

# QUINNCONCEPTS

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## YOUR WEBSITE'S HANDS!

# SEO PROGRAM

Search Engine optimization is a nutshell is the process of getting traffic from the free, organic, editorial, natural or what we like to call EARNED search results on search engines. All major search engines such as Google, Bing and Yahoo have primary search results, where web pages and other content such as videos or local listings are shown and ranked based on what the search engine considers most relevant to search queries. Payment isn't involved, as it is with paid search ads.

## WEBSITE OPTIMIZING

### *Lets take a look under the hood*

SEO considers how search engines work, the programmed algorithms which dictate search engine behavior and the actual keywords used. What we do is adjust you site to better interact with those keywords. Optimizing a website may involve editing its content, adding content, adjusting alt tags of images, html and associated coding inn in an effort to increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines. Often a site requires some "tidying up" in order to be more effective at receiving queries from searchers.

## BACKLINKING

### *Outrank your opponents*

A backlink is an *incoming* hyperlink from one web page to another website. The best performing sites have hundreds upon hundreds of backlinks. A website domain that has a backlink to your site is known as a referring domain. We know what you are going to ask: Why does my site rank so low? For search engines, the supreme ranking factor are backlinks and referring domains. Your competition outranks you because they simply have more of them. Our automated program adds hundreds backlinks to your site until you rank appropriately.

## MONTHLY REPORTING

### *Dominate the search results*

SEO is a moving target. Partnered with Google Analytics, we can track user behaviors on your site, what they are doing, how long they are staying on each page and most importantly, how they are searching for you or similar services. Adjusting your keywords, meta-tags and meta descriptions on each page of your website and indexing you on map apps is key to being ranked. We provide monthly reporting on your Alexa ranking, your best performing backlinks, and your competition to ensure you dominate search results like we do.

## AD PLACEMENT

### *Every. Single. Month.*

As part of our program, we create a new 250x250 display ad every month, and place it on over 100+ informational websites to create a network of referring domains linking to your site and/or landing pages.

## POWERSCAN API

### *Scan your business*

Our custom API: [www.quinnconcepts.com/api](http://www.quinnconcepts.com/api) is a way to instantly run a scan of your online presence with the top 175 listing sites. Much like running a credit report, this power scan will tell you where and in most cases, where you are not listed properly. With the click of a button, we can auto-list your business on 175 listing sites to ensure you have an instant jump on building links.

## ESPIONAGE

### *Spy on the competition*

If you are serious about getting more organic traffic, staying up to date with your main competitors' online marketing strategies is mandatory. You have to spy on your competitors on social media and look for their link-building or earning techniques, as well as their content-marketing methods. Set yourself up for alerts when competitors are publishing new content on their websites. Subscribe to their email newsletters or follow them on social media. Another smart way to catch up with new content is to create a Google Alert for the keyword "site:yourcompetitor.com." We have third party tools engineered to evaluate your competition to find out what they are doing right, thus we go and do it better.

**\$150/month**