

Search Engine Optimization (SEO)

Search Engine Optimization (SEO) involves understanding your customers' interests and then creating, optimizing and disseminating content that addresses those interests. Our approach to SEO starts with understanding the language of the consumer. The words and phrases people use when they search is a powerful indicator of interest.

By identifying these "keywords", we gain insight into their interests and can develop a plan for the creation and optimization of relevant and engaging content.

Next, we audit your website's accessibility and document any obstacles that may be hindering the search engine's ability to index your content. Since most people start their information gathering process on a search engine, it is important that your site be visible there. In order to show up on the search engine's results pages, you need to make sure your content is accessible. Our Optimization Engineers work with your team to resolve any obstacles and make sure your site is properly indexed.

We research the competition and analyze inbound link structures to identify the ideal profile that is required to attain optimal visibility. To the search engine, links help to determine context and relevancy. A large number of links from well-known sources can indicate popularity. The more relevant and popular a site's content, the better its chances of being visible on the top pages of the search engine's results. Our team actively solicits and passively develops opportunities for inbound links through the creation and dissemination of content. In addition, we solidify your site's internal link structure and optimize the sitemaps that direct the search engines to your content.

Performance is monitored and managed on a regular basis. We track the position of your site within the search engine's results pages, traffic coming from branded and non-branded keywords and conversions that occur as a result of our optimization efforts. Adjustments are made throughout the program to ensure we address your objectives and requirements.

Elixir has been helping our clients increase traffic, improve brand visibility and drive sales since 2003.

How can we help you?

If you would like more information on this or any other topic:

Visit us online @ www.elixirinteractive.com

Call us toll-free @ 866.734.9650

E-mail us info@elixirinteractive.com