



List Services

CORPORATION

Search Engine Optimization – Organic Search

Every request for information, phone call, and website visitor represents an opportunity for initiating a relationship with a new customer. Managing your prospects' experience from their initial inquiry is critical in learning something about that visitor, and, most importantly, in using that data to promote future sales.



What is SEO?

The goals of SEO (also know as organic search) are to increase potential customers by increasing the number of targeted, qualified visitors coming to your website from the search engines, and to achieve and maintain a favorable ranking versus that of your competition.

LSC's SEO management services make this happen by optimizing the content of specific pages and phrases (keywords) on your website to make them recognizable to the web crawlers sent out by the search engines. The result is your site ranking highly for a consumer entering a term into a Google, Yahoo or MSN search.

LSC's Competitive Advantage in Search

The major advantage of SEO is that it allows you to bring potential customers to your website without explicitly paying for each one. The major advantage of using LSC to run your search optimization is you will be dealing with an experienced account team with a fanatical approach to customer service. LSC offers the following strategy to facilitate your program:

- Site Analysis – Highly detailed analysis of site search presence for targeted words
- Keyword Strategy Development – determining the appropriate initial keywords to target users
- Content Development - addition of keyword-rich content
- Relevance - Ensuring relevant calls to actions
- Technical - Development of keyword-rich Title, META and Alt tags
- Links – Manage inbound paid and un-paid links

Once a website is optimized, it must remain so. The search engines change their ranking algorithms frequently, sometime daily. In order to remain competitive, LSC offers the following as part of our service level agreement:

- Monitoring success and making adjustments
- Identifying content expansion opportunities
- Finding new link partners
- Optimizing natural search visits



For more information call (203) 791-4112 on representing your list to the marketplace