

## Increase Sales by Optimizing Your Website with Celerant SEO Services

You need to be strategic when it comes to determining what information your customers are searching for. The first step is to have our web team perform a thorough website SEO and Conversion Audit. Your SEO Manager will run your site, products and content through an extensive auditing process which will determine your site's strengths and weaknesses. With this information, our team will begin a protocol to help your site attract more visitors, lower bounce rates and increase conversions.

### Out with the old, in with the new

Old SEO is dead. New SEO treats your site, social media pages and content as an integrated living and breathing sales machine. Besides the typical keyword research, you can also expect to receive more in depth customer demographic information. Do you know what other sites and types of content your visitors are consuming? For example, do you know what age or gender group converts best on your site? That's where we come in. This information will better assist you when it comes to understanding who your visitors are and what not only interests them, but what motivates them to make a purchase.

### Modern SEO Technologies

Our web team will implement modern SEO technologies to allow search engines and social media sites to understand your E-commerce sites' content. Our results are better search categorization and improved social sharing. Additionally, from local SEO to blog networks, our team will help your business remain visible on line so that your site is always a step ahead of the competition.

### Comprehensive Analytics Reviewed

Better Metrics = Better Conversions! An Analytics Report typically concentrates on traffic, keywords and bounce rates.

This is the standard data that you can find on the front page of Google Analytics.

At Celerant, we take it much further as we drill into the analytics that come from additional tools we leverage. Based on the analytics and discussions with the client, our web team develops a short and long term strategy that sets your business apart from the competition. We believe in "small wins" while we are working hard on creating the ultimate and most successful SEO campaign for your business. That is why we consistently follow market trends and search engine algorithm changes. It is our job to keep your site current and relevant.



## Celerant SEO Questions and Answers

**Q** What is included within the monthly fee for Celerant's SEO services?

**A** Celerant's SEO Service includes meetings as often as bi-weekly with your Celerant Specialist to go over progress and strategy for SEO best practices for your site. This service includes unlimited site audits, Google Web Master Tools clean up, content quality reports, monthly SEO reports and analytics and more. You will gain insight into the SEO world and your website using the industry's leading SEO Analytical Tools with specific instruction on how you can effectively increase your presence and organic keyword rankings, with before and after reports to gauge SEO progress. Celerant's SEO Services would not include any major architectural change to your website, such as site navigation.

**Q** What makes Celerant so successful when it comes to SEO?

**A** Celerant understands true customer response rates. As a result, we know that our retailers have literally seconds to capture their attention. This is why we ensure SEO friendly filters and why our E-commerce SEO services are thoroughly analyzed and customized, so that they provide your store with the visibility it needs for long-term success!

**Q** What specifics will be conducted on my site?

**A** Your Celerant web team will conduct a complete site analysis at the start of the project. They will then identify any potential conversion issues. After this, they will oversee the removal of all Crawl Errors recognized by Google. Crawl Errors can prevent your site from appearing in search results, so this is a very important step that our web team pays close attention to. Once website crawl errors have been removed, our web team will conduct a full site navigation review, where they will remove all duplicated content. Duplicate content can create major SEO problems so it is imperative that it be removed.

**Q** How do I keep my content fresh, relevant, and up-to-date?

**A** Regularly scheduled site audits will be conducted which will gauge your sites content. You will have insight into what content does well on your site and how to make it better. You'll also receive a content quality report to help determine the best placement of valuable content featured on your site. Finally you'll have the opportunity to discuss any questions, issues or concerns you may have with your SEO specialist during your bi-weekly meeting.