



# BEST-IN CLASS SEO

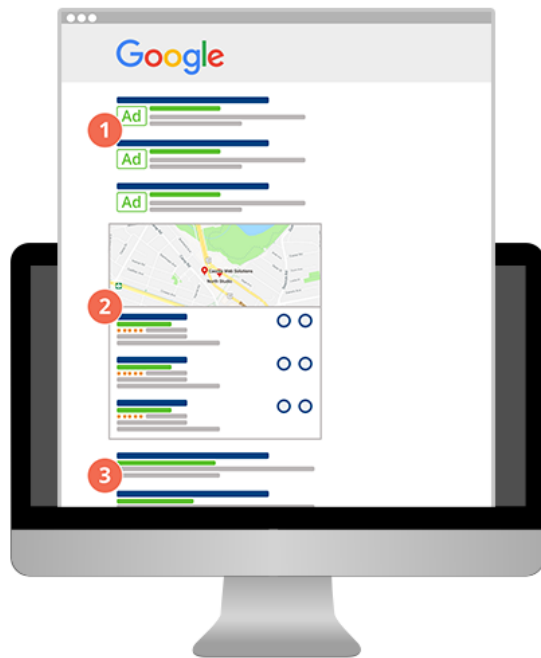
# Agenda

- Why is SEO important?
- What does SEO consist of?
- What is your opportunity?
- Why do SEO with us?
- What to expect.



# Why is SEO important?

- More than **80%** of consumers research online before buying.
- Nearly **92%** of organic clicks to sites come from Google's page 1 results.
- Organic SEO traffic** is the largest form of traffic to a website and SEO directly impacts this.
- Good **SEO practices** improve the user experience and usability of a web site, which leads to higher conversions.
- SEO helps make your **Google My Business listing** more visible.
- SEO impacts **Voice Search**, enhances your **Mobile Rankings**, and helps your business dominate the competition!



# What does SEO consist of

In layman's terms, SEO consists of 3 main things.

## Technical SEO

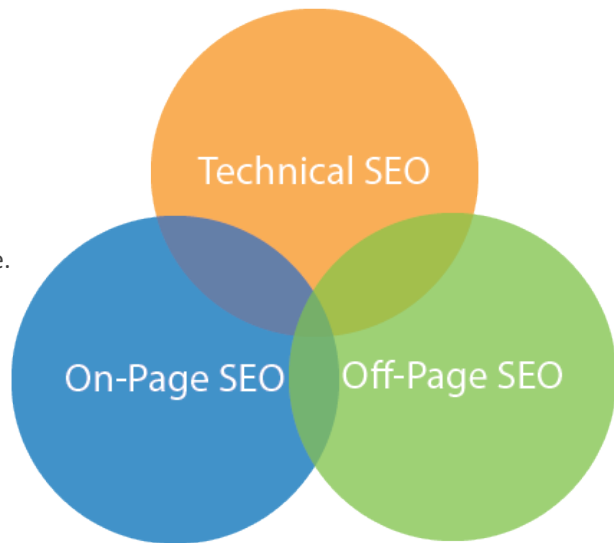
This ensures your website is visible to Search Engines and they can crawl and index your website.

## Onsite SEO

This ensures your site is Search Engine friendly and includes various components such as Titles, Schema, Content, H1's, Architecture, and more. They get optimized with a focus on your main keywords and geographies.

## Offsite SEO

This consists of activities such as targeted link building, which is done to enhance the relevance and reputation of your site to help it gain credibility and higher rankings.



# Why should you be doing SEO with us?

## SEO CASE STUDY PLUMBING

### Prior to SEO

A Plumbing company came in November of 2017 with some online presence. They wanted to improve their local presence by increasing organic rankings, website traffic and clientele. At the time they signed on for our SEO services, they had 0 keywords ranking on the first page of major search engines.

## SEO APPROACH

- We identified how potential customers were searching through extensive **keyword research**.
- We designed & implemented an SEO campaign that included **on-page** and **off-page optimization** around their targeted keyword terms.
- We ensured that all name, address and phone number information was correct, complete and consistent across key sites, including top tier directories such as **Google My Business** and **Bing Local**.
- We developed and distributed **SEO friendly content** on relevant websites.
- We **created** and **distributed videos** about the business.

## KEYWORDS RANKING ON FIRST PAGE IN MAJOR SEARCH ENGINES

### AFTER 3 MONTHS

February 2018

90 days later,  
**25 keywords** were  
ranking on page 1 in Google.  
An increase of 400% as  
compared to before SEO.

### BY AUGUST 2018

August 2018

Currently,  
**52 keywords**  
are ranking on  
Page 1 in Google.

## GOOGLE ANALYTICS DATA



**266.10%**

Increase in Overall Website Traffic.

**1,069** overall visits received in the last 3 months.



**313.59%**

Increase in Google Organic Sessions.

**761** organic visits received in the last 3 months.



**160.80%**

Increase in Website Page Views.

**1,690** page views received in the last 3 months.

Higher rankings, improved visibility and compelling content to drive traffic and business online and on mobile.

# Why should you be doing SEO with us?

## SEO CASE STUDY SHEET METAL FABRICATION

### Prior to SEO

A sheet metal fabrication company came in November of 2017 with some online presence. They wanted to improve their local presence by increasing organic and website traffic as well as clientele. At the time they signed on for our SEO services, they had just 15 keywords ranking on the first page of major search engines.

### SEO APPROACH

- We identified how potential customers were searching through extensive **keyword research**.
- We designed & implemented an SEO campaign that included **on-page** and **off-page optimization** around their targeted keyword terms.
- We ensured that all name, address and phone number information was correct, complete and consistent across key sites, including top tier directories such as **Google My Business** and **Bing Local**.
- We developed and distributed **SEO friendly content** on relevant websites.
- We **created** and **distributed videos** about the business.

### KEYWORDS RANKING ON FIRST PAGE IN MAJOR SEARCH ENGINES

#### AFTER 3 MONTHS

February 2018

90 days later,  
**19 keywords** were  
ranking on page 1 in Google.  
An increase of 58-33% as  
compared to before SEO.

#### BY AUGUST 2018

August 2018

Currently,  
**23 keywords**  
are ranking on page  
1 in Google.  
An increase of 92% as com-  
pared to before SEO.

### GOOGLE ANALYTICS DATA



**52.94%**

Increase in Overall Website Traffic.

**182** overall visits received in the last 3 months.



**95.52%**

Increase in Google Organic Sessions.

**131** organic visits received in the last 3 months.



**51.79%**

Increase in Website Page Views.

**340** page views received in the last 3 months.

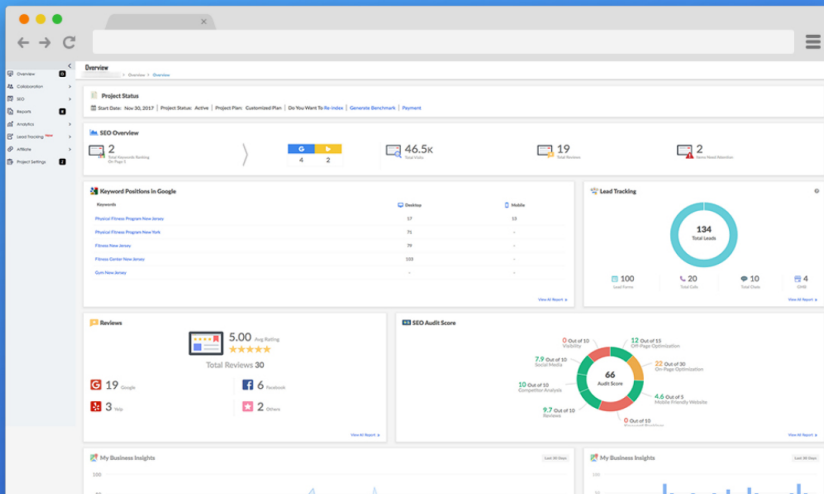
Higher rankings, improved visibility and compelling content to drive traffic and business online and on mobile.

# Why should you be doing SEO with us

Monthly reporting

Comprehensive Dashboard that shows work being done, improvements in rankings, and much more

**Manage and monitor your account from your own dashboard**



# What should you expect?



## Account Setup & On Page Optimization

- Google Analytics Setup
- Google Search Console & Bing Webmasters setup
- SEO Benchmark
- Website Optimization



## Off Page Optimization

- Inbound Content
- Guest Blogs
- GEO Links



## Link Acquisition & Ongoing SEO Work

- SEO Health Checks
- Monitoring and Reporting
- Continued GEO Links





**ARE YOU READY? LETS TALK GROWTH**

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