

## DEFINING SEO

Search Engine Optimization, also known as SEO, is the method by which businesses can improve the volume of traffic to their website from the search engines through “natural”, or “organic” results. Natural search results are those listings that appear in the center of the search results page. Search engines do not accept any amount of money to influence the positioning of a given website. Instead rankings are based on content on a website, page titles, meta descriptions, keywords, inbound links and the history of your domain name.

## THE SEO CHALLENGE

SEO is perhaps one of the most rewarding yet misunderstood online marketing challenges. The reward is powerfully seductive; high rankings in the organic search results can be worth a fortune since there is no ongoing cost associated with the ranking itself or the traffic driven to a site. However, the road to achieving these rankings is different for every site and for every keyword. The process is slow and the results are impossible to predict.

Due to the sheer volume of factors and the continuous tinkering the search engines do to their ranking algorithms to improve the relevance of the results, SEO requires a diverse set of skills and a deep understanding of the main factors that come into play in the ranking process. Wpromote possesses the hard-sought expertise necessary for such a complex undertaking.

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*A company that truly cares about their clients. The level of personal service is above and beyond what I was expecting. From the first day, Wpromote took the time to understand my wants, needs, and desires and maintained in constant contact throughout the entire campaign. I have and will continue to recommend Wpromote to friends and colleagues.*”

- Pete Miller  
Shredding Houston

## WPROMOTE'S DELIVERABLES

*SEO Packages with Wpromote Can Include the Following Components:*

- Manual Link Building
- Paid Express Submission
- Social Bookmarking & Link-Building
- Recoding Website Into CSS
- Custom SEO Press Releases
- Custom Blog Design
- Blog Management
- Viral Marketing
- Link Bait Creation for Viral Marketing
- Full Website Re-Design
- Reputation Management
- Ranking Reporting
- Progress Reporting
- Initial Website Audit
- Keyword Analysis
- 301 Redirects
- HTML Sitemap
- XML Sitemap
- Analytics Setup
- Webmaster Tools Setup
- On-Site Page Optimization
- Custom Creation of Optimized & Branded Articles
- Manual Directory Submissions
- Article Distribution
- Internal Link Structuring
- One-Way Link Building

## WHAT MAKES WPROMOTE'S SEO UNIQUE?

Wpromote's SEO campaigns stand out from other search engine optimization services available for a variety of reasons. To begin, our service is not only comprehensive, but it helps facilitate a long-term commitment to the growth of a client's online marketing. We understand that every SEO campaign is different and demands in-depth research and analysis to begin developing. We recognize the importance of keeping clients informed and comfortable with the service and results they receive. Therefore, all SEO clients are provided progress reports based on monthly deliverables, as well as an initial ranking and monthly ranking reports that enable us to gauge successes in the quest to achieve rankings for specific keyword phrases in organic search results. In addition, we help our clients create high quality websites that will provide the best end-user experience while also ranking well in the search engines. We accomplish this ambitious goal by intertwining the proven staples of SEO with innovative and cutting edge services, including custom website content creation, inbound link building, press release services, viral marketing and blog management.