A great website is only good if it attracts the right visitors and provides ways to convert those visitors into subscribers, leads, and customers. Search Engine Optimization (SEO) helps web search engines, like Google, find our clients' content. Quality SEO also includes user experience (UX), as Google ranks pages based on how well the page communicates and engages with users.

TSL's SEO practice uses multiple tools to understand a client's website. What is working today, and what is not? We look at the analytics of the site to see who is finding the site. We crawl the site to identify potential errors. We evaluate the client's keyword strategy to see if it is working. And we audit the client's content to see what is there and what is missing.

TSL'S ADVANCED SEO PRACTICE INCLUDES:

SITE AUDIT	CONTENT AUDIT	LINK PORTFOLIO
We conduct a comprehensive audit of the site, visitors, engagement, and keywords and then prepare a plan to address the issues that we find.	We look at all of a company's content to identify what is good and current, what needs to be refreshed, and what needs to be added.	Our team does a complete backlink audit. Good links are identified and maximized. Bad links are cleaned up to eliminate potential penalties from Google.

SOLUTION COMPONENTS

Site Crawl	Site Data and Analytics	Keyword Analysis	Content Audit	Local SEO

CHALLENGES FACED BY B2B TECHNOLOGY MARKETERS

POOR METRICS Marketers often don't have the data that they need. Our SEO practice provides key performance indicators (KPIs) that they can use to make decisions and to validate their efforts to encourage an increase in funding.

ABSENT SITE DEVELOPER Many of our clients inherited their current sites. They do not have much insight into why a site was created a certain way or what techniques were used to develop it. Common SEO practices of the past no longer work and will result in penalties from Google.

COMMUNICATIONS HUB Most clients that we talk to would like their sites to be a communications hub for their clients and prospects. To do that, they need to understand what they have and then create a plan. Our SEO practice provides them with the insight they need.

CONVERT VISITORS Marketers want to convert visitors into subscribers, prospects, and customers. Our SEO practice analyzes the types of visitors a site is receiving and what they are doing on the site and then helps create a plan to provide those visitors with useful information to convert them into subscribers.

IMPROVE PPC Many companies use Pay Per Click (PPC) to buy keywords. These are the ads at the top of search results. If organic search ranks in the top 3 to 5, the company may be able to eliminate some of the keywords it has purchased and put those funds back into its budget.

QUESTIONS TO ASK

1. Do you have a clear understanding of how potential clients find your site and consume your content, how much time they spend on pages, and, finally, how they convert?

2. Do you believe your website is doing the most it can to help drive business?

3. Is your website the central hub for communications with your clients and prospects?

4. Do ownership and your fellow executives see value in your website? Are you able to quantify that value?

5. Have you had prospects contact you without knowing where they came from or how they found you?

6. Do you currently have detailed metrics on your site, its performance, and visitors that you provide to your boss? What are they? What do you think would help you?

7. How long ago was your website published?

8. Is your site constantly being monitored, refreshed, and optimized for users and search?

9. Have you had a comprehensive SEO analysis performed on your site recently? What did it show?

10. Would you like to talk to our marketing experts to find out how you can improve the performance of your site?

WHO TO CONTACT
- Owner/CEO
- Managing Director
- VP of Marketing
- Marketing Manager
- Marketing Coordinator
- VP of Sales

COMPETITORS TO TSL'S ADVANCED SEO

	PROS	CONS	TSL DIFFERENTIATORS
Internal Marketing Teams	• Understand their internal processes • Understand their solutions • Cost-effective/salary	• Busy with day-to-day tasks • May not have SEO expertise • Not focused on website performance	• Focused on B2B technology marketing • Strong SEO expertise • Knowledgeable creative team • Can provide KPIs that make B2B marketers look like rock stars • Outbound calling team assists with responders conversions
Local/Boutique Marketing Agencies	• May be cost-effective • Have a relationship with the client • Familiarity and ease of doing business	• Lack focus on marketing B2B technology • May not have the same SEO expertise • Lack the B2B telesales experience of TSL	• Focused on B2B technology marketing • Strong SEO expertise • Knowledgeable creative team • Understanding of entire prospect funnel • Outbound calling team assists with responders conversions
SEO Specialized Agencies	• Strong understanding of SEO • Can provide valuable insights and KPIs • Potential history with the client	• Limited B2B technology knowledge and experience • Small or nonexistent creative team • Lack a telesales team to help with conversions	• Focused on B2B technology marketing • Strong SEO expertise • Knowledgeable creative team • Understanding of entire prospect funnel • Outbound calling team assists with responders conversions

TSL SEO SITE AUDITS

While these audits can be stand-alone services, they routinely lead to longer-term retainer business. This allows us to establish a leadership position with the client.

QUICK SEO AUDIT

Complimentary audit. We run a simple audit with several tools to identify the primary areas of concern. We address the three most pressing simple SEO fixes. Work not to exceed 1-2 hours maximum.

SEO STARTER BUNDLE

Most popular SEO audit. iIncludes all technical and on-page SEO. We touch on content and usability, but that is not the focus. 20 hours of work that can be effective and meaningful as a stand-alone audit.

ONGOING SEO AUDIT RETAINER

The ongoing SEO retainer starts with our SEO Audit as the first phase. Content and usability specialists are then brought in to perform a content / usability audit and evaluate conversion rate optimization (CRO). Ongoing SEO is setup in monthly increments and MUST kick-off with the Starter Bundle.

CLICK TO VIEW AN INITIAL SITE AUDIT REPORT

CLICK TO VIEW A SAMPLE SEO FIXES REPORT

Subject Matter Expert | Shawn Rosko | Senior SEO Manager | srosko@tslmarketing.com

TSL Marketing
plan · develop · manage