

OpenSite Studios SEO and SEM Services

The following is a list of Search Engine Optimization (SEO) and Search Engine Marketing (SEM) services that we offer for small and medium size businesses. Contact us to learn more about these services and how we can optimize your website to increase your traffic and improve sales.

SEO Services

As part of our SEO services we will work closely with you to optimize your website for local or national internet marketing based on your type of business.

SEO Website Analysis

Review your existing website for SEO best practices and make recommendations including the following;

- Title; use a unique and descriptive title on each page
- Meta tags; add a description and keywords in the code meta tags
- CSS not tables; use of style sheets not tables when formatting the content
- Alt tags; use alt tags to describe the images to help search engines
- Good URLs; create human readable URLs. See link for example.
- Submit your domain name to major search engines
- Section 508; compliance to accessibility for the blind
- Proper use of Flash navigation and degradability of graphics

Competitive Analysis

During a competitive analysis we review three industry competitors websites for meta tags, content structure and page rank to determine competition and popularity of keywords prior to your site development or redesign.

Google Analytics

Insert Google Analytics tracking code into your site pages to track visitors and site usage.

Page Ranking Analysis

Generate a report of where you rank in search results compared to your top three industry competitors for specific keywords.

Keyword Research

Use advanced keyword tools to compile a list of relevant keywords for use in site copy and website Meta data.

XML Site Map

Create a sitemap.xml file to direct search engines to the correct pages to index.



Linking Campaign

Add back links from third party sites and directories to your site. Generally completed in conjunction with existing online directory updates.

Google Local Business Maps

Add your optimized business listing to Google Local to drive traffic via Google maps and local searches. Results display at the top of Google search results.

Google AdWords Campaign

Setup a Google AdWords PPC campaign. Incorporate keyword research into your ad copy and implement geo-targeting or contextual advertising.

Advanced Keyword Analysis (PPC)

Use advanced keyword analysis tactics and tools to generate a list of the most significant keywords for your industry and rank keywords based on relevancy. Separate the best possible keywords into groups for multiple PPC campaigns. The same keywords can also be used for site content and online marketing campaigns.

Ad Development

Make sure your PPC ads are attracting the right kind of customers and that your overall message reinforces your total brand positioning.

Contextual Advertising

Contextual advertisements are text ads that show up within content on targeted websites. Similar to PPC search ads, these ads can be targeted either by keywords that are relevant to your ad, or by the website URL of the site displaying the ad.

SEM Services

We use the following Search Engine Marketing strategies to boost your bottom line. Select the services you need from the following list. Contact us if the service you need is not listed or if you need more details..

Permission Marketing

Develop an email marketing campaign using [Infusionsoft](#) or other email marketing engine. Promote your company with monthly email campaigns designed to build an email database by capturing all email addresses from prospective customers.

Web Design & Development

Custom site creation following the best practices in site design and development.

Logo Design

Create new custom logo for web and print materials. Two designs with two revisions on selected design.

Domain Names

Perform domain name research to find the right URL for your company.

Content Strategy

The main thing that will maintain consistent traffic on your site over the long run is relevant content. If people find your site relevant then the search engines will too. Here are some of the services we recommend to keep visitors engaged and improve your conversion rate.

Video Testimonials

Setup and optimize Flash videos with testimonial of product or services. We also offer video services such as video editing and format conversion.

Google Voice

Setup of online VOX system with standard message, call recording and forwarding.

SlideShare

Setup and implement a SlideShare account to facilitate PDF, Word and PPT presentation sharing on website.

Online Survey

Choose from several online services that make it simple to organize the feedback and review your results.

Interactive Advertising

Use Flash banners, video or other online media to convert the clicks of site visitors into sales.

Improve Conversion Rate

We will evaluate your website to make sure it is simple to use and that the most frequently requested information is easily accessible. We will then make recommendations to include some of the following.

- Reduce the number of clicks for conversion process
- Create strong headlines on inner or landing pages
- Use A/B testing to test offers to find the most compelling offer
- Clear value proposition
- Urgency: Limited Time Offer
- Landing pages for each keyword or group of keywords
- Review content above and below the fold
- Make the website internationally friendly
- Live Person or chat
- Eliminate Anonymity; show address with 1-800 number



Social Media Optimization

We understand how social networking can increase website exposure. We will work with you to develop a social media plan that is right for your company.

LinkedIn

Review profile and update with links, photos and content. Make recommendations for professional groups.

Facebook

We have been instrumental in helping Facebook applications go from 10 thousand to 10 million users.

Blog Marketing

A blog is one of the best ways to produce fresh, unique, search engine friendly content for your site, as well as dramatically increase customer experience. We can implement WordPress as a CMS or Blog site.

YouTube Videos

Setup and optimize a YouTube channel for product demo or video testimonial integration.

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