



# SEARCH ENGINE OPTIMIZATION (SEO)

**Search Engine Optimization (SEO)** is the process of improving a business' online performance, driving new business and expanding brand awareness by increasing the organic ranking position, site traffic and conversion numbers using relevant keywords. The end goal of every SEO strategy is to get you more customers.

For most companies, SEO can be both daunting and complicated. When done right, SEO is highly technical and requires a balance of knowledge, diligence and persistence to succeed.

You need to get your internet profile and website ranking producing results when local searches are made. There are no shortcuts, but NMM's team of experts will work with you to get it done.

## THERE ARE TWO TYPES OF SEO – LOCAL & ORGANIC

**Local SEO** strategically optimizes your online listings and reviews, ensuring consistency of your core business information wherever it appears; **Organic SEO** optimizes your website so the right buyers will find you.

## SEO & SEM (SEARCH ENGINE MARKETING) DIFFERENCES

SEM positions are paid for; SEO positions are earned (organic). And SEM benefits cease the moment you stop paying for them. SEO's benefits are longer-lasting. A great analogy: With SEM, you're renting the home; with SEO, you're buying it.

Less than 10% of clicks go to paid search (SEM). Over 41% of clicks go to organic results (SEO). And almost 49% are 'zero-click' searches. These are enhanced search results that satisfy search intent without a click occurring. **These are also fueled by organic SEO efforts.** Google is extracting content from these sites and showcasing it in the search results.

## NMM'S SEO ADVANTAGES

NMM is a **Google Premier Partner** and is in full compliance with Google Best Practices.

Every NMM client is assigned a dedicated **SEO management team** of experienced and certified professionals.

**Complimentary SEO Audits are provided for both Local and Organic SEO**, so our clients know exactly where we can work with them to improve their search results based on actual data for better focus and results.





SEO Audits include on-site findings and **technical insights** for our clients. Most media companies do not offer this, as it is beyond their capabilities. But you need this, since error and warnings afflicting your website affects its overall health and performance when searches are made.

NMM also performs link analysis on your website (one of Google's top 3 ranking factors).

We identify any shortcomings in your mobile page speed and experience and fix them for you. This is another key Google ranking factor. 53% of mobile site visitors will leave a page that takes longer than 3 seconds to load.

We help you achieve increased, targeted traffic to your website; improved search engine rankings; increased profits; greater reach and relevance within Google Maps Listings

All SEO activities are now reported on our proprietary **dashboard**, with 24/7 access for our clients. Regular reporting of results is vital, because SEO is a constant feedback loop. Improvements are continually being made by NMS's team. We want our clients to see the results to confirm progress for themselves.

We work with our clients to establish appropriate KPI's (**Key Performance Indicators**) which are vital in rating the success of your SEO campaigns.

We never forget that you are the expert on your business. Your input during collaborations is a vital component of the ultimate success of your campaigns.

## LOCAL SEO – WHY YOU NEED IT

Businesses that appear in the first 3 or 4 search positions following the map on the first search page are 70% more likely to attract local visits and these visitors are 50% more likely to purchase. It is difficult for users to rank well on searches without providing rich, accurate and relevant content and great reviews.

We help you learn more about your customers by discovering what keywords are being used to find your business.

Our reports tell you how many consumers are finding you online; how many called your business; and how many asked for driving directions. They track your month-by-month progress

## REVIEW GENERATION, REVIEW ALERTS & REVIEW MONITORING

Reviews are used in ranking your position on the search page, assisting you in maintaining a positive brand reputation. Consumers overwhelmingly (91%) use reviews in buying decisions.

Review Alerts & Monitoring tells you about the general sentiment towards your business.

NMM's reporting dashboard makes it easy for you to monitor and respond to reviews, helping you to stay connected with your customers.

The average consumer reads 10 reviews before feeling able to trust a business, and only 53% of people would consider using a business with less than 4 stars.

76% of consumers trust online reviews as much as personal recommendations from family and friends. And 71% of consumers say they're more likely to use a business that has responded to their existing reviews.

Reviews need to be recent. You need to be proactive in always getting new, positive reviews. **84% of users believe that reviews older than 3 months aren't relevant.**

NMM's software automatically locates reviews and identifies sites that show incomplete information about your company.

## NMM OFFERS 3 CHOICES OF LOCAL SEO PRODUCTS

**Both** feature extensive reporting on local metrics: how many people viewed your listing; how many people called or requested driving directions; changes in keyword positioning to enable you to rank higher and to have more relevant search terms.

**LocalOne SEO** is best for multiple locations & franchises. We regularly review your rating improvements. No work is done on your website.

**LocalOne Standard and Local Pro SEO** are designed for niche businesses, e.g., medical practices, legal firms, dental offices etc. It features review generation and on-site local SEO support. We also investigate your website for any local SEO improvement opportunities.





## ORGANIC SEO

**Organic SEO** attracts visitors to your website using the “free,” “organic,” or “natural” search results within search engines. It ensures that your site is optimized to support users’ search experiences.

Organic SEO is not an overnight process. Campaigns run a minimum of 6 months, building effectiveness and ROI all along the way.

Organic SEO strategies are typically far more complex than local SEO strategies. Our process identifies any ‘bad practices’ currently in use on your website which, if left in place, will have severe effects on your SEO rankings and thus your online visibility to prospective clients. Google will penalize you for using them, rather than reward you.

**Included in these ‘bad practices’ are:** Keyword stuffing (using the same keywords repeatedly); slow website speed; purchased backlinks; a site that is not mobile friendly; a site that is riddled with ads; if you ignore technical issues or put them off; a site that uses guest bloggers; content that is poorly written, not relevant, used more than once on your site, too short or borrowed or purchased from a third party; and if you have no clear call to action. We’ll find them, and we’ll fix them.

Your SEO strategy should be meticulously tracked and based on decisions driven by data. Conversions, not clicks, are of paramount importance here. You need to establish the value to your company of each conversion to properly determine the ROI of your campaign. And you need great conversion tactics on your website to make it happen.

NMM can install tracking pixels to report results on up to 5 separate pages of your website to identify poorly performing pages so they can be fixed.

## CLIENT ONBOARDING PROCESS (ORGANIC CAMPAIGNS ONLY)

Our Client Onboarding Process ensures correct campaign focus and tracks the status of every step involved, including content creation. Included are:

**An onboarding conference call** is completed between the NMM team and the client to discuss the client’s goals and expectations for the campaign.

NMM obtains access from each client to enable **Tracking & Testing**. Included are Google Analytics, Google Search Console, Google Tag Manager and Content Management System.

We next perform a 115-Point Checklist/Technical Audit of your website; Keyword Research (identify the opportunity); Focus Selection (define priorities); complete a page-level audit, which includes picking pages and assigning primary keywords, doing a word count analysis (content strategy) and a backlink analysis (authority strategy).

Next, we work with you to develop 6-Month Project Plan.

We provide you with extensive reporting on all aspects of your campaign. NMM provides you with a live reporting dashboard, which avoids any delays between actions taken and your awareness of those actions. This live action timeline coordinates every aspect of the SEO campaign, providing you with a detailed record of work performed on your behalf.

Reporting also involves a monthly progression call or meeting; bi-weekly check-ins and an overall monitoring of your campaign’s delivery.

**FOR FURTHER INFORMATION  
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