

## REPSON SEO

If your company isn't prominent on the Internet, you're missing opportunities... it's that simple. Search engine optimization (SEO) is the process of improving the volume or quality of traffic to your web site from search engines via "natural" or un-paid ("organic" or "algorithmic") search results. Typically, the earlier (or higher) a site appears in the search results list, the more visitors it will receive from the search engine.

Repson has developed a range of Search Engine Optimization programs that ensure your constant presence on the web. A key component of your internet marketing strategy, SEO considers how search engines work and what people search for. SEO used to mean just stuffing your site with keywords to improve your ranking... not anymore. The advanced sophistication of search engines has resulted in methodology that will actually look for sites that employ these techniques in order to remove them from their indices. At Repson we understand that optimizing a website is a specific process that involves editing content and implementing the proper coding to increase relevance to specific keywords and to remove barriers to the indexing activities of search engines. And while the technical aspects of SEO are critical, at Repson we believe effective search engine optimization is as much about great design as it is a well-written tag or an optimized meta description.

Repson offers a range of SEO options that provide the best in organic search engine optimization, with sacrificing your design or code. Repson SEO options include:

- **SEO Audit-** Identifies issues preventing top rankings, and provides specific action items to boost search engine positioning. SEO technical audit provides insight into why your client's website is not ranking as highly as it should be. Custom-prepared for each site by an SEO specialist, this website audit not only identifies problem areas, but also provides specific, easy-to-implement action-items to boost visibility.
- **Keyword Research Report-** Keyword research is the key to effective search engine optimization. It's useless to be ranked number one on Google or Yahoo! if no one is looking for the keyword that you rank for. Repson provides insight into what your client's target market is actually searching for on the major search engines. This keyword research report not only tells us what your customers are looking for, but gives us insight into how to properly optimize your site. This will enhance your website by providing each page with a specific keyword focus, pulling traffic in to the most applicable place on your website. The result is more traffic, more leads, and more conversions.
- **SEO Content Development and Website Optimization-** Keywords are great, but effective copy is what makes the difference. At Repson we specialize in effective, informative, and well-written copy that inspires visitors to dig further

into your site. Proper SEO copywriting will boost your rankings and, when coupled with keyword research, will give your site the visibility you need.

Search engine optimization... it's critical to the success of your business. Repson will make it happen!