

Enhanced SEO

Solution Profile

The secret to building high ranking websites can be boiled down to three things:

1. Determine and assemble the proper list of keywords and strategically position them
2. Construct websites that search engines can easily locate and index
3. Accumulate the right incoming links from the right sites

More Than a One-Time Tune-Up

Enhanced SEO provides an ongoing process of updates, analysis and adjustments, publishing of new material, and specific inbound link building. Our Enhanced SEO solution incorporates all the features of our Fundamental SEO solution, and much more. LawClick's conservative SEO philosophy falls within the rules, yet leverages the most progressive technological strategies available.

Search engines use algorithms to "rank" website value and they reward smart SEO strategies with higher rankings. Enhanced SEO consistently delivers high search rankings because we proactively "enhance" a site's search and content value for the end user.

Targeted Keyword Analysis

After a review of your enterprise and its' potential keywords, we conduct a systematic research of actual Internet search volumes from the previous month. This crucial data provides us objective and actionable intelligence in the selection of keywords and keyword strings.

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Enhanced SEO involves a more exhaustive level of research. Keyword research dives multiple layers deep to discover key searching trends and long-tail keyword strings. In turn, SEO nuggets are discovered that pull prime prospects to your website.

Preparing and Repairing Title Tags

Every web page within a site must contain a Title tag. The content within these Title tags is extremely important. Search engines define your content through the use of Title tags. The Title tags must contain the right keywords, information and be served up with just the right frequency.

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Enhanced SEO employs a more diversified list of keywords and strategies. Additionally, we may elect to break-up a page with too much diversity into two or more smaller pages. This assists the search engines in recognizing the right page to return, for a user's search, while increasing a site's overall size. Properly managed, these components naturally raise your page ranking.

Preparing and Repairing Meta-Description Tags

While Meta tags don't actually help in the SEO process, they do summarize page content. Once we are successful enough to get human eyes on your search return, the next step is to convince them to actually click the link. The search engine's description of your web page is determined by the content within the page's Meta-Description tag.

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Alt. tags tell the search engines what your images are about. In enhanced SEO we include Alt. Tags, and make sure the image file names are keyword specific. This potentially adds to the overall page score and insures your images are found when searchers employ an image only search function.

Correcting Coding Issues and/or Blatant SEO Violations

Many websites contain legacy code and/or “tips and tricks” employed by previous SEO missions. While these older methods may have been successful in the past there is risk that the search engines will penalize your website or completely exclude it! Even innocent errors, in website construction, can be detrimental to your site's ranking. NOTE: Significant coding issues and/or lengthy corrective actions will be quoted first and billed separately upon your approval.

Researching Inbound Links and Overall Link Strength

With our ***Website Link Strength*** tool, we prepare a special report about your website's inbound links, and overall strength. We measure and scores 13 vital aspects. All Internet links are individually evaluated. We also employ Google's *Toolbar PageRank* (score of 1 to 10) that rates your website's importance, in Google's eyes.

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In addition to using the *Website Link Strength* tool for your site, we also use this tool to prepare reports on several competitors' websites. This yields loads of interesting and valuable information. Besides giving us ideas for new linking opportunities, and exposing weaknesses in competitors' sites, these reports help us formulate new targeting strategies.

Creating Your Link Acquisition Plan

Upon completion of actual on-site repair and enhancements, we present a customized and comprehensive action plan for your firm to acquire the most valuable inbound links.

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- We submit your site to a specific Directories (YAHOO! Directory costs \$299.00 /yr.)
- We help uncover linking opportunities through your vendors, suppliers and associations
- We help discover forums and other inbound link building opportunities

We also secure 3 other special inbound links that search engines consider highly authoritative. Additionally, we insure that inbound link building incorporates the right hypertext and points to optimum locations within your website.

Files', Folders', and Directories' Names are Important

Enhanced SEO services include a re-naming of your website's file and folder names that coordinate with your keyword strategy.

Enhanced SEO trade secrets

We leverage many other in-house “best practices”, methods and strategies which we do not publish. Our conservative long-term SEO approach employs the highest ethical standards. These standards will survive the test of time. We reject shortcuts or tricks employed by some, and focus entirely on methods that bring intrinsic value to your website.

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