



Local SEO



TOP QUALITY
online solutions, inc.

Every day, people search Google for local businesses like yours.
REAL SEO leads them to YOU!

Top Quality
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Contact Us!

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We are a full-service web design and internet marketing firm.

Ask us about:

Website Design, Graphic Design, SEO, Local SEO, PPC, Email Marketing, Social Media, Lead and Sales Tracking, Writing Services and Hosting.

*“Quality goes in
before the site
goes on.”*

What Is Local SEO?

Search Engine Optimization (SEO) is the process of positioning your website to rank highly in search results, making your website visible to people who are looking for a business like yours. **Local SEO** increases search traffic from geographic terms. For example, a restaurant wants to be visible in search results when people search on “springfield sandwich shop” or “italian food springfield.”

Good search rankings require SEO. SEO involves persistent content marketing and ongoing updates to your website. **Content marketing** is a critical part of SEO because it builds your online brand, earns links and boosts your website’s authority.

SEO has the **best long-term return on investment** because you do not pay for clicks from natural search results. This doesn’t mean SEO is free. A dynamic **REAL SEO** program is needed to earn *and maintain* page one rankings. You don’t get many clicks if you’re not on page one!

REAL SEO is our proven to succeed SEO program that considers your budget, your business niche, and your competition. **REAL SEO is:**

- **Research** - We identify facts and information about your business, keywords and themes that attract people looking for your products and services, and lay the groundwork for the campaign.
- **End-User Value** – We design meaningful content, including articles, blogs, infographics and videos, that will be of genuine interest to your clients and potential clients.
- **Analysis** – We track, fine-tune and optimize the campaign to make sure it’s reaching your clients, potential clients and the search engines.
- **Launch** – We distribute the content to the right people and places and engage people across the web, earn links to your website and improve your search rankings.

You Can See Success!

The entire process is tracked in our SEO reporting tool and reports can be automatically sent to you. You’ll see the content we create and detailed progress of your search rankings.



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REAL SEO Features	Description
Targeted Keywords	Finds the most productive keywords for your Local SEO campaign.
Local Maps	Claims listings in Google+, Yahoo, Bing and Yelp.
NAP	Submits your business name, address, and phone number to main repository of business information where it's picked up by local directories.
Articles	Creates unique keyword-rich articles, each posted to a distinct website. No spun content.
Video	Presents information about your company in an eye-catching video format.
Infographic	Presents information about your industry, suitable for sharing with bloggers and on social media.
Press Release+	Submits company news and events to press release sites.
Business Quote+	Places your quote in an industry-related, timely news story.
Featured News+	Connects your business to a timely news story and pitches article to online publishers.
Content Marketing	Shares all forms of content with the right people in the right places. Unique, quality content earns links, showing search engines that yours is a website of authority.
Article Syndication and RSS	Places articles on industry related websites and submitted to relevant RSS aggregators.
Twitter/Social Sharing	Promotes your website and content on Twitter and other social media sites.
Onsite Blog	Adds fresh, engaging content to your website.
Onsite Optimization	Optimizes your website for target keyword density, title tags, internal linking and rich snippet markup. Includes recommendations for overall website design.
Website Copy Edits	Adds target keywords to your existing web copy.
Conversion Optimization	Makes recommendations to improve conversion rate. Includes set up of lead capture form on your website.
G+ Authorship	Links your content to your Google+ profile.
Schema.org	Implements schema.org markup, making your website more visible to search engines.
Reporting	Provides campaign results, including rankings and conversions.
\$10 Phone Tracking Credit	Tracks phone calls from your online marketing campaigns. Complementary \$10 credit included in all SEO plans.

Local SEO plans range from Starter to Standard. Not all features are included in the lower cost plans.

+ - Requires Premium Writer Service

