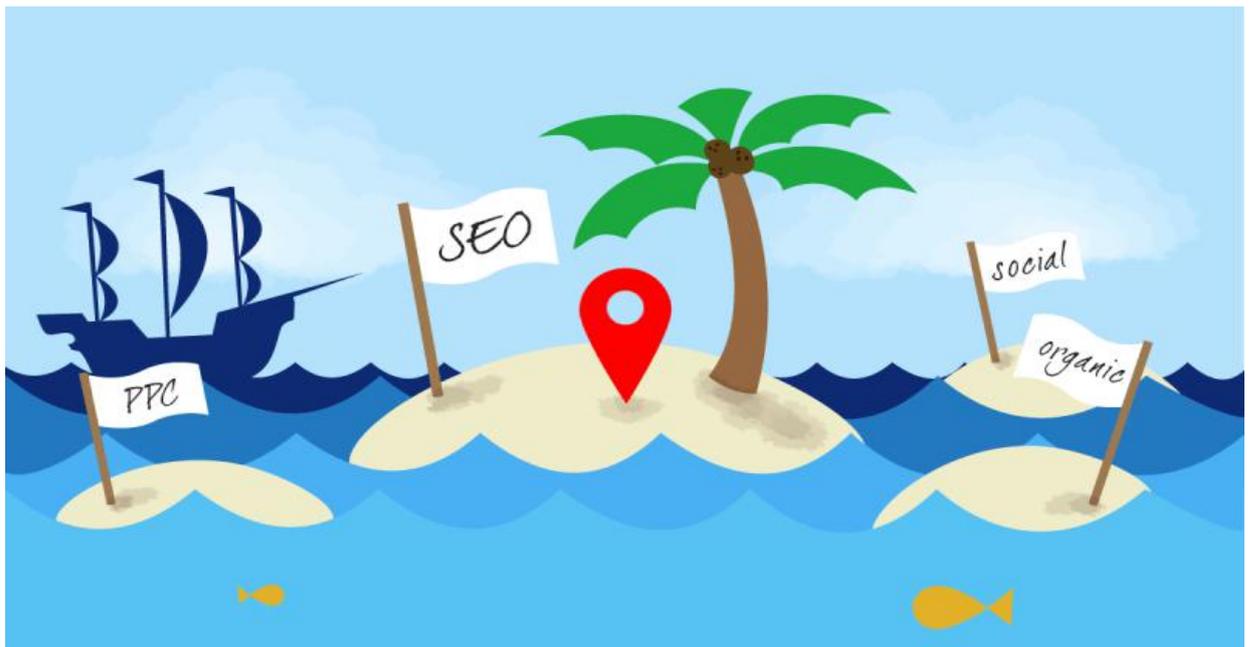


The SEO Process, We Have The Formula



The New Yellow Pages!!!

Search engine optimization (SEO)

As an Internet marketing strategy, SEO considers how search engines work, what people search for, the actual search terms or keywords typed into search engines and which search engines are preferred by their targeted audience.

Optimizing a website may involve editing its content, HTML and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines.

Promoting a site to increase the number of backlinks, or inbound links, is another SEO tactic.

Is the process of affecting the visibility of a website or a web page in a search engine's "natural" or unpaid ("organic") search results.

In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users.

SEO may target different kinds of search, including image search, local search, video search, academic search, news search and industry-specific vertical search engines.



"Data shows that people click the organic links eight times more as compared to the paid links on the same search results page.

So, organic links have an 80% better click-through-rate than paid links."



Three Step Process!!

MAJOR ACTIVITIES WE PERFORM FOR SEO

The Strategy Meeting:

Before we even get to step one of the SEO Process we will meet with you to discuss your goals for SEO. We will baseline your current web site which will enable us to see the progress we are making.



#1 Keyword Research

We review and recommend enhancement for: Keyword research is a practice used by search engine optimization professionals to find and research actual search terms people enter into the search engines when conducting a search. Search engine optimization professionals research keywords in order to achieve better rankings in their desired keywords.

Title and Meta tag creation/ optimization – Metas and page titles must be unique and correspond with the content on the page, with the chosen keywords infused. We insure that this is the case for the selected pages.



#2 On Page SEO

We review and recommend enhancement for On Page SEO.

If designing a new website, you have the advantage to factoring in on page SEO optimizations at the onset of your web design. If you already have a website, these optimizations can be made in a series of small modifications, that when done together, can significantly increase natural search traffic.

Optimizing your website for “Organic” SEO strategy for your online campaign and relates to our internal process of preparing a website to be more easily searched and indexed by Google and the major search engines. This often means making changes to a website to make it more search engine friendly.

We insure that the keywords we are targeting are infused throughout the website so as Google's robots and spiders crawl the site from time to time in search of relevancy, they will value the site more highly and therefore begin moving it forward in their search results. Our high level On Page SEO services also encompass making any corrections and repairs needed on the site to minimize any and all obstacles (Ex: improper meta and title tags, broken pages and links etc.) that may hinder a high ranking result.





#3 Off Page SEO

Off Page SEO refers actions made outside of your pages to increase natural search traffic. For Google and other popular search engines, Off Page SEO has a significant impact on your sites positioning in search results relevant to your key words.

The primary factor in Off Page SEO is what is referred to as back links to your site. Not only is the number of links to your site important, but also the quality of the sites that those links originate from.

A high quality link is viewed favorably by Google and the other major search engines as a “vote” and or “endorsement” of the client’s website. This is referred to throughout the industry as “Passing Link Juice”. Our Expert Team in our linking department will monitor, measure, and manage the linking structure of each account on a monthly basis. This ensures the client will receive the maximum value possible from each and every link pointing to their site.

Current content linking is another activity that goes to the heart of feeding Google & the others what they crave – Relevant, keyword rich, consistent and current content linking about the products and services the client seeks to be recognized for. These links will contain the chosen keyword phrases which are pointed either back to the client.

The key to success in Off Page SEO is secure links from sites that are:

- Popular which generally equates to high traffic
- Highly ranked for keywords that you are optimizing on
- Authoritative within their subject matter domain

About Mosaic Marketing | Printing | Signage

Mosaic has the marketing tools to grow your business.

We are a full-service marketing and advertising agency, with in-house printing and signage capabilities. We believe in developing integrated, multi-channel marketing and advertising campaigns that clearly and brilliantly deliver your message to your desired audience.

Contact us today at (203) 483-4598 for more information.