

# SEARCH ENGINE OPTIMIZATION



**HELPS DRIVE TARGETED TRAFFIC TO  
YOUR WEBSITE**

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# ABOUT BRAND REACHERS

Brand Reachers prioritizes the needs of each client. We have an incredible experience that helps businesses/brands grow online and stay visible on the internet. Brand Reachers have a group of strategies that help increase rankings and drive quality traffic towards your website. We have certified digital marketers who have more knowledge about users search keywords and making strategies that will help your business grow well.

Contact us today to find out how Brand Reachers can help your organization succeed online.  
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## **What if your website looks impressive but no visitors to recognize your brand/business?**

SEO being the only strategy to drive in more visitors to your website organically via Search Engines like Google, Bing, Yahoo, etc.

An SEO strategy becomes effective only when all the actions/tasks it involves aim to significantly improve the overall quality of a website or a brand's web presence (for the long-term).

## **When your perfect customer performs a Google search, Is your website where you want it to be?**

The ever elusive search algorithm leaves many companies scratching their heads, jumping on the latest trends and wasting money on inefficient tactics. What works in one industry does not necessarily apply to your situation. Get SEO expertise and a customized strategy for your business to bring your website to where it should be.



# SEARCH ENGINES

Google



YAHOO!

bing



# RISE TO THE TOP WITH BRAND REACHERS



Don't let a lack of resources or time stop your SEO in its tracks. With Brand Reachers, you will have a dedicated SEO team working constantly to get you on top and keep you there

Maintaining search engine rankings is a constant, in-depth process that is ever-evolving. Our team will stay on top of all the details, so your business can maximize every opportunity

SEO involves many different strategies and an effective SEO plan is tailored to each specific situation. With your goals in mind, our team will carefully craft a strategy that works with the current realities of your SEO situation



## SEO Tactics Should be

1. Content-driven
2. Technically-focused
3. Brand-centric

## Latest Trends in SEO

- Trend #1: Focus on User + Search Intent
- Trend #2: Customer Analytics, Retention & Lifetime Value
- Trend #3: Brand SERP Optimization, Knowledge Graphs & Entities
- Trend #4: Core Web Vitals & Page Experience Optimization
- Trend #5: All SEO Is Mobile SEO
- Trend #6: Assess, Adopt & Execute
- Trend #7: More Automation
- Trend #8: SERP Layout & Functionality Changes
- Trend #9: Long-Form Content
- Trend #10: SEO Scalability
- Trend #11: Think of Videos as the New Content King
- Trend #12: Voice Search optimization





## CODE OPTIMIZATION

1. Javascript
2. CSS
3. HTML
4. Sitemap
5. Robot.txt
6. Htaccess

## TAG OPTIMIZATION

1. Title Tag optimization
2. Description tag optimization
3. Header tag optimization
4. Image optimization
5. Landing page optimization
6. URL Optimization

## CONTENT OPTIMIZATION

1. Crawler friendly optimization
2. Keyword density optimization

## OTHER TECHNIQUES

1. Server request optimization
2. Server response optimization
3. Leverage browser caching
4. Structured data implementation





## **MAP OPTIMIZATION**

Google My Business is a free tool that helps your local business stand out on Google and attract new customers. Use the Google My Business app to connect with customers and keep your business presence up-to-date on Google Search and Maps.

### **How it works**

1. Manage how your local business appears on Google Search and Maps
2. Edit your business information (e.g. address, phone number, and hours)
3. Respond to reviews, questions, and messages from customers
4. Share new photos and post updates on special offers and events
5. See how customers find and interact with your business on Google



## What do we Optimize?

### **Proximity Based Google Maps Results**

The current branding of Google's local product that helps you to be listed in local search results and provides current and future customers information about your business.

### **Rating**

A numerical evaluation on a scale of 1-5. In local search, it refers to consumers ratings of a business quality, standard or performance.

### **NAP**

This refers to 'Name, Address, Phone'. NAP data for any business should be consistent over the web.

### **Keyword**

The word or phrase people enter into search engines to find businesses or websites.

### **Review**

An assessment by customers that summarize their experience with a specific business, which can be done directly in Google to evaluate businesses.



## CHOOSE FROM 3 SEO PACKAGES

1

**The do-it-yourself SEO starter package (SEO Audit):** Brand Reachers will provide a full diagnostic and website audit, with a clear road map for the strategies your business should implement to achieve SEO success.

2

**The basic onsite SEO package (one-time SEO implementation):** More in-depth than the starter package, Brand Reachers will consult with you on onsite strategies to improve your rankings and make them happen. This option includes a full competitive analysis and landing page optimization.

3

**The complete hands-off SEO package (full monthly management):** Brand Reachers will handle all aspects of implementation and maintenance. Ideal for businesses without the resources or in-house expertise to manage SEO. Including all the elements of the basic onsite package (competitive analysis and landing page optimization), the complete SEO package also includes link building strategies. All the elements of the basic onsite package (competitive analysis and landing page optimization) plus link building strategies included.

Extra charges apply to any additional offsite optimization strategies, such as web content creation, blogging, social media, online articles etc... Contact Brand Reachers for more information.

Choose the best package for your business, and get Brand Reachers SEO expertise working for you. We've been helping technology companies achieve their internet marketing goals for years. Get our award winning team working for you today!



We'd Love to Hear from You. If you have any queries or suggestions please contact us or send your request through email and you will get a reply from us within 24 hours.



## Location

India



## Contact

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