Search Engine Optimization (SEO) refers to techniques that help your website appear higher in search engine result pages (SERPS). The most commonly used search engines are Google and Bing. A website’s organic visibility is based on search engine algorithms and is determined by over 200 organic ranking factors.

**KEY FEATURES/BENEFITS**

1. By ranking higher in search results, your business is more likely to beat out competitors for new customers.
2. SEO increases visibility for and improves the user experience on your business’s website.
3. People searching for products and services are highly likely to be open to learning about new businesses.

**EXAMPLE**

There are over 200 organic ranking factors used to determine which order websites show in a user’s search. In order for us to optimize your online presence, you must have a working website and provide us with access to your Content Management System (CMS) or FTP. We focus on six key strategies to improve brand visibility and capture long-term ROI.