

Search Engine Optimization

At OnYourMark, Search Engine Optimization (SEO) is part of our overall web design process. A website that looks great and works perfectly is only an expense if no one ever visits it. This is why Search Engine Optimization (SEO) is important from the very start of your website design project. We create websites that balance a positive customer experience with search engine friendly content and pages.

SEO - Getting Started

The steps involved in search engine optimization are completed in conjunction with website design or website redesign. Our [search engine registration](#) form is one of the first things we give our clients when we start a web design or a redesign project. We ask clients to assemble lists of keywords and descriptions to use on their website. Putting yourself in the shoes of your prospects and customers helps you to come up with the words and phrases that they might use to find your products and services.

Optimizing Your Website

Using this information our SEO experts optimize your website with content and information that describes your business, organization or product. SEO involves many elements, from your website's copy to your page's title tags.

SEO, Search Engine Optimization, helps drive relevant prospects and traffic to your site through organic search engine listings (organic traffic is your unpaid listings on search engines and directories).

Analyzing Traffic

Search engine optimization can bring traffic to your website through organic or natural keyword queries specific to your business. For example, we would want people who search for Internet Marketing Wisconsin to find us on the first three pages of major search engines. Websites designed with search engine optimization (SEO) in mind are more likely to be found by people who are searching for what you have to offer.

Whether you need a new website design or just want more traffic, [Schedule a free consultation](#) about search engine optimization for your website.