

## Search Engine Optimization (SEO)

### In SEO, second place is the biggest loser.

**Definition:** A discipline whose goal is to make a website appear as high as possible in online search results (e.g. *Google, Yahoo, Bing*).

**Reason:** To achieve greater brand awareness and to drive Internet traffic to your website (think of a digital dispatcher organizing and *ranking* online traffic).

**Methods:** Backlinking, social media, site organization, permanent domain re-directs and site title/page descriptions.

**Returns:** More traffic to your website results in higher sales or leads.

### Facts to Consider:

- Interactive marketing is projected to be \$55 billion by 2014 (2009 Forrester)
- 93% of people go online to research local products and services (2009 Nielsen)
- Google sends 80% of traffic (Yahoo 10%, Bing 8%)
- 1<sup>st</sup> page rankings receive nearly 90% of all click-through traffic and instills **trust**
- #1 rankings receive 42% of traffic  
#2 diminishes sharply to only 11%!

### Evolvlyte's SEO: Backlinking

#### *Diversification Creates Lasting Impact*

- We create 100% unique and hand-written content (not computer generated)
- Use random mathematics and proprietary algorithms for backlink structuring (based on Google's search patent filing and extensive trial and error)
- Each backlink website uses different servers for diversity
- Long-tail keywords already present on the website will also get higher search results due to website's larger authority!
- 100% "White Hat" (meets search engine terms of services)



The methods listed above allow Evolyte to exploit search engine ranking algorithms better than other SEO "experts".

## What is a backlink?

Definition: An external website containing a link to your website.

Reason: The more websites (and those with the highest “authority”) linking to your website, the higher your website will rank in search results (like someone giving a testimonial for or referring your site).

Methods: Build mini websites that link to your main site, request others to link to your site (*i.e. link exchange*), organic/natural links from news, blogs, or friends, or just use Evolyte!

## What is a keyword?

Definition: A word or phrase that people would naturally use to search for your site (*e.g. “Evolyte SEO”*).

Reason: These keywords are used as the anchor text for backlinking.

Methods: This keyword is then used as the hyperlinked text on an external site that points to your site.

## Recent Client Case Studies

### “Captain” One-Time Package

#### Online Focus

- Industry: Travel
- Location: online only
- Starting Position: not in Google’s top 50 search result pages (basically non-existent)

Selected Keywords*	Starting Rank	Ending Rank
Italy travel tours	50+	4
Italy honeymoon packages	50+	4
Italy honeymoon	50+	9

#### Result

- Google Page: **#1**
- Page Position: **#4, #9**
- Site Traffic: **+300%**

### “General” Monthly Package

#### Local Geography Focus

- Industry: Insurance
- Locations: 3 large Florida cities
- Competitiveness: *fierce!*

Selected Keywords*	Starting Rank	Ending Rank
insurance <city>	23	1
auto insurance <city>	29	1
<city> insurance	50+	1
home insurance <city>	50+	1
insurance <company name>	50+	1
<company name> insurance	50+	1

\*Note: client identifiable information is not disclosed for confidentiality purposes

#### Result

- Google Page: **#1**
- Page Position: **6 results on 1st page + map!**
- Site Traffic: **+100%**

Evolyte has an industry leading 80% client re-order rate!

