

“rank higher in
search engines:

3 reasons your
website needs
SEO

”

SHARKEY
ADVERTISING



How will
your website
be found without
any marketing?

In order to be found, your website needs to be SEO optimized. If people can't find your website, you will not have any traffic. Marketing your business also means marketing your website. Most companies have basic optimization of their site but SEO is an ongoing process. It's a continuous process and if it's done right, the rewards will be there.



1) Brand strength

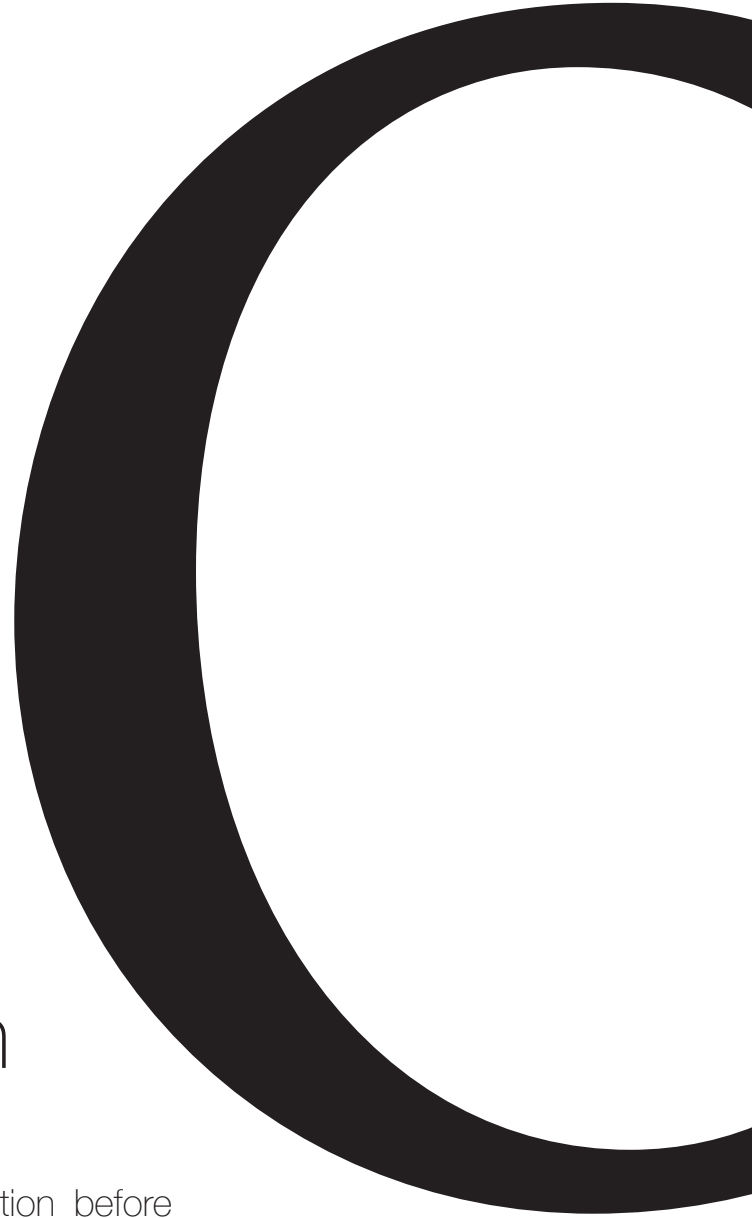
Search Engine Optimization (SEO) is the process of optimizing content on your website to appear in search engine results for specific terms. This is especially the results when these terms are part of your brand. Imagine if someone is searching for your company name. If your company is not one of the top results, you will lose some credibility. The way most people do research today, search engines become the holy grail of information. To a potential customer doing a quick search, if your company doesn't show up on search, it may as well not exist; they're not going to dig much deeper without a good reason. Beyond this, if your company does show up high in search results for terms that are related to your business, it will increase traffic to your website from customers you already know are looking for the things you offer. Keywords relating to your brand need to rank highly on search engines to give your brand a sense of legitimacy and to make sure potential customers can actually find your business.



2) Cost

Most google searches will have some advertised results. These results are usually dominated by big companies with large marketing budgets. This generally isn't a cheap option. Effective SEO is a much cheaper alternative to put your company on the top of the search results. SEO will offer a greater ROI than many more traditional types of advertising. Relatively low cost will help increase organic traffic to your website and, in turn, will help strengthen your brand identity. What's more, successful SEO turns into a long-term investment. If your website has good SEO now, future content on your website will also gain a boost. The algorithms used to determine search engine rankings generally look at other parts of your website. If you already have content that is ranking well in search, it sends good signs to search engines that you are a reputable website, and it will make it easier to continue ranking for new pages.





3) Everyone uses search

Many customers check out online information before buying a product or using a service. This is a trend that is likely to only increase as web content becomes more and more ubiquitous in our lives. When customers search, will they be finding you, or your competition? SEO is a way to target almost every element of your customer base. Most advertising is targeted in some way; you're usually reaching out to a specific type of individual. But increasingly, there is no distinction between the types of people who use search and those who don't; everyone uses it. SEO is a way to target all of your potential customers.

How Sharkey Advertising can help with your SEO:

You can have the best website in the world but nobody will ever see it if you are not Search Engine Optimized. Having more organic traffic come to the website will drive sales. Being on the top results for your keywords regarding your services will net you more sales.



Contact Sharkey Advertising to help with SEO—the best form of online marketing to drive more traffic and bring more business to you.

We Do Lots of Things:

Brand Strategy, Corporate Identity, Corporate & Product Logo, Design, Advertising Campaigns, Direct Mail Collateral, Brochures, Web Design and Integration, Email Marketing, Banner Ads, E-Commerce sites, Marketing Promotional Pieces, Catalogs, Flyer Insert Programs, Magazine Special Sections Design & Total Print Production, Newsletters, Multimedia Presentations, Packaging, Media Planning & Placement.



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