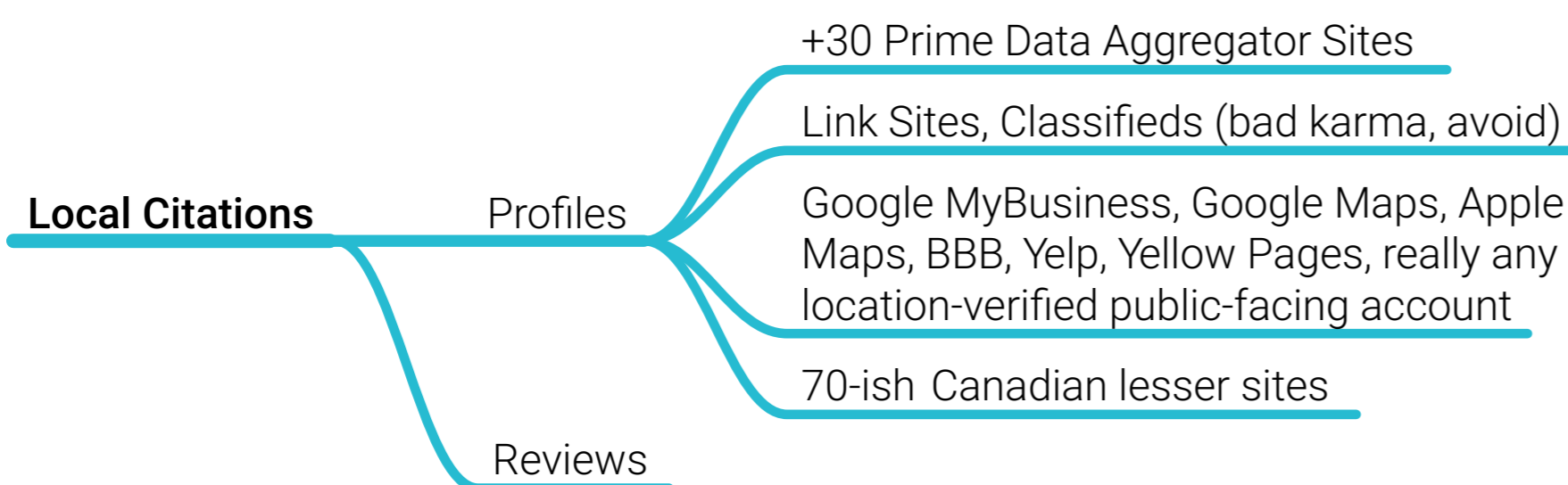


## Search Engine Optimization (SEO) Breakdown

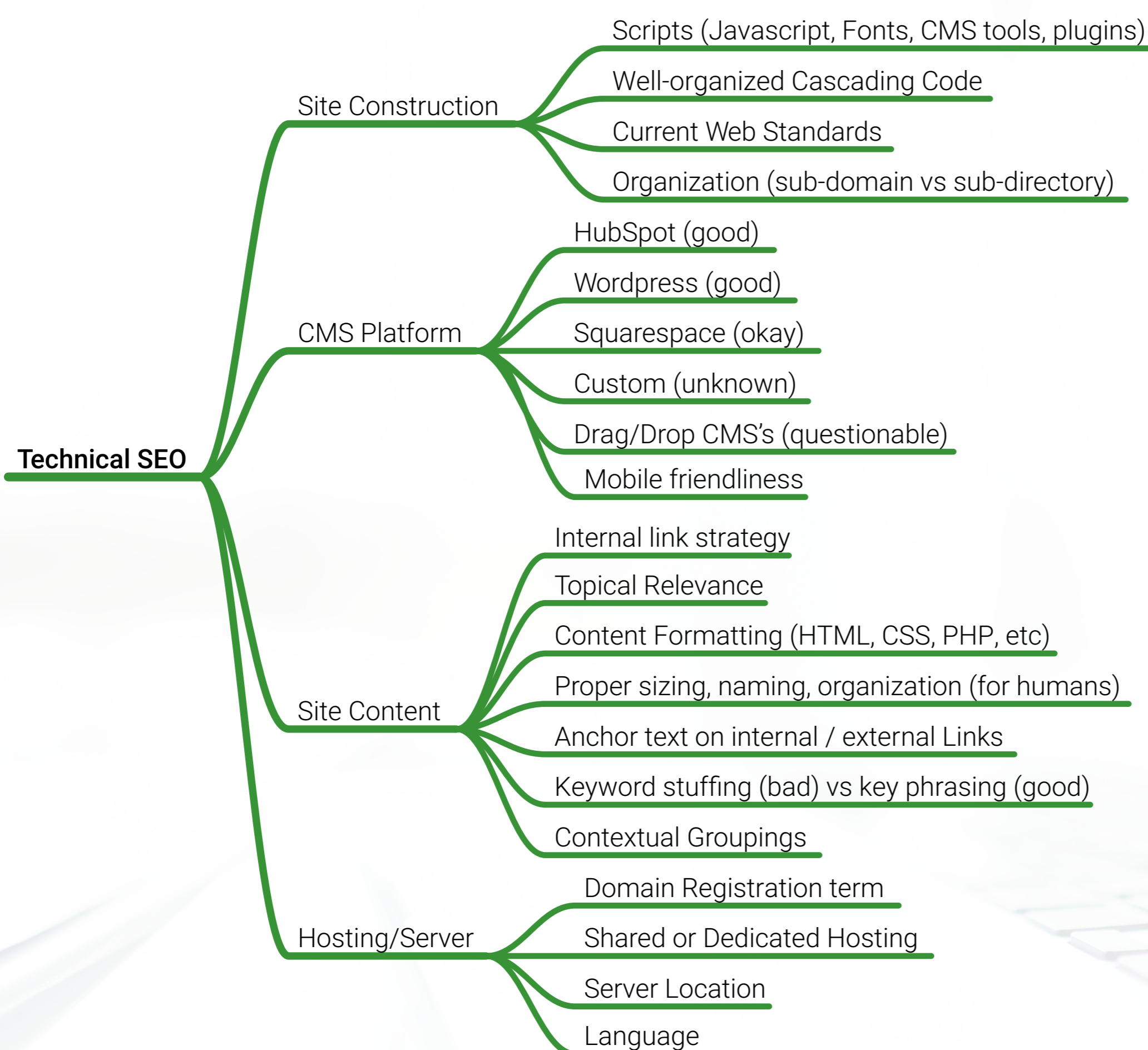


For complex, consultative, or information-driven products or services.

Unique, valuable, helpful content wins. High quality, high volume link profile wins. Proximity a heavy factor. Time on page wins. Multiple page view wins.



For companies that serve customers at their place of business, rely on trust, hours of operation, availability or access, showcasing products.



Maintaining the technical aspects of a website is foundational to winning in SEO. Poor quality web development is a signal to Google that the site may be of lesser quality.

Quality trumps everything. Google scores quality.