

Fundamental 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

Our Fundamental SEO solution ensures your website easier to find, is search engine friendly, and void of serious errors. LawClick's conservative SEO philosophy falls within the rules and furthers future enhancement.

Targeted Keyword Analysis

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

Preparing and Repairing Title Tags

Every web page within a site must contain a corresponding 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.

Preparing and Repairing Meta-Description Tags

While Meta tags don't actually help in the SEO process, they do tell people what your web page is about. 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.

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, they can easily translate into penalties for your website or complete index exclusion by the search engines! 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

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

Creating Your Link Acquisition Plan

After our comprehensive reports are presented, and upon completion of the actual on-site repair and enhancements, we prepare and present a customized and comprehensive action plan that your firm can implement to acquire the most valuable inbound links.

LawClick, Inc.

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