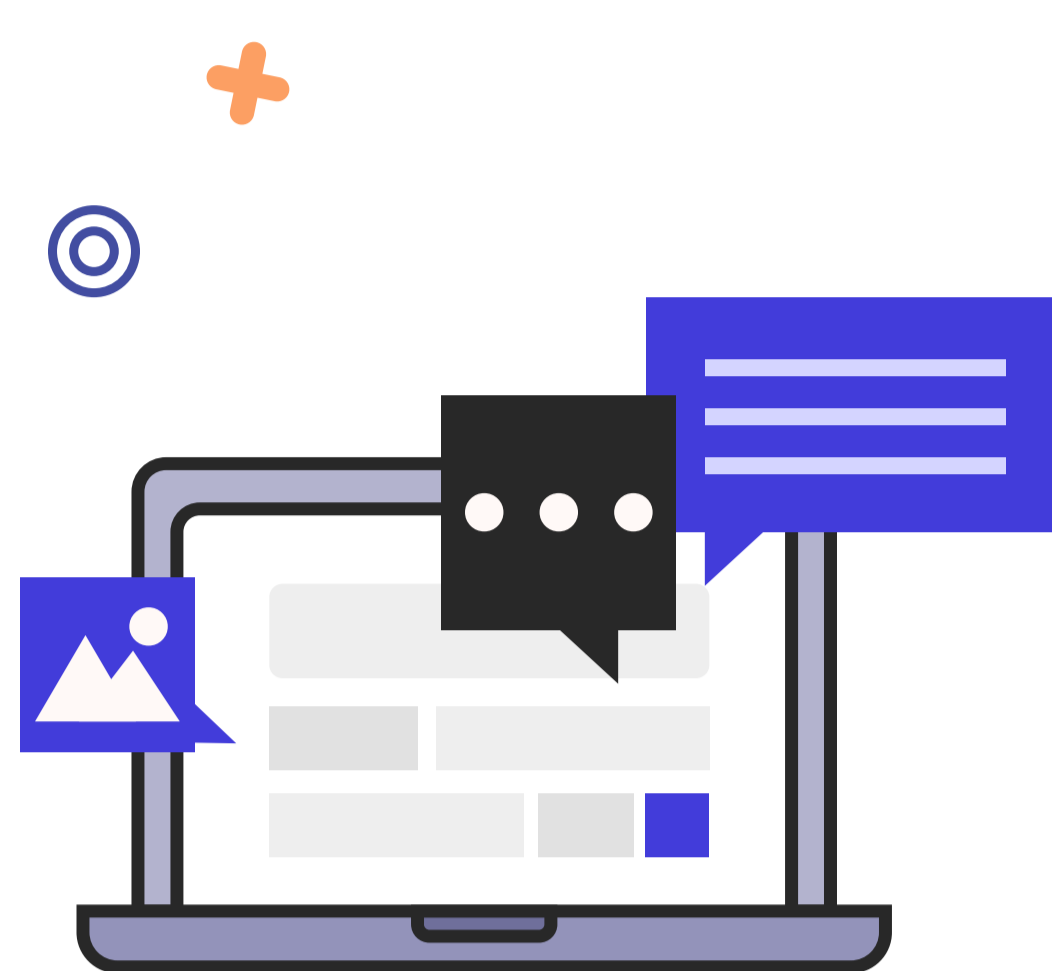


4 REASONS WHY YOUR BUSINESS NEEDS AN SEO STRATEGY

If you're still going back and forth about whether to invest in a Search Engine Optimization (SEO) strategy - stop right there. The answer is absolutely - yes.

INCREASE WEBSITE VISIBILITY



People are already searching for the products and services you offer (unless you sell something extremely obscure and un-useful, but why would you do that?)

SEO is all about optimizing the many aspects of your website to attract customers looking for the products and services you sell. The more relative your website is to what certain searchers are looking for, the more likely it is to be found.

According to data collected by Search Engine Land in late 2016, Google confirmed that it handles trillions of searches each year from individuals around the world. By spending time ensuring that the pages of your website are optimized for search engines and the people searching, you can effectively increase your website visibility.

MAXIMIZE RETURN ON INVESTMENT



Identify your target audience; gender, age, location, etc.

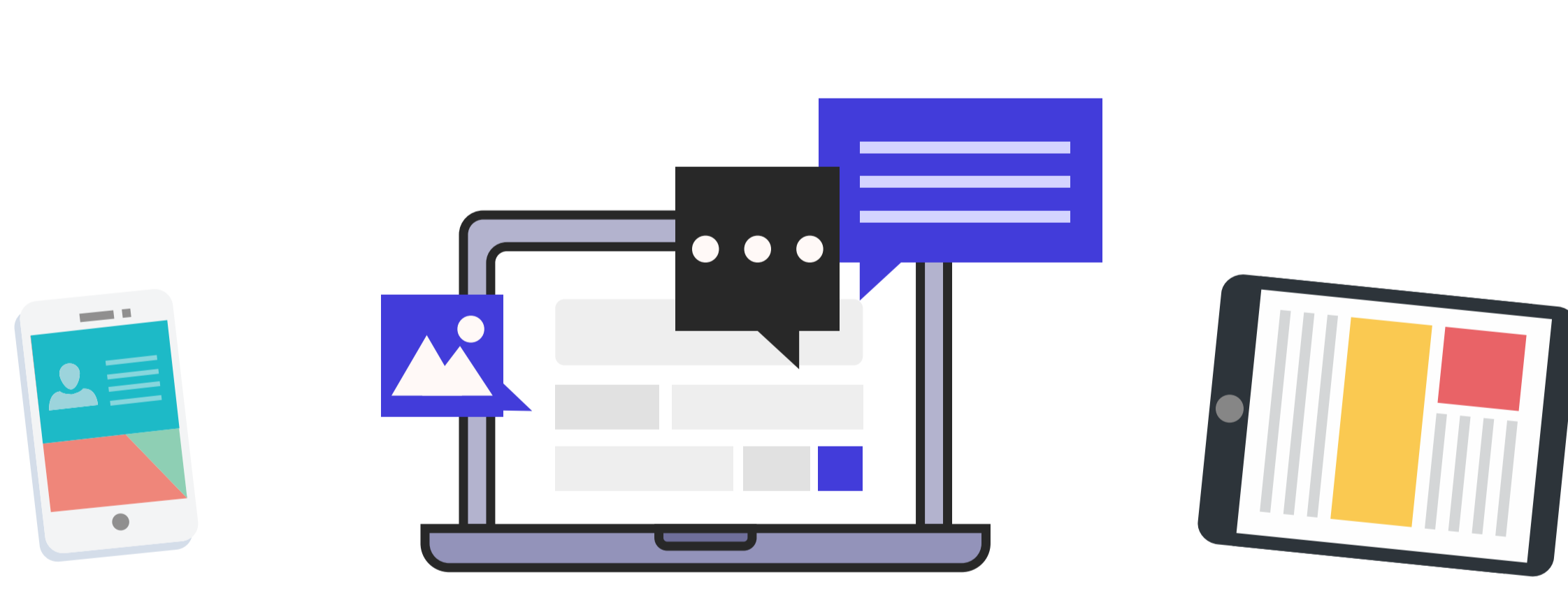


Determine keywords for the products or services you offer



Implement the keywords into the content you share with your target audience

CATER TO MULTI-DEVICE USERS



In addition to optimizing your site for desktop users, it has become essential for businesses to optimize their content to users on any device. In many cases, users may even switch from one device to another during the same session, so it's important that your website is optimized for today's multi-tasking and on-the-move users.

OPTIMIZE FOR RANKBRAIN

One of Google's more recent algorithm updates, RankBrain, now has a significant effect on your SEO results. RankBrain favors keyword phrases over simple keywords, and especially those that one might use in a voice search.

Google likes content that incorporates phrases that people might naturally use in a conversation when looking for a specific product or service.



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