

SEARCH ENGINE OPTIMIZATION 101:

HOW SEO CAN GROW YOUR BUSINESS



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THE PROBLEM:

You built a beautiful website and no one can find it.



We all know that a web presence is essential to a successful, growing business. But creating a beautiful brand and a compelling website are not enough. People will not land on your website and take action unless they can find you. You need to position your products or services within the internet to reach your customers when they are searching for solutions.

But, the internet is huge and it is complicated to know where to start. How do you position your business to be the solution your customers are looking for?

THAT'S WHERE WE COME IN.

THE SOLUTION:

Leverage the power of SEO with a team that understands.

Search Engine Optimization, or "SEO", is the process of strategically identifying specific keywords and links, so when consumers are looking for a service or product, your website will come up as one of their first options.



There are four key principles of SEO:

01

Keywords

Search engines operate based on keywords. Create a strategy around what your customers are searching for and work your keywords into your website.

02

Digital Listings

Systematically create backlinks so while consumers are working their way through other content on the internet, they find your product or service.

03

Google Reviews

Create a solid online presence by inviting your clients to review you. These comments are public and allow you to seem trusted.

04

Consistent Content

Publish content with your targeted keywords. Adding content is similar to putting more hooks in the water. Give users more ways to find you and engage.

OUR PROCESS:

Our signature 4-Point Plan to increase your rankings.



ANALYZE



We will start by evaluating your business and indemnifying the top 10 keywords that apply to your business. This will help us create relevant content.

STRATEGIZE



We will create a strategic plan to gather reviews, create content, and build links back to your website. Our team will build automated systems to ensure that the heavy lifting doesn't fall on you.

OPTIMIZE



Piccolo Marketing will confirm that all applicable online directories (Google+, Yelp, Angie's List, Bing, etc.) and social media platforms (Facebook, Twitter, Google+, LinkedIn, etc.) are claimed and optimized with accurate information and images.

REVIZE

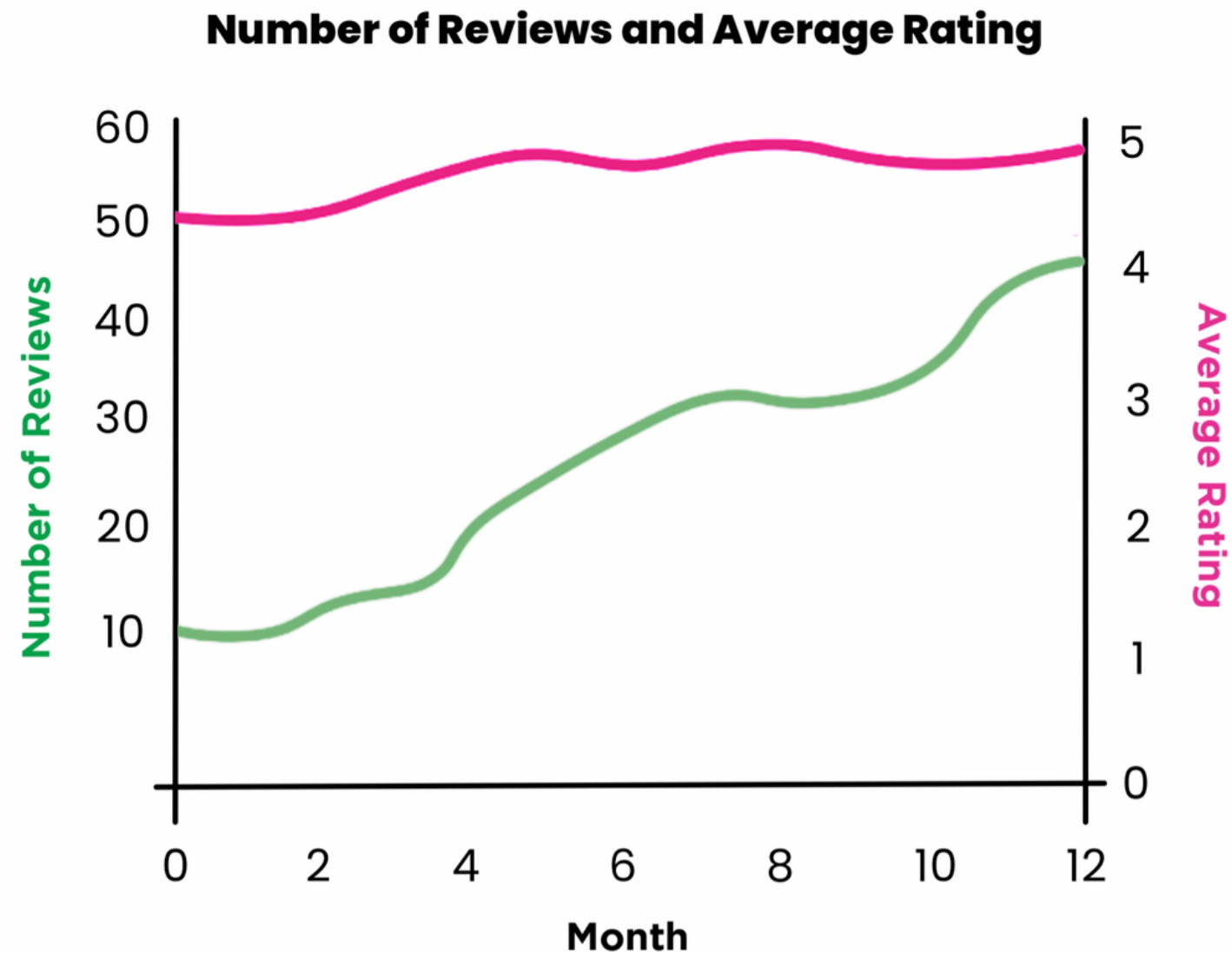


Successful SEO plans are based on data and analytics. Our team will watch the progress of your online presence and adjust our strategy to ensure that you are consistently seeing results.

CASE STUDY:

Want to see how this worked for one of our clients?

Recently, a client in the service industry realized his business was only showing up sporadically in search results, and rarely on the first page. The Piccolo Marketing team leveraged our signature 4-part plan to consistently improve his rankings.



We used our 4-Part Plan to create an SEO Strategy

We focused on budgeting, measuring, and managing effectively. The funds and results of this comprehensive and targeted SEO campaign were reported to the client on a monthly basis.

We analyzed the results and saw direct ROI

During review, we were able to see that the tactics had been worth the investment. The results after 11 months speak for themselves. The business has climbed in the rankings, showing up or staying in the coveted "above the fold" positions on the first page WITHOUT having to pay the high costs of Pay-Per-Click advertising.

We want to do this for your business

We believe that SEO is a key to your business' growth and success. We have seen this before for other clients and we want this for you.

LET'S GET STARTED:

Grow your business with Piccolo + SEO



Schedule a Call

Let's set up a meeting to talk best practices with your company.



Implement SEO

We'll figure out the best SEO tactics for your industry.



Watch Your Business Grow

Interactions will skyrocket after just a short amount of time.

A woman with long brown hair and bangs, wearing glasses, a black blazer, and a striped shirt, is sitting cross-legged on the floor with a laptop on her lap, smiling at the camera.

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