



# DRIVING YOUR BUSINESS TO ONLINE SUCCESS

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Developing your online profile through Organic SEO



**SKY TIDE DIGITAL**

# INTRODUCTION

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If you are looking to increase the number of customers, sales leads and clients you have, you will need to be as visible as possible to your potential customers.

## DID YOU KNOW?



That 93% of the online experiences begin with a Search Engine?



That search still is the #1 driver of traffic to content sites?



That 75% of users never click past the first page of search results?



That 70% of the links users click on Search are Organic?



That Content Marketing brings up to 2000% increase in blog traffic and 40% increase in ROI?



That over 39% of customers today come from Search?

*We believe that SEO holds tremendous power to change and grow businesses.*

Through our five-phase methodology, we help maximize the potential of your website as a business tool, build your brand reputation and establish your name as the leader in your industry.

# FIVE-PHASE ORGANIC SEO METHODOLOGY

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## 1. SITE ASSESSMENT

- We will understand your business, identify its market and find the competition
- We will select Keywords that are meant to drive relevant traffic to your site
- We will find potential challenges to the marketing performance of your site
- 90% of a campaign's success relies on the proper selection of keywords



## 2. CAMPAIGN ROADMAP

- Based on your industry, competition and the inherent characteristics of your site, we will create a strategy meant to match or beat the competition taking your website's structure, code, and digital footprint distribution called the Campaign Roadmap
- We requisition contributors to your project such as SEO's, Writers, Analysts, Webmasters and in the most extreme cases, seasoned experts with over a decade's worth of successful web experience and organize activities that are meant to drive success to you in the shortest time possible
- We report the work to you in real time and in some cases, require collaboration in order to achieve the best results for your campaign
- We drive as many strengths to your website as we can, as soon as we can



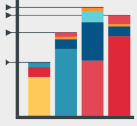
### 3. ON-PAGE SEO

- We identify the technical elements of your site that can be improved to drive better traffic performance to your website
- We match the search phrases to the pages on your site and evaluate if your website sends the correct semantic signals to Search Engines regarding their Value Proposition, product or service
- We create algorithmically appealing content while attempting to match your marketing language in order to penetrate Search filters and reach your target audience
- 70% of ranking success in small markets is attributed to On-Page factors



### 4. OFF-PAGE SEO

- We look into your digital footprint and build our campaign based off the referral information in the world wide web about your website
- We balance out your anchor texts to create a natural and balanced off-page profile
- We acquire inbound links to your site with our proprietary outreach program that acquires referral backlinks from unique publishers online, month over month
- Backlinks still contribute to over 60% of rankings in search



## 5. REPORTING AND ANALYTICS

- As a company, we have heavily invested in technology and provide you with real time reporting and collaboration through our proprietary user dashboard
- Our dashboard integrates Analytics, Social and Search Console data to allow business owners holistic access to the most important marketing data about their site and project progress on Desktop, Tablet or Mobile
- Generate Reports and Analysis online and in real time
- Over 80% of ROI opportunity is found through Analytics and Periodic Reporting

## TESTIMONIALS

*Our pub was reasonably successful in attracting patrons after sport matches, or just for a meal and a drink or two. Our real goal was to become a real destination in our City. After implementing an effective SEO strategy geared towards our functions and events, our traffic increased 10 fold. This digital strategy really helped us stand out from the competition in our City and we were able to finally reach our target audience. - Donavin*

*Our industry is extremely competitive and we were looking for a way to reach as many new clients as we could. We decided to give SEO a try, although we were very unfamiliar with it. We decided to track where all our paid leads were coming. We trusted our new partner's experience and advice and we were kept updated with regular reports on results and progress. After a couple of months, phone calls from prospective clients increased massively which directly affected our bottom line. Our return on investment over 6 months has been over 2000% and we are projecting an ongoing return for years to come. - Jill*

*We had a board we were reporting to and had produce a tangible ROI on their digital marketing investment. It took about 3 months for the traffic to take a significant turn upwards and we started to receive a stiff increase in our lead volume. We were easily able to secure a higher SEO investment from the board, based on impressive results. My confidence grew with every presentation as I had good news to report every month. Our problem now, is fulfilling the high volume of investment opportunities we created. - Paul*