

**Let CityGrid Media Improve Your Search Engine Placement! Get your business' website ranked highly on Google and other search engines.**

**What is Search Engine Optimization (SEO)?**

SEO is the practice of improving your website's ranking in the "natural" results of major search engines. It is based almost entirely on the relevancy of your website to specific search terms, also known as keywords.

**The Power of SEO**

- SEO significantly increases your rankings in the major search engines' natural results, bringing more customers to your website
- 80% of all Internet sessions begin with a search engine\*

**SEO Made Easy**

CityGrid Media ensures the best possible placement of your website through:

- **Keyword Strategy** – using our experience and technology, we will recommend keywords that will generate results
- **Off-Site Optimization** – our team of SEO professionals will drive traffic through link building, article submission, blog posts, etc.
- **On-Site Optimization** – we will recommend on-site adjustments to your HTML code, including meta-data URL structure and keyword density
- **Reporting** – we provide you with detailed reports that show where your website is ranking on each search engine for specific keywords
- **Customer Service** – your dedicated Account Manager is available to answer your questions, provide feedback and optimize your campaign

The screenshot shows a Google search for "beauty salon pasadena". The results include a map of Pasadena, CA, with several salons marked. Below the map is a list of salons with their names, websites, phone numbers, and review counts. For example, "Jubilee Beauty Salon & Spa" has 26 reviews, and "Bliss Salon Aveda" has 157 reviews. To the right of the search results, there are sponsored links for "Avima Salon Aveda", "blu Salon Aveda", "Best of Pasadena Coupons", and "Women's Gym Discounts".

**NATURAL RESULTS**

74% of search engine users have a favorable impression of brands that appear in the top positions of the natural results\*\*



**Call today to get a FREE 21 point web site audit  
404-547-9668**