



SEO {search engine optimization}

Connect with Future Clients

In today's reality, if people cannot find your web site they will not know that you exist. The Internet has taken over the role of the traditional yellow pages, so if your online presence is lost among your many competitors your business is likely to suffer.

Over 85% of qualified Internet traffic is driven through search engines, however 75% of search engine users never scroll past the first page of results. If your site is not on the first page then you are losing business.

Solutions by Design is uniquely qualified to manage your site's search engine optimization and place you on the first page. Our proven SEO management will get your business noticed by utilizing the latest optimization practices and techniques. We continually study the latest trends and changes in search engine technology to stay ahead of the game and allow you to connect with your future clients.

SEO is its own science. It reaches far beyond simple keywords and directory submissions. Professional optimization starts at the very beginning of site design. The structure of the navigation, the amount and quality of the copy, the background technology used to build the site, providing sitemaps for visitors as well as search bots, and utilizing quality links are just a few of the criteria we use for optimum search qualification.

SEO criteria are constantly changing and there are hundreds, if not thousands of variables in individual search engine algorithms. You need a company that not only understands and excels at SEO, but a company that truly understands your business. With over 20 years in orthodontic marketing and application development, Solutions by Design has the experience and knowledge to manage your site's SEO.



Scan this QR code with your mobile smartphone to learn more about our **SEO Basic Package**.

Engage Existing Patients

In today's diverse social media environment, it's more important than ever to establish multiple lines of communication with your clients. Social media is today's word-of-mouth and it's important to leverage this avenue of communication to engage your existing clients as well as connect with new ones.

Solutions by Design will expertly manage your social media efforts through Facebook, Twitter, YouTube, and more. Staying engaged with your clients builds trust, friendship, loyalty, and enhances your online image.

Maintain Your Place at the Top

Search engines are an ever-evolving technology, and what works today in search engine optimization will probably not work tomorrow. This is why we continually work to maintain an edge in the market and provide the best possible SEO services for your business. Our proven success will get your site placed on the first page and we will work hard to keep you there. Our three SEO service packages give you flexibility in determining the optimization that's right for you and your budget.

The Basic Package is included in the development of all our web sites. This provides you with the basic essentials needed to create a presence in the three major search engines, Google, Yahoo, and Bing. This package is typically adequate for low-competitive or rural markets, but does not include the essential social media and comprehensive reporting aspects of our Pro and Premium packages.

What's Included?

- SEO optimized construction using industry-standard programming languages and techniques.
- Placement of industry-specific keywords throughout the site based on our extensive experience.
- Inclusion of geographic keywords specific to your practice (usually city-based targeted keywords).
- Setup of Google Analytics account for tracking and analyzing site activity.

