



GO-TO-MARKET CAMPAIGNS

SEO Services

Effective Search Engine Optimization (SEO) should yield higher visibility in search engine results. At Extra Mile Marketing, we specialize in creating campaigns that encompass both a technical and creative element to provide you with a detailed plan that includes actionable steps to help increase your search engine rankings and drive more traffic to your site. Our expertise will bring you the search engine results you want.

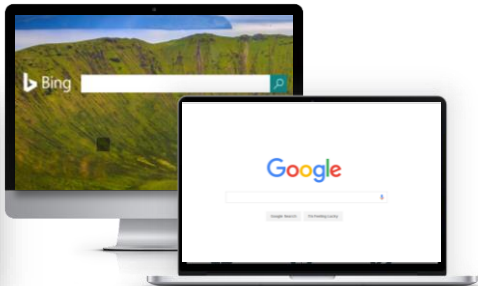
Search Engine Optimization:
SEO is the art of strategically structuring your website on search engines to help your site to attract traffic.

Search Engine Marketing:
SEM is creating a marketing campaign that runs on search engines.

6 STEPS TO GETTING STARTED WITH SEO AND SEM

- 1** Analyze the most important keywords your customers will be searching
- 2** Conduct initial background research on your SEO standing (check your top keywords in Bing to see how you rank)
- 3** Review your content management system to verify to your keywords and search terms
- 4** Using your selected keywords, offer each word or phrase into the search engine and track the related phrases or words to add to the site
- 5** Search your website site to search engines using various recommended keywords and phrases
- 6** Review your rankings and make adjustments as necessary

GOAL: LAND ON PAGE 1 OF TOP SEARCH TERMS



To discuss options for SEO Services to help your team achieve their sales goals, send us a quick [email](#) or call us at (425) 746-1572, and we'll set-up a meeting.

