



**pro package**  
\$298/month\*

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**solutions**  
— BY DESIGN —

# 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 never stops.** As search engines continually change their criteria, sites may lose significant positioning. Without an on-going SEO strategy, you are likely to find your site far below your competition. A long-term SEO strategy is necessary to gain and keep an edge in the online marketplace. 85% of qualified Internet traffic is driven through search engines, but 75% of search engine users never scroll past the first page of results. This means that unless people can find your site listed on page one, they will likely never find you at all.

One of the recent changes in search engine criteria, and certainly one of the most important, is the emphasis on social media. Our Pro Package not only gives you a full-time SEO strategy, but also optimizes your social media accounts to make them more accessible and engaging, thereby driving more traffic to your site and helping your overall SEO.



*Scan this QR code with your mobile smartphone to learn more about our **SEO Pro 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 Pro Package** includes all of the core essentials of our Basic Package, with the addition of key elements such as social media presence, business listings, and comprehensive reporting and strategy adjustments.

## What's Included?

- SEO optimized construction using industry-standard programming languages and techniques.
- Setup of Google Analytics account for tracking and analyzing site activity.
- Custom keywords of your choosing placed throughout the site, along with geographic-targeted keywords.
- Set up your practice listing in Google Places, Yahoo Local, Bing, and other business directories.
- Create and link your Facebook and Twitter accounts, and establish a YouTube account.
- Establish quality inbound links from online sources such as professional directories and blogs.
- Comprehensive monthly reporting and adjustment of SEO elements as needed.

