

# Search Engine Optimization

More info...

Search Engine Optimization is the practice of strategically designing your website so that the topics and terms you are invested in can be easily identified by search engine robots (often referred to as "spiders" due to the nature they scurry through your site's content and linking structure). Through the use of header tags, keywords, page titles, content, links and the like, a well optimized site dramatically increases the likelihood of being found through the search engines on its most relevant terms.

## About IndySearch Marketing

Indy Search Marketing is a partnership of search engine marketing professionals with the ability to produce organic search engine listings with remarkable results.

Since 2003, our experts have been helping our clients attract highly qualified traffic to their websites. This is done primarily by moving their websites to the top of Google, Yahoo and Live/MSN. Our proven Search Engine Marketing & Traffic Wrangling techniques make use of strategic content management, internal optimization, external (inbound) link building, social networking and more to generate highly qualified traffic and top natural rankings on Google and other major search engines. We have literally produced thousands of first place listings over the last 5 years, all the while maintaining close & confidential relationship with our clients - your privacy is a priority.

Testimonials are available upon request.

## Organic Search Engine Marketing - Much More Than SEO

Search Engine Marketing is the art of establishing a website or network of websites in a highly prominent position in search engines results for the purposes of attracting the stream of people actively seeking information, products and services. Generally speaking, the better your position, the more interested, highly motivated "traffic" you get. More traffic means more business. More business is our bottom line. Organic Search Engine Marketing differs from common Pay Per Click (PPC) or Cost Per Click (CPC) strategies by focusing on improving standings within natural search results. Industry research shows that 70% of search engine users prefer to click on natural listings, eschewing paid placements and advertisement listings. Organic search marketing produces results that are prolific, robust and remarkable.

Successful companies know search engine marketing is one of the most powerful tools available to increase reputation, sales, and brand visibility. Every day there are hundreds, if not thousands, of people actively seeking your goods and services - Are they finding you first?

## Search Engine Marketing

Your your search engine marketing campaign will include a network of topic-specific authority sites, designed to cover the spread of your market, and each of those sites will then be groomed for relevance in regards to its particular area. Social reputation will be cultivated through the use of ongoing content publishing, external linking, and social networking strategies. EVERYTHING IS WHITE-HAT. There are no dubious practices in our campaigns, nor will we engage in any behaviors that will knowingly jeopardize the success of your campaign. Although organic rankings may take a few months to establish prominence throughout the market, the results are prolific, robust, and most of all remarkable.

## Web Development

Your website is the foundation of your business online. However, simply having a website is not enough. The first question we ask our clients is 'what should it do for you'? If a business can't identify exactly how its website makes them money, then it probably isn't. Successful companies know they need a web presence to take advantage of the large market seeking their goods and services, but are often unsure of how it can integrate with their existing business.