



SEO

Goal Summary

SEO, or Search Engine Optimization, is the practice of enhancing a branded websites' presence on all search engines online in order to earn more relevant customer traffic. It includes optimizations on websites as well as on search engines or listings websites themselves.



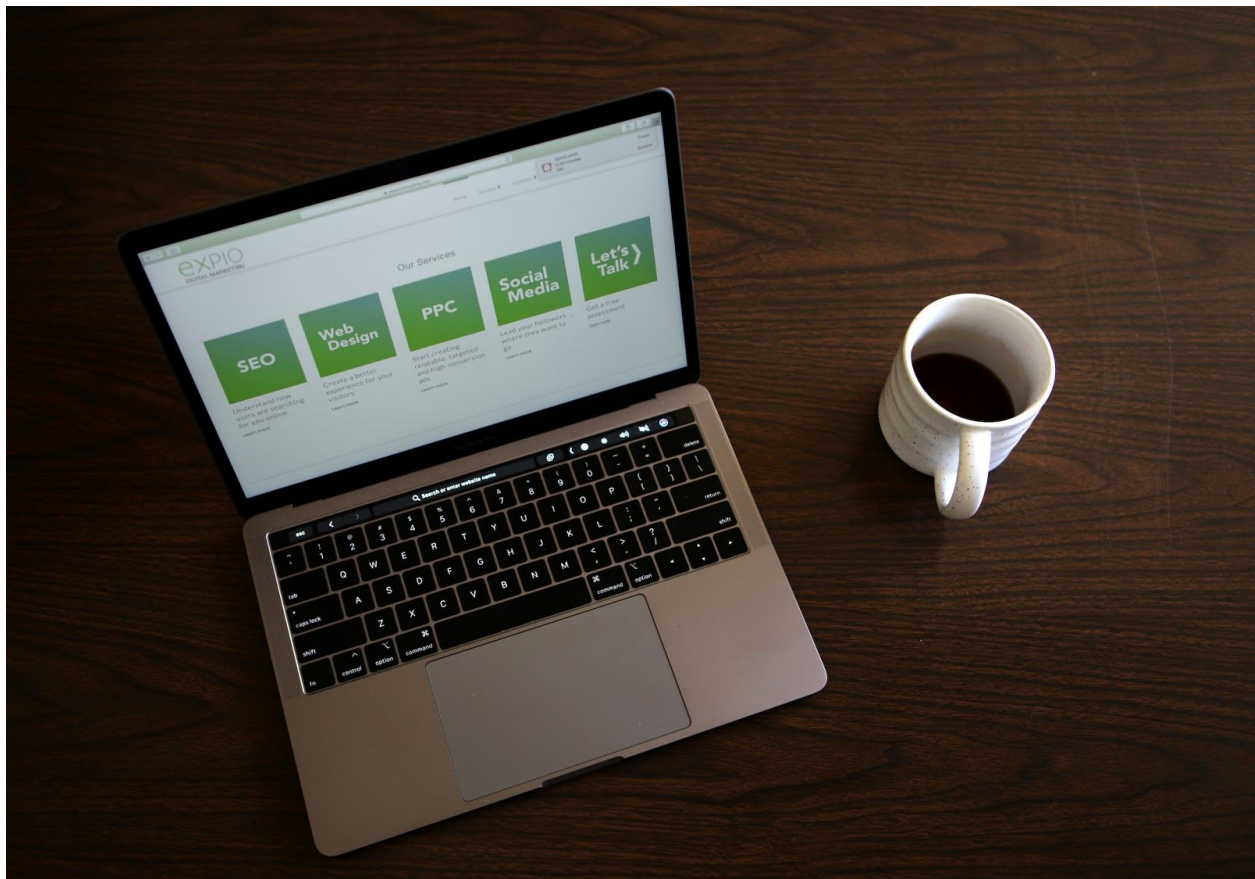
SEO Goals:

1. Organic Traffic Acquisition
2. Search Visibility
3. Domain Authority
4. Links
5. Keyword Rankings
6. Custom Goal Acquisition, if available



SEO WORK DESCRIPTION

Your Expio SEO communicates regularly on the most important SEO needs of your branded online presence, including one-time optimizations, as well as ongoing and evolving enhancements based on SEO research and findings.



On Page SEO



Tag and Meta Data Optimizations

Website-Wide Optimizations

Website Designs From SEO Research

Website Development From SEO Research

User Experience From SEO Research

And more...

Off Page SEO



Listings Checkup

Search Engine Webmaster Tools Management

Link Building

Social Media Page Listing Information Checkup

And more...



SEO PHILOSOPHY

Expio SEO begins by designing a custom-built plan for each website's specific needs. Our philosophy begins with researching user search intent. We identify how our client's customers are searching online for products and services relevant to our client. Then, we identify ways achieve better results as a result of SEO work.

SEO Principles

Relevance

We focus our efforts on highly specific and targeted keywords and keyword phrases that are highly advantageous to our client. The more specific a keyword is, the more clearly user intent is shown and the more capacity for Expio SEOs to earn conversions as a result.

Realistic Rankings

Expio SEOs focus on ranking our customers where we believe they can win in rankings. The truth is, many keywords are so competitive and saturated in result pages that it would be impossible for our client's to earn traffic if we were to target there. That's why we identify where our clients can rank and target our work there. As domain authority grows, our goals become more ambitious.

Conversion Focused

Our SEOs measure their success by their ability to achieve customized goals that help our client's grow their business online. While many SEOs will never report data beyond their own general metrics, Expio SEOs focus on building custom goals that ensure our client's success online.

Evolve Or Lose

Expio SEOs believe the moment a website stops optimizing is the moment they start losing when it comes to business growth online. Best practices are always changing. Search data always reveals new truths that were previously hidden. Our SEOs work hard to identify new paths to success no matter what.