

WebservX

WEBSERVICES



SEARCH ENGINE OPTIMIZATION (SEO)

SEO BROCHURE

WHAT YOU NEED TO KNOW ABOUT SEO

There is good news if your website is currently ranked low in search engine results! You will be able to increase your ranking by implementing a new SEO approach. The most important thing in SEO is knowing search engines' ranking factors such as keywords & content, engagement & traffic, or domain-level brand metrics - to make sure your website is seen as relevant and popular by search engines. Here are the basics that you need to know to understand how SEO works.



G

A large, bold, black letter 'G' is centered within a white circle. Below the circle is a vertical dashed line.





WebservX

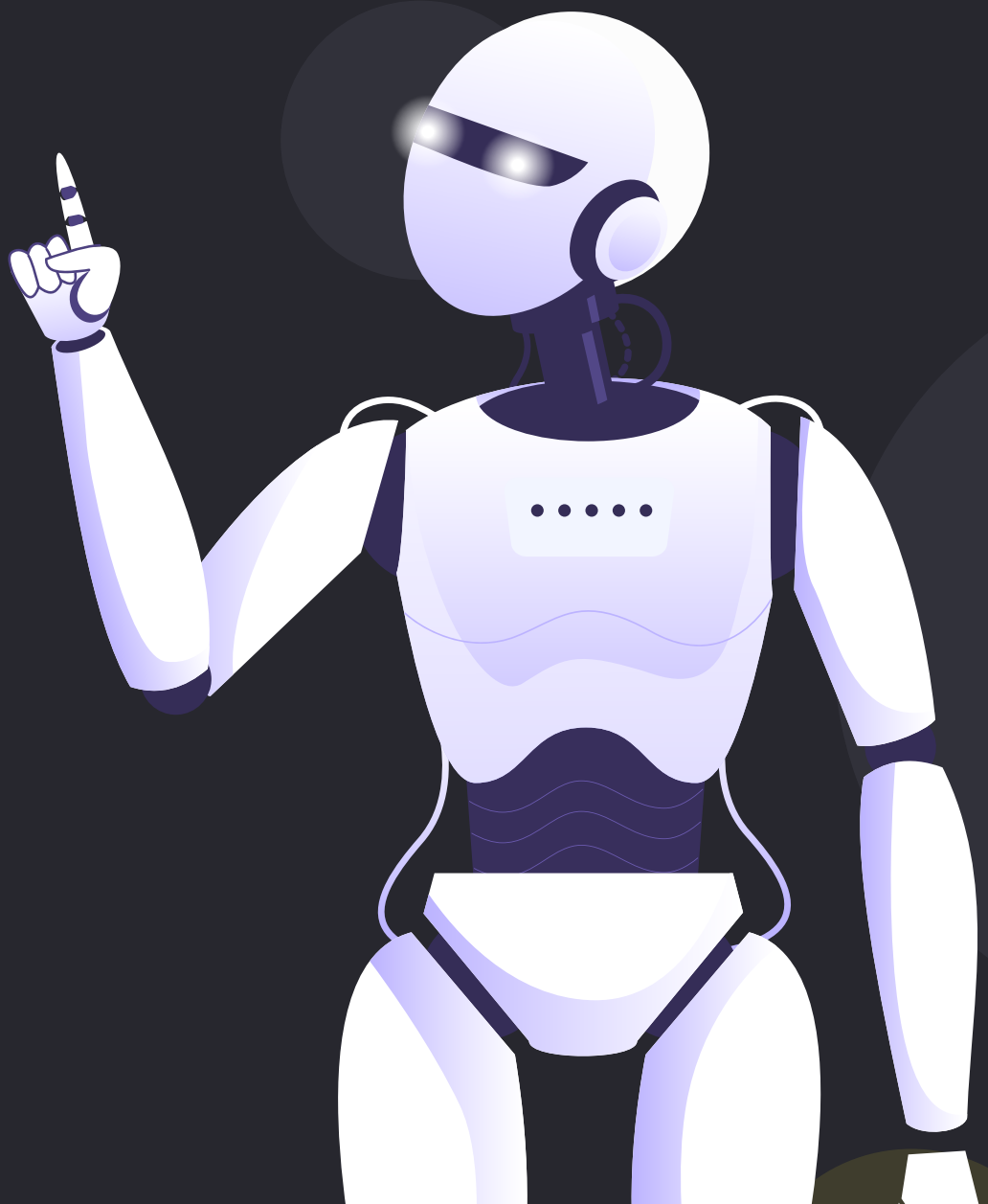
WEBSERVICES

AUDITING YOUR WEBSITE

The first steps in auditing a website for SEO is to learn your current rank, review your website's analytics, and determine the keywords that will set you apart

CRAWLING AND INDEXING

Search Engines have automated robots called crawlers that use links to scour the Internet, find web pages, and decipher page data that are indexed to be included in search engine results



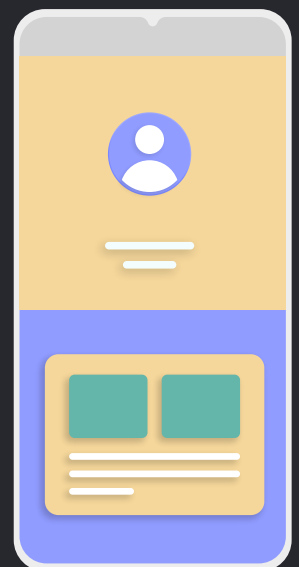
RANKING

Each search engine has different ranking factors, but they all have a few factors in common: keywords, content, and links. Keywords and content are arguably two of the most important factors that search engines look for when ranking pages. Because of this, it is imperative that you know what keywords are in highest demand within your market and incorporate those keywords into the content on your website. All of your website's content will naturally create a collection of links; search engines use link analysis algorithms that look at the sources, number, and anchor texts of links to help determine their relevance in search queries.



ACCELERATED MOBILE PERFORMANCE AND MOBILE OPTIMIZATION

Having a mobile optimized website will help improve your search engine ranking because search engines are starting to develop mobile crawlers that will create mobile-only indexes. Accelerated Mobile Performance (AMP) allows for faster rendering of web pages on mobile devices and is recommended by Google. It has three components: AMP HTML is a simple redesign of HTML with specific AMP commands, AMP JS is javascript for mobile that ensures quick page rendering, AMP Content Delivery Network will cache your AMP content for fast delivery. In Google searches on a mobile device, there is now a carousel of search results that only includes webpages that have implemented AMP. While AMP is not yet a ranking factor, it does drive more traffic and visitors, especially from mobile devices where your website is more likely to be a top result in Google's carousel.



WHO ARE WE



Webservx

Webservx is dedicated to providing you with the results you need to gain online visibility. We will conduct a thorough investigation to find out everything there is to know about your target audience and how we can utilize your website's content to drive traffic and turn your visitors into paying customers. By listening to you and determining your business needs, we will put together a successful plan that will help you accomplish your goals and change the way you do business online

OUR APPROACH

ANALYSIS AND STRATEGY

A successful SEO strategy is about building a company's online presence. Ourea's first step will be to audit your current website and SEO tactics to determine what you are currently doing right and what we need to do to improve upon your program. During our audit, we will look at the following:

ANALYTICS AND KEYWORDS

The first step is to determine how your website is currently ranked. We will do this by searching keywords that are associated with your business and finding out how your website stacks up against your competition.

YOUR WEBSITE'S ACCESSIBILITY AND INDEXING

For your website to be visible in search results, search engines actually have to be able to find it. They do this by crawling the web and looking for relevant and indexable content, such as link structures and HTML features like alt tags for images.

OUR APPROACH

RANKING FACTORS

Once we determine that your website is being found by search engines and is being properly indexed, we can begin looking further to improve your ranking.

The different factors that we will be looking at are content to make sure that your content is relevant and utilizes keywords without being duplicated on multiple pages, keywords, and HTML markup to make sure that your source code is relevant to crawlers.

COMPETITIVE ANALYSIS

Once we have audited your website, we will run a competitive analysis to compare your content and other SEO factors against those of your competitors. This will help us come with a plan for deliverable items that we can then present to you and implement on your website to improve your rank and drive more visitors to your site.

