



## ReachSEO

### Search Engine Optimization

ReachSEO™ optimizes your ReachSite™ for local search, so more consumers find your business on web and mobile search engines, visit your website, and turn into leads.

- Boost visibility in web and mobile search results
- Get more visits from maps, local directories, and social media
- Turn more visitors into leads and customers with integrated software
- Know how many leads and calls you're getting from SEO



#### Boost Your ReachSite in Organic Search

ReachSEO optimizes your ReachSite for the products and services you want to show up for when consumers search online. We consult with you to identify your top products and then use our extensive industry and proprietary data to determine the best set of keywords that will increase your visibility in search results.



#### Drive More Visits with Optimized Content

You need fresh content that search engines love and that people like and share. First, we create website content and metadata specifically focused on your core products and services. Then, we publish fresh content like articles, reviews, and infographics to your blog and syndicate them to your social media pages to help drive more visits to your site. Plus, since ReachEdge™ lead conversion software is already integrated into your ReachSite, you automatically capture and convert more leads and customers.



#### Get Found in Maps & Directories

Our advanced local SEO approach helps people in your area discover your business when they search. We claim your local map and directory listings and update them with accurate, optimized information, so your presence is consistent across the web. Plus, we build a location page with map on your ReachSite, integrate it with your Google+ page, and optimize your site with local semantic markup. All of this builds your website's visibility in local search and map results.

## ReachSEO

### Onsite Optimization

Optimized metadata (title tags, metadescriptions, alt text, etc.) on your ReachSite

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Semantic markup and data highlighting recommended by top search engines

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Custom pages on your ReachSite that promote core products and services

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Optimized location page with geo-targeted keywords

### Content Creation & Publishing

Setup and optimization of your Facebook, Twitter, and Google+ business pages

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Setup of your blog, social sharing buttons, and automated social media syndication

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Content creation and publishing on your blog and social media pages (Core: 4 posts/month, Pro: 8 posts/month)

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Infographic creation and publishing on your blog and social media pages (one per six-month cycle)

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Promotion of positive reviews from top review sites on your blog

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Setup and optimization of your Google+ Local Listing

### Maps & Local Listings

ReachSite integration with your Google+ Local and Maps listing

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Setup and optimization of business listings across 50+ top directories

### Transparent Results

Comprehensive reports that show calls, emails, and forms, along with call recordings

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Lead source tracking that shows your ReachSEO results alongside other marketing tactics

### Digital Marketing Expert

Expert setup of your entire SEO program

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Consultation to determine core topics you want your business to show up for in organic search

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Regular performance checks along with updates to improve results