



# Full Service SEO

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It seems the world has finally recognized search engine optimization as one of the leading forms of online marketing and advertising. Now that companies are beginning to understand how important SEO is for their website and the success of their business, it seems that a new SEO company pops up each day. A very important question becomes "When searching for an SEO company, what should you be looking for?" And what, exactly, is a "full service" company?"

SEO - Search Engine Optimization is one of the most important keys to getting your website noticed and being competitive on the search engines. Engaging in an effective SEO strategy can get your site placed near the top or at the top of a major search engine's results, which can result in hundreds or even thousands of visitors to your site each day. To optimize your site, an SEO firm must first do a careful analysis of your current ranking, the strategies used recently, the content of your site, and review code for any crawl errors. Next, your SEO firm should be researching the most beneficial keywords for your company, and which words will get your site ranked the highest with high search volume and quality traffic.

SEM - Search engine marketing increases your web site's traffic and visibility in search engine results pages through a mix of contextual advertising, paid placements and paid inclusion. SEM can be used as an umbrella term, and while it could technically fall under the category of SEO, it's important not to confuse the two, as SEO should focus on a your organic ranking

whether for a local or national listing. Search engine marketing can include but not be limited to social media marketing with Twitter, Facebook, and/or Pinterest, widgets/buttons, online contests, guest blogging, PPC and the like.

**PPC Management** - A successfully managed pay per click campaign can be expensive, but an unmanaged campaign can be a downright waste of money. Many people are willing to spend money on pay per click advertising, thinking it's the most "hands off" form of online advertising. Unfortunately, this isn't true, and when it comes to thousands of dollars of marketing money, it's always best to analyze where your money is being spent and if it's being used as effectively as possible. While SEO has a longer lasting effect from its efforts, PPC allows you to "rent" an online space for a desired search term. If you do not monitor your ROI from a PPC campaign, we suggest that you focus your efforts on a search engine optimization campaign.

**Website Promotion** - Website promotion is very important. Climbing the search engine rankings is nearly impossible without a bit of website promotion. Your full-service SEO company should consider your competition, the keywords and key phrases used by your target audience, as well as the various search engines' interpretation of your site to really promote your site effectively. While you are not currently ranking at the top of a search engine, promoting your website can help with increased traffic and visibility. This will also help in reputation management as you control what content is created in regards to your website or business name.

Matt Foster is the CEO of ArteWorks SEO, a full service Internet marketing firm, who has been active in the SEO industry since 1995. Mr. Foster can be found on Twitter @ArteWorks\_SEO. ArteWorks SEO can be found at [www.arteworks.biz](http://www.arteworks.biz).