

Reach Your Target Audiences with Search Engine Optimization

Search Engine Optimization (SEO) is a specialized research-driven process of analyzing and editing your web site in order to increase the rankings of your site pages for specific search terms in search engines.

By targeting strategic key phrases that appeal to your target audiences, SEO allows you to be found by global or regional markets of individuals who are seeking precisely what you offer. Whether it is a product, a service, a mission or a message that you want to promote, search engine optimization can provide benefits for any type of organization that wants to reach people.

SEO Key Benefits

» Increased Visibility Among Target Audiences

SEO is a process designed to reach core groups of your target markets by offering information specifically tailored to their needs.

» Connect with Motivated Prospects

SEO is one of the few marketing strategies where your targeted audiences are actively engaged in the process of seeking information about organizations just like yours.

» Increased Brand Recognition & Identity

By delivering content that is relevant and easily accessible to consumers, your organizational identity becomes better associated with your mission and core competencies through increased public exposure.

» Goal-Driven

The SEO process is built around achieving your organization's strategic marketing and outreach goals.

» Flexibility

With SEO, it is possible to customize a number of targeted campaigns to reach diverse audiences as organizational needs evolve.

» Measurable Results

SEO is one of the few marketing strategies where it is easy to quantify the results of your efforts by analyzing search engine position reports, site statistics, visitor conversion rates and other key indicators.

Did You Know...

Over 80 percent of all Internet users find the information they're looking for using search engines, according to both Forrester Research and Georgia Tech's Gvu Center User Surveys.

Every single day, 57 percent of Web users search the Internet, making search the second most popular Internet activity after e-mail.

What Does it Cost to Market Your Organization?

Avg. Cost Per Lead:

Web Search	\$0.29
Email	\$0.50
Yellow Pages	\$1.18
Banner Ads	\$2.00
Direct Mail	\$9.94

Source: US Bancorp Piper Jaffray Page 19, *The Golden Search*, March 2003.

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