

# SEO SERVICES



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## *Increase Your Web Presence*

GROW YOUR VISIBILITY WITH ORGANIC SEARCH ENGINE RESULTS

Take the guesswork out of SEO research and analysis by partnering with an expert. SGC/SGC Horizon helps you raise your website rankings, drive traffic to your site, and build awareness of your brand.

**3.5**  
BILLION  
GOOGLE  
searches per day



**70%**  
of mobile  
searches lead  
to action within  
one hour\*



### BENEFITS

- Drive **BRAND AWARENESS** and “touches”
- Boost **ORGANIC TRAFFIC**, which results in **FREE** clicks
- **INCREASE** page views, impressions, click-through-rate and website referrals
- **REDUCE** bounce rates
- Enhance **TIME SPENT ON SITE** and branding
- Obtain extensive **ANALYTICS** and **REPORTING**

Graphics: iStock, vlssoft and icons8.com  
\*Source: www.cybermark.com/blog/mobile-website-design  
\*\*Source: www.brightedge.com/resources/research-reports/content-optimization

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## SEO SERVICE OFFERINGS

### SEO Consultation

Provide guidance and training on how to improve your site's traffic and ranking.

### SEO Audits

Evaluate your site's technical, on-page/off-page components, traffic performance and conversion rate optimization.

### SEO Content Writing

Develop unique and engaging content that is easily understood by both search engines and users.

### Keyword Analysis / Research

Carefully select the best keywords that use higher Average Monthly Search Volumes to drive your target audience to your site.

### Website Optimization / On-Page SEO

Work directly within your website to adjust and enhance the content and HTML source code to improve the page's position in searches.

### Link Building

Emphasize the development of useful, quality content by identifying relevant link opportunities and media outreach connecting back to your site.

### Content Management System (CMS)

Create and manage your digital content within a CMS platform that houses all your web pages and content for your website.

### SEO Reporting / Web Analytics

Receive in-depth data detailing your website's key performance indicators and other metrics that will help guide change to your site as well as track improvement.

## CONTACT

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## COST

Pricing varies depending on the campaign elements.