



SEO

Is Your Website Worth  
*Visiting?*

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# Introduction

## **Search Engine Optimization {SEO}**

is a fundamental component to any digital marketing endeavor.

Properly applied, it has two fundamental roles:

- To appeal to prospective clients
- To ensure that your website is able to be found in online searches



# A Field That Changes

In a continual effort to enhance the online user's experience, search engine optimization is a field that experiences regular change. What worked last year will most likely be outdated this year.

With each Google algorithm update, the field changes slightly. New optimization strategies come into play in response to the ever-changing industry of technology and online marketing.



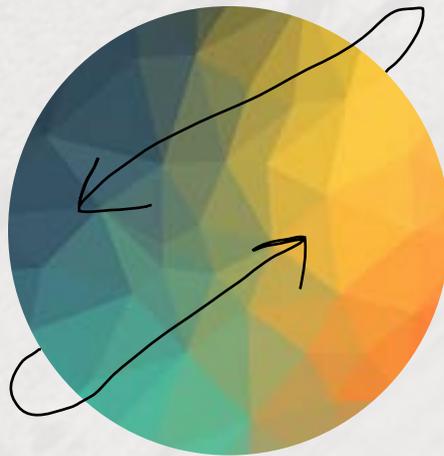
# Can Anyone Find Your Website

Search online as if you were a potential client.

- What words do you type into the search engine?
- What pops up? Competitors? Random, unrelated sites?

If your website does not show up on page 1, beware:

75% of users never scroll past the first page of search results. This means you are losing at least 75% of potential visitors to your website – and the percentage rate increases with each additional page farther from Page 1.



**{Tip: Experiencing unnaturally high traffic metrics? Add filters to ensure that all spam visits are not skewing your reports. Filters may be applied by country, IP address, domain, etc.}**

# Increase Your Website's Value

Quality content is the most basic component to having a website worth visiting. If the content you offer to viewers is garbled, generic, or otherwise unhelpfully-worded, your bounce rate will go out the window.

Spend time writing and publishing content that is of value to prove to visitors that you are worth the phone call.

SEO utilizes great content and link-building strategies to ensure that your website remains a high-quality site in the eyes of search engines.



**{Tip: Take time to reassess the quality of your SEO strategy to prove to search engines that you are worth being seen.}**

# The Work That Never Ends

Search engine optimization begins with basic strategies such as on-page optimization, meta tags, and sitemaps. However, the list of possible steps to a better-optimized website never end.

Other tactics include:

- High-Quality Link Building (Reclamation & Outreach)
- Co-Citation Requests
- Competitor Analysis
- Advanced, integrating tracking metrics
- Online Listing Optimization

**Keywords are not magical, and SEO is not a stand-alone gig.**

There is a synergy created when real, quality content and depth are added to online marketing (For example, blogging and social media activities). Each element enhances and promotes the other, creating a marketing cycle that continues to build and grow.

This powerful marketing combination not only improves search results, but also increases brand recognition and customer loyalty.

# Personalized Solutions

**Ongoing SEO is a tool that no company website should be without.**

Art Unlimited's Search Engine Optimization techniques include many different components. Most require ongoing attention in order for your website to experience organic growth. To learn more about the SEO services available that may benefit your company's website, schedule a consultation today.

# art unlimited

is dedicated to ongoing education, research, and testing to make sure the **SEO** services we provide our clients remain at the cutting edge of the industry.