



*93% of online experiences begin with a search engine – ImFORZA.com*

*70-80% of users ignore the paid ads, focusing on the organic results – ImFORZA.com*

### **Powerful Results to Drive Small Business Leads**

- Proctor Digital SEO Visibility Specialists work within the most up to date mandates by Google, Yahoo and Bing search engines to position our clients' brands atop the crowded small business spectrum online.
- Dollar for dollar, SEO Management is the most powerful inbound marketing resource available to small business today.
- Our team of experienced SEO management visibility specialists work through comprehensive strategies to build client brand visibility and power targeted web traffic to grow your sales.

## **What is SEO Management?**

Search engine optimization (SEO) is the collection of strategies that present factors of a website in such a way as to rank the site with highest possible credibility in an index of industry websites. This ranking is based on each site's compared authoritativeness as perceived by search engines like Google, Yahoo and Bing. Simply put, search engine optimization is the process by which we present a website's assets as among the best resources online for information in the domain's given field.

### **White Hat versus Black Hat SEO Management Strategies**

Like any initiative, there are easy ways and difficult ways to achieve a goal. With online search, white hat strategies typically take a bit longer to mature into results yet they present search engines reliable evidence that the given website is an authoritative brand for the field in question and lead to placement atop search results pages yielding the lion's share of targeted search traffic online for that business.

Black hat strategies are manipulative methods that basically trick Google, Yahoo and Bing into presenting the website as among the top authoritative websites for the given subject or keyword or key phrase. Black hat strategies often are challenged by Google with updates to its ranking algorithm meant to address these methods as they become popular. Strategies like linking schemes to build many inbound links to a site, "stuffing" the site's keywords in the site's content or laying out the keywords in white within the site's whitespace so that web crawlers identify them but individuals browsing the site won't have all been addressed by Google's updates and once identified, these strategies send previously ranking sites to the abyss of Google's Search Results pages (and in some cases, de-indexes them altogether). Recovering from these Google "penalties" can take much, much more than simply reversing the offending tactic. Penalized sites can take 6 months up to as much as a year to get back to rank after correcting black hat strategies



because once you lose credibility with Google, you lose credibility with Google. And it takes a lot to get the search giant to trust you again.

### **Assessing Website Credibility**

Google ranks sites based on its perceived understanding of a given domain's credibility, making an apples-to-apples comparison to and ranking the site with other similar sites in the industry based on authoritativeness in that industry or subject (as indicated by industry keywords or phrases).

Search engines examine a plethora of factors that help to determine a website's credibility or authoritativeness. These include:

- Quality of Content
- Inbound Linking
- Site Construction (User Experience)
- Online Reputation

Each website is given a score in a variety of categories and subcategories, compares each site's score with others in the space and develops an index of websites ranked from highest in credibility to lowest.

Managing site assets (content, graphics and imagery, architecture and more) according to standards for credibility recognized by Google, Yahoo and Bing, and working to ensure that the site outperforms others in the space in presenting quality digital platform for the given industry keyword(s) is essentially optimizing the site's ability to stand atop the rankings when evaluated by Google.

If you have other questions about SEO Management or would like to discuss your website's SEO health and organic ranking, please call 773.245.7226, we love helping small business owners rise to the top of the rankings on Google and generate increased target web traffic flows.