

relevance & trust

what it takes to hit page 1 of Google

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Every day, more than **5.6 billion** searches are made on Google. Because **99%** of searchers *never* scroll to page 2, it's crucial to be on the first page of Google's results page. There are two things Google looks at when deciding who is going to be on page 1.

1. RELEVANCE



Onsite Work



Content

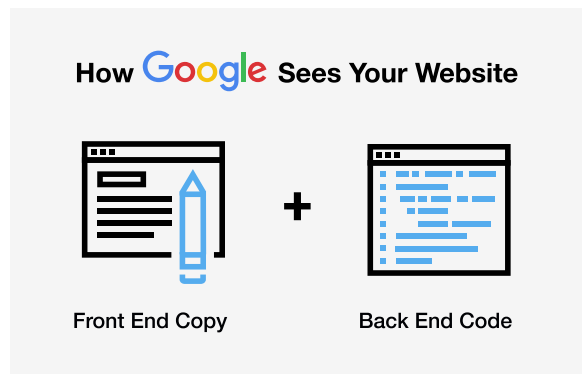


Code

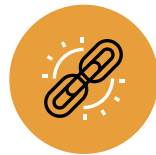
This has everything to do with your website and Google seeing exactly what you do and who you are. If your website says you are a shoe company, Google wants to see that you sell shoes. Not furniture, books, or plumbing services — shoes. Google wants to make sure you are who you say you are so they can give their users the best search experience possible.

Relevance = onsite work

We optimize the content, keywords, and code on your website. This gives visitors the information they need about your services/products and supports what is being said offsite.



2. TRUST



Offsite Links



Business Profiles



Authority

A website's trust is determined by the number of other websites that link *back* to your website. These links, called backlinks, are like a 'vote of confidence' from one website to another. It's a signal to Google that other people can vouch for and recommend your services and products. The more of these links you have, and the more relevant and trusted they are, the more trusted you will be, too!

Trust = offsite work

We create custom content about your industry and place it where other people can like, share, and click to route back to your website. We do this with:

- Article Engagement
- Website Bookmarking
- Business Directory Submissions
- Custom Blog Publications
- Custom Article Publications
- Infographic Syndication
- Offsite Content Marketing

Some SEO providers focus exclusively on either onsite or offsite work. We provide full-service SEO. This means we have teams of experts who work together on both types of SEO tasks to make you both relevant *and* trusted in Google's eyes.