



Serving the world and surrounding areas.

You've heard the acronym SEO for years now. So what does it mean?

SEO stands for Search Engine Optimization. So what does that mean?

It means that there is a multitude of things that are done behind the scenes that make your website get better results in the search engines. It combines a different way of thinking, writing, blogging and piecing everything together so that when someone does a search for things relative to your business, your information will display in the form of links and will kick back to your website.

So how does this SEO thing work?

It's really not an easy question to answer. Search Engine Optimization combines many concepts that when worked continuously over a period of time will hopefully result in better rankings and more substantially qualified traffic to your website.

After doing research, and using the tools from our SEO Toolbox, WebAuthorings will perform an Audit of your website. Often this audit is performed alongside of the use of these tools. The audit will include various SEO factors including but not limited to website and webpage load speed, URL structure, internal linking, title tags, Meta description tags, and content. We will also extend the audit to include influencing factors for not only rankings, but to include metrics that matter such as conversions and profits. Usually these factors include usability, design, and messaging.

We will also research the proper Keywords for your business. What is the importance of Keywords? Researching and identifying the right keywords for your business is usually the same formula regardless of the business. It helps to hone in and target what people will search for when looking for a business, product or service.

We use Google Analytics Analysis to review your website's past performance and current performance to identify both positive and negative trends of your website. Using every tool at our disposal,

WebAuthorings also uses Google Webmaster Tools. This may bring potential technical issues to light thus avoiding penalties that would adversely affect your website's rankings.

Why do SEO companies focus quite a bit of their efforts on Google?

At 3 billion queries per day, that has Google doing 90 billion per month or 1.1 trillion searches per year!

What will WebAuthorings do for your business?

Initial Optimization

WebAuthorings will begin your SEO activities with initial optimization which may include:

Website Redesign

With the initiative Google has taken in "ignoring or assigning lower rankings to" non-mobile friendly sites; many sites may require a website redesign. You may need this performed just so that you are not automatically bumped down in search engine rankings. WebAuthorings can help design or redesign (whichever is most friendly to your bottom line) your website when needed whether it be because it's not mobile friendly or if it's just outdated, converts visitors poorly, has poor code or is just visually outdated and needs a more modern feel.

You can visit us at www.webretake.com for more information.

We will also make certain that your Content Management System (CMS) has an efficient app to help make your pages even more SEO-friendly.

Code Overhaul

Sometimes even though you don't need a total redesign of your site, code can be outdated working against SEO efforts. Depending on each individual situation, code may need a light overhaul or a very extensive one.

Link Building

While some aspects of SEO are one-time services that rarely or never need to be repeated, the bulk of SEO activities are ongoing in nature. Like your lawn, if you don't maintain it, it will get out of control. Link building is one of those activities that never ends, because Google likes to be fed a constant stream of new, fresh links to know that your website is still relevant and should continue to be featured prominently in its search results.

Ongoing SEO Activities

Content Creation

There can be substantial overlap between link building and content creation because in many instances the way one builds links is by creating content that attracts links. But your website will receive many SEO benefits by creating content even without the inbound links that may follow, and creating content, even if you don't receive direct SEO benefits, can bring traffic to your site that will generate leads or sales just as well as the traffic that comes from SEO.

Content Marketing

Broadly stated, if you create content as part of your marketing activities then you're engaged in content marketing. More specifically we use the term when we talk about creating articles, blog posts,

infographics, and videos to attract attention. Depending on the level of service you've signed up for with WebAuthorings, we will be creating and/or modifying content for your website. Since you know your business better than we do, or at least we hope you do, then it will be your job to create content following a schedule developed by WebAuthorings. Our team will then restructure your article to make it SEO-friendly.

Blogging

All content creation could be called content marketing, but blogging deserves to be highlighted by itself. If you don't have a blog for your website the WebAuthorings SEO Team will help you create one, and then either create content ourselves or coach you on how to create content for it yourself.

Content Expansion

WebAuthorings will also help you to expand or refine the existing content on your website. This becomes a critical function for all types of websites, but is even more important on smaller corporate sites. New content can be added to a site such as a FAQ section, or pages can be extended to include more long form content. There are many ways in which the content on your website can be built upon to provide more value, and we will be walking you through this process or managing it entirely.

Reporting

You will be provided with a full set of reports once each month, although special circumstances may require more frequent communication, especially at the beginning of a client engagement when lots of different tasks are being worked on. At a bare minimum these reports should include details on:

1. **Visitors**
How many, when, from where, and why.
2. **Rankings**
The good, the bad, and the ugly, along with explanations about why some have gone up and others have gone down.
3. **Marketing Results**
If you've chosen to add social network marketing to the mix, we will provide weekly reports on how your campaign is performing.

All in all, SEO isn't so difficult to execute, but it demands quite a bit of time and attention. It's an ongoing practice of time-tested concepts that truly do work. If you're not disciplined or do not have the time to perform the SEO tasks yourself or follow through with constant checking and reporting, then put aside a monthly budget and allow WebAuthorings to manage your online presence.

Call us for your plan of action.

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WebAuthorings.com