

We Help Get Your Company Found On The Web

Search Engine Optimization (SEO)

SEO stands for "Search Engine Optimization" and refers to the process of improving the visibility of your site in search results.

SEO is the technique of making the content of your site more legible and attractive to search engines, so that they can both find and rank your site higher than the millions of other sites, in response to a search query.

Your New Website and Search Engines

Our team utilizes the latest SEO tools and techniques to ensure that your website is following Google's Best Practices. We properly correlate meta tag data and site content to help your company achieve higher search rankings, generate increased revenue, and gain a constant stream of new customers.

The design of your new website not only reflects an SEO-friendly structure, but offers your customers the accessibility, usability, and user experience, to achieve maximum optimization.

Overview of Content Optimization

The most effective SEO begins with the originality, relevance, and quality of the content that you provide to our design and development team. Content is valued above all else by search engines.

To make sure that search engines can understand what your business is about, we apply the following strategies to your content.

- **Keywords**

Keywords and search phrases are words, or groups of words, that a site visitor enters into search engines in order to be matched with relevant content.

- **Meta Tags**
The tags are text elements that are not visible to your site's visitors. It includes site or page title, and site or page description, which is shown on search engine result pages.
- **Heading Tags**
The H1 tag, also known as a heading tag, acts as the title of each page. The tag describes the content of each page, to help both search engines and site visitors understand what each page is all about.
- **Anchor Text**
Also referred to as 'link label' or 'link text', is the visible, clickable text in a hyperlink.
- **Image (alt text)**
Since search engines cannot “read” images, they search for alternative text to describe them.
- **301 Redirects**
The redirects tell search engines that the URL of a page in your site has changed and tells them where to go to find the new page.
- **Sitemap Indexing**
A sitemap is a file that contains a list of all of your site’s pages. We re-submit the map for indexing each time changes are made.
- **Internal Linking**
Hyperlinks that link within the same site or domain. Used to improve a site's usability and improve navigation between pages and sections.

Increase Search Rankings Even More

The inclusion of social media and a blog are great ways to boost your site’s visibility and page ranking. In order to improve rankings, new content must be generated on a regular basis.

Final Testing

Upon completion of your new website and before it is published live, each page is processed through an internal SEO tool that identifies weak points and provides solutions to boost your online presence.

SEO Services

The SEO services included in your website package offer the best optimization strategies currently available in the industry.

Be aware of unsolicited emails or phone calls from self-described “SEO experts” promising to greatly increase your website’s search engine optimization. Odds are that it's a scam that begins with a low cost solution and then escalates into a monthly SEO service contract that doesn’t deliver the promised results.

As a valued website customer, your site is regularly monitored by our in-house SEO team and updated as needed to meet current optimization practices.

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