to the web

Is Your **Website** Your **Best** Sales Tool?
It Should Be!

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Delivering More Leads:
Solutions to Client Problems

#1: Why doesn't our website generate more leads?

Technical SEO Audit: Analyze your site for search engine roadblocks. A technical audit can reveal what most companies can't see – that they are sending the wrong signals to Google.

#2: Why don't we rank higher in Google?

Keyword Research: Evaluate the keywords that visitors are most likely to use in Google to find your products and services.

#3: Why don't we get more visitors from search engines?

Search Engine Optimization: Begin a site optimization program to update your site content and drive more visitors from organic search.

#4: Why is most of our website content not being viewed?

Create and Promote In-Depth Evergreen Content, Tools and Videos including: How-To Guides, customer Interviews, Product Demos, White Papers, Best Practice Guides and Tutorials.

#5: Our website is broken - do we need a redesign?

Audit Your Website: Identify what's working – and what's not. Test, evaluate and retest important Calls-To-Action. Set baselines, identify a strategy to improve the site and get started.

#6: Why is our AdWords cost-per-lead so high?

Pay-Per-Click: Hire a professional to launch and manage a Google paid advertising campaign – including remarketing and in the display network.