

Can Potential Customers Find You?

Probably not if you haven't done your homework. Quality Search Engine Optimization (SEO) is increasingly becoming the vital factor when defining a successful web site. Just having an Internet presence isn't enough. Without a high ranking on the major search engines, most people won't find you. And if you're ranked lower than your competition, then you're simply losing money to them every day!

FPA Technology Services, Inc. has provided outsourced IT services to growing businesses since 1991. With FPA's "business first" approach, FPA prides itself on being a trusted technology advisor helping clients leverage technology to achieve their business objectives. FPA hires only the best and the brightest and with a variety of degrees and certifications. With FPA, it's about how we do what we do. It's about the value we provide to our clients. It's about removing the worry around IT. FPA effectively handles all of a company's technology needs, allowing our clients to focus on achieving their business objectives.

Business Before Technology™ - We Get IT!



The Issue:

Are you losing customers to your competitors because you don't have a high search engine ranking?



The Solution:

Organic Search Engine Optimization from FPA will optimize your website key words, design, content, and structure to maximize your "findability" on the most popular search engines.

FPA provides organic Search Engine Optimization services to enable potential customers find your website online and help you thrive above your competitors.



How to Get Started:

Contact FPA to start your Search Engine Optimization project.

Get the facts:

77% of US adults are now online (source: Harris Interactive), and most use search engines to find what they're looking for. Search Engines are being used for shopping, research, as a phone book, for maps, and for directions - so now more than ever, SEO is becoming as vital to any successful web venture as being listed in the yellow pages used to be.

If your company is "lost" in cyberspace, you're simply missing out on the majority of your potential customers!

FPA's Search Engine Optimization Services Include:

1. Website analysis and keyword research
2. Website optimization (finding trouble spots, modifying text, or whole website redesign if necessary)
3. Creation of keyword-rich pages
4. Directory submission
5. Ongoing monitoring of search engine rankings and maintenance as needed
6. Press Release optimization
7. Article creation and submission





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Why do you need Search Engine Optimization?

Research shows that up to 70 percent of users click organic links (ie: natural search engine rankings) over sponsored links (ie: pay-per-click).

The people who find your website through Search Engines are pre-qualified targets (one study shows that 25 percent of searchers immediately purchased items related to their search queries).

Consumers use search engines to compare product features and prices, and if your product pages are not positioned in the top results and above your competitors you'll miss many potential sales.

About 60% of the top search engines' screen real estate is devoted to non-paid, organic listings - which means 60% of your search engine visibility depends on SEO, not pay-per-click or other paid placements.

Pay-per-click positions continuously change according to your competitors' bidding tactics, while over the long run the SEO result is much more stable (when done right).

Your competitors are using it. In a survey of 3000 marketers using SEO, the average amount dedicated to SEO is 15% of the total marketing budget.

SEO results cannot be affected by "Click Fraud" while pay-per-click results can be. This can keep your ongoing marketing costs down significantly.

Depending on the market demand for your keywords and clicks, your pay-per-click campaign can generate tons of traffic and can cost hundreds, even thousands of dollars per day. Various optimization strategies can lower your costs, but over the long term natural Search Engine Optimization will give you a higher return on your marketing dollar.

Most Search Engine Marketing professionals agree that investing in SEO earns a substantially better ROI than pay-per-click.

Why FPA for Search Engine Optimization Services?

- Only a small percentage of web designers and developers understand and can effectively implement SEO principles. We do this while always looking at things from a business perspective.
- We provide the whole range of web development services so we can include SEO into the whole plan (not just as an after-thought).
- We can work with your web developers to incorporate the needed SEO changes or our staff of developers can make the changes ourselves.
- Effective SEO work is more than just good key words. We know all of the idiosyncrasies needed to create results - like knowing it's all wasted if your site's design, code, and platform are not optimally open to search engine "spiders" or "bots."
- We manually register your site with the top search engines and follow up with comprehensive, industry-standard reports on your search engine ranking and referrals.
- We can dovetail the SEO services for your site with optimum traffic statistics reporting.

* May require additional specific software

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