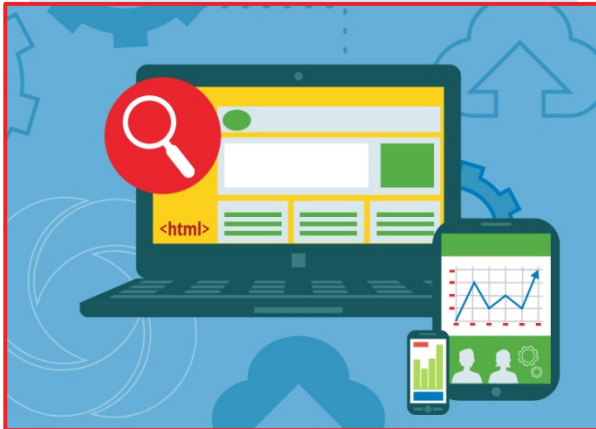


# Search Engine Optimization



*Rather than thrust you into the foreign dashboard of a one-size-fits-all SEO tool or limit your deliverables to a strict diet of category descriptions and meta tags, ROI Revolution provides targeted search engine optimization (SEO) management that is hands-on and collaborative.*

*We seek to be your “SEO Partner” rather than just another vendor, and will focus on the tactics that will make the most impact on your SEO success.*

## SEO Services

Choose from ongoing Standard & Enterprise Campaign Services, one-time Site Architecture & Comprehensive Audits, or customize a package that suits your optimization needs.

## Our Expert SEO Management Service Includes:

- **Site Architecture & Index Audit:** A thorough review of information architecture, server setup and response, HTML code, and a myriad of other on-site and on-page elements that can impact ranking potential. Includes analysis of Google and Bing’s index of your site’s pages to identify potential issues.
- **Neighborhood Audit:** Complete audit of all web properties that are related to your core domain including: blogs, partner sites, link networks, or sites on your same server/IP address.
- **Backlink Audit:** Since the introduction of the Penguin algorithm changes, having a clean backlink profile has never been more important. We analyze your backlink profile for potential problem links from prior SEO efforts or negative SEO campaigns.

## Ongoing Deliverables:

- **Keyword/Persona Research:** Rather than blindly target keywords, the engagement and intent of your customer base must be taken into account. We encompass the full customer buying cycle to bring your brand in front of potential customers well before they are ready to hit “buy now”.
- **Content Creation:** Google’s ability to easily identify and penalize link networks and low-quality content means that high quality copy drives relevance, establishes your brand as an “entity,” and produces positive user experiences. Targeted generation of high quality, useful, and shareable content is also integral in driving the organic growth of your backlink profile over time.
- **Proactive Backlink Monitoring:** After the initial Backlink Audit is performed, monthly audits of your backlink profile are performed to ensure your backlink profile grows organically and that you are not the victim of negative SEO efforts.
- **Monthly KPI Reporting:** We will present the data associated with your campaign’s success on a monthly basis. The data we gather includes search engine rankings, the effect of targeted keywords on traffic, and conversions generated by organic search traffic.
- **Monthly Consultation Call:** While weekly emails and check-ins are the norm (& necessary, especially at the outset of our relationship), we will hold consistent monthly reviews of KPIs and long-term and short-term strategies for success.
- **General SEO Consultation:** Have a nagging SEO-related question? Call or email us at any time. ROI prides itself on responsiveness and quality advice for our clients.

## Robust Technology. Responsive Experts.

Our software and account teams focus exclusively on ecommerce merchants. We only offer our services if we believe we will make a substantial positive impact on a potential client's digital marketing efforts.

Every ROI Revolution client works with a dedicated account team who leverage not only their deep domain and industry knowledge, but our own proprietary suite of applications. Our unique blend of technology and expertise produces better results than any single automated or manual solution could ever achieve.

## About ROI Revolution:

ROI Revolution was founded in 2002, just four months after Google launched their AdWords pay-per-click business model. Over the last decade, ROI Revolution has become extremely specialized according to our greatest strength: ***ROI-driven digital marketing for merchants and retailers.***

Our industry is rapidly evolving. Outdated strategies won't cut it. Audience targeting options have matured, as have the strategies and skills required for market domination.

We seldom review a digital marketing program that can't realize significant gains from expert management.

## *ROI Revolution Mission Statement:*

Be the best in the world at managing measurable, ROI-driven digital marketing for our clients.



## *Core Values:*

- *Provide Fanatical Service*
- *Be Completely Transparent*
- *Hire the Best*
- *Test & Optimize Constantly*
- *Work Smarter*

Learn more at [roirevolution.com](https://roirevolution.com)