



Sales Sherpas

Peak Performance Marketing

SEARCH ENGINE OPTIMIZATION

You want prospects to find your company on page one of the search engines, and you may or may not be planning to purchase online advertising.

SEO (Search Engine Optimization) – or Organic Search Results – will take you there, but while the vast majority of providers barely scratch the surface, Sales Sherpas puts years of research and top results into your Web ranking project.

- Meta tags, page titles and other coding parameters
- Search engine submission
- Reciprocal link programs
- Primary and secondary products/services to promote
- Relevant market factors
- Changes to your existing site

Follow Through

An SEO project is most effective when long-term strategies are put into place. Once the campaign is launched, we will determine when the first results should be examined and the frequency thereafter. We will look at:

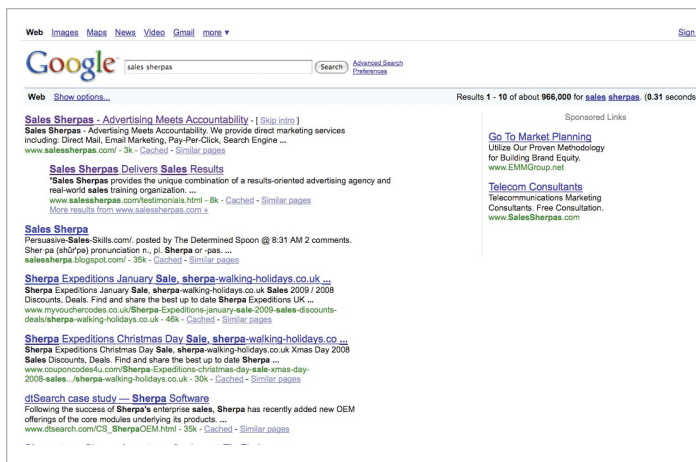
- Competitor ranking
- Keyword evaluation
- Effectiveness of the campaign (actual results vs. goals)
- Regular Website updates to keep content fresh while maintaining optimization
- Supplemental programs that could enhance your campaign

Your campaign success can be tracked easily with weekly or monthly analytics that we provide on our exclusive summary reports and WebEx meetings.

The Bottom Line

Choose your SEO professional carefully. With Sales Sherpas' continual successes in this area, our clients are realizing dramatic results, achieving better-than-expected ROI, and reaching goals that they couldn't have achieved on their own.

For more information, a free analysis, or project estimate, please contact us at 800.287.7198 or inquiry@salesherpas.com



Take the Fat Out

Graphic designers might make your site look like a million dollars, but the search engines could care less. The more you care about high page rankings, the less you want to splatter your page with big graphics.

Getting Started

We will learn about your company and its strengths, your industry, and your competition. From this point, we will determine your campaign goals, present strategies and map the specifics:

- Desired sales goals
- Preferred keywords to concentrate on (according to you and our analytics research)