



< SEO >

is a **MARATHON**, *not a sprint!*

sölvv
A G E N C Y

A People Based Advertising & Creative Design Agency

Our team is the industry leading SEO marketing service globally and has been in operation since 1998. We are one of the most experienced SEO firms in the world... and affordable for any business size.

www.solvvAgency.com | 970-658-1017

© All Rights Reserved. The solvvAgency is a Solvv, LLC. company.

<SEO>

is a **MARATHON**, *not a sprint!*



SEO, or search engine optimization, is the process of interacting with a website to improve search engine rankings for relevant search phrases to help a business to connect to people that they want to do business with. While this can be a wildly complicated process, there are some simple steps to take that can make a big impact on your search engine visibility.



solvv
AGENCY

A People Based Advertising & Creative Design Agency
www.solvvAgency.com | 970-658-1017

© All Rights Reserved. The solvvAgency is a Solvv, LLC. company.

<SEO> is a MARATHON, *not a sprint!*

There are 3 main components to search engine ranking, and why one website may outrank another.

1. Content Optimization

The content on your website and how it communicates to people and the search engines. The primary components are the readable content, and META tags (*Title and Description*).

2. PageRank

The popularity of your website, and how many other websites link to it. This also includes any “*social media buzz*” about your website.

3. Quality

User interaction with your website in response to the generally quality or likability. The “*quality*” of your website includes things like the quality of the content or if there is duplicate content. The “*likability*” includes the ease of use for your visitors, how long they stay on the site and if they continue searching after visiting your website.

The best ranked websites out-rank competitor websites through a combination of the three primary factors listed above.



solvv
A G E N C Y

A People Based Advertising & Creative Design Agency
www.solvvAgency.com | 970-658-1017

© All Rights Reserved. The solvvAgency is a Solvv, LLC. company.

<SEO> is a MARATHON, *not a sprint!*

How can a business owner easily improve these key SEO factors?

Improving Content Optimization

Of the three primary factors impacting SEO, content optimization is the easiest to implement and a few key concepts can help you on your way. The primary thing to understand is that the search engines cannot easily rank a website for keywords that do not exist on the website. For example, a company offering Home Loans cannot capture “home loan” rankings on Google if their website doesn’t talk about “Home Loans.” Think about the phrases that you would like to be found under when prospects are searching on a search engine. Incorporate those search phrases within the content of your website in a natural and tactful manner, so that it reads well. Then support that keyword further by incorporating it within the page META TITLE and Description tags. Keep a narrow focus on only a few closely related keywords, so that the search engines understand which keywords are most important to you.

*Content Optimization Tip:

All content on the internet can be optimized, not just your website. The practical application of content optimization and keyword targeting applies to your blog posts, press releases, articles, social media posts, business profiles and anything else accessible to the search engines.



solvv
AGENCY

A People Based Advertising & Creative Design Agency
www.solvvAgency.com | 970-658-1017

© All Rights Reserved. The solvvAgency is a Solvv, LLC. company.



<SEO> is a MARATHON, *not a sprint!*

How can a business owner easily improve these key SEO factors?

Improving PageRank

Google assigns a PageRank value to every web page in the world... billions. PageRank is a scoring factor between 0 and 10, which works much like the Richter scale of an earthquake. Only 3 websites are PageRank 3, being Google, Twitter and Facebook, whereas most websites are PageRank 1. PageRank is on a logarithmic scale (factors of 10) so moving from a PageRank of 3 to 4 requires 10 times more PageRank. PageRank is best improved by having quality websites link to your website, which is hard to accomplish. A good place to start is by finding business directories, which can be national directories, or directories that represent your community or your industry. Be sure that these business listings allow a link pointing back to your website. Engaging in social media, blogs/forums that represent your industry, and other digital engagements will also be very helpful, but only if you have a link pointing back to your website.



solvv
A G E N C Y

A People Based Advertising & Creative Design Agency
www.solvvAgency.com | 970-658-1017

© All Rights Reserved. The solvvAgency is a Solvv, LLC. company.



<SEO> is a MARATHON, *not a sprint!*

How can a business owner easily improve these key SEO factors?

Improving Website Quality

Face it, the quality of your website matters. Just like you would feel uncomfortable shopping at a filthy grocery store, people will be turned off by a low quality website. What is surprising to people is that Google has a very good understanding of what is and is not a quality website. In this competitive marketplace, it is not enough just to say “*pick me!*” Your website must offer value to the customer, provide a professional image, contain unique and useful content, and offer something that your competitors cannot. Whatever time you invest into your website, your website will give back, providing that you take care of the PageRank and Content Optimization tasks outlined above.

By simply understanding what is important to a search engine, you can begin to improve in those areas. Try to pay attention to your website and slowly but surely tackle these key areas for SEO improvement. A slow-paced but methodical, long-winded approach works best. **SEO is a marathon, and not a sprint.**



solvv
A G E N C Y

A People Based Advertising & Creative Design Agency
www.solvvAgency.com | 970-658-1017

© All Rights Reserved. The solvvAgency is a Solvv, LLC. company.

<SEO>

**Industry
Leading**

PERFORMANCE
GUARANTEE

100%

Why SEO Marketing?

- 60% of all search engine clicks go to the organic top 3 search results.

(Business2Community)

- 50% of all mobile searches are conducted for local results, and 61% of those searches result in a purchase. (Search Engine Watch)

- 4 out of 5 consumers use Smart Phones to shop.

(Pew Research Center)

GUARANTEED

- A minimum of 5 new relevant keyword rankings every month.
- Keyword search rankings of 25 positions or more of growth every month.

If either of these are not met, your fees are waived the following month.



solvv
AGENCY

A People Based Advertising & Creative Design Agency
www.solvvAgency.com | 970-658-1017

© All Rights Reserved. The solvvAgency is a Solvv, LLC. company.

SEO Services Included:

Keyword Research	✓
Initial On-Site Content Optimization (Visible)	✓
Initial Content Optimization (Non-Visible)	✓
SEO Infrastructure Evaluation	✓
Bad Link Cleanup	✓
Website Archive	✓
Website Content Creation	✓
Business Directory Submissions	✓
Online Yellowpage Submissions	✓
GPS & Mobile Map Submissions	✓
Voice Recognition & Search Submissions	✓
Local SEO	✓
Xml Sitemaps	✓
Search Engine Submissions	✓
Adaptation To Search Engine Ranking Updates	✓
Google Analytics Account Creation	✓
Webmaster Tools Account Creation	✓
Website Design Recommendation	✓
Monthly Ranking Reports & Updates	✓
Internet Marketing Consulting	✓



SEO Marketing Services

We understand that SEO marketing is not about clicks or impressions, it is about conversions and sales. We can also build a custom SEO program unique to your own market, website and the people that seek out your business. Put our talents to work for you, and see the difference.

Comprehensive SEO Strategy

Performance Guarantee

Industry-leading performance guarantee, ensuring campaign growth each and every month.

Keyword Research

Identification of relevant search phrases most likely to generate high-volume sales.

SEO Strategy

Develop SEO strategy after learning company goals and completing marketplace research.

SEO Health

Identify SEO infrastructure issues with the website & build a plan for remediation.

Content Optimization

Optimization of target keyword phrases within the page titles, meta description tags and bulk content on a page by page basis.

Website Submit

Search engine submissions to the top 50 search engines. Creation of an XML SiteMap.

Local SEO

Creation of your local profile including Google My Business. Correction of NAP to boost local rankings.

Whatever it Takes

A whatever-it-takes mentality to ensure long-term campaign growth. We observe what the website needs most each month to fuel ongoing growth, and then execute.

Ongoing SEO

Google averages 500 ranking algorithm changes per year. We adapt, ensuring that your SEO is up-to-date.

SEO Reporting

Formal monthly reporting to show the progress of your campaign, gains made and observations.



A blurred, high-angle photograph of a crowd of people walking, overlaid with a solid blue filter. The figures are out of focus, creating a sense of movement and a large group of people.

sölvv

A G E N C Y

A People Based Advertising & Creative Design Agency

www.solvvAgency.com | 970-658-1017