



## SEO with periscopeUP - What Make Us Different?

Our goal isn't *just* to get you to the top of search engines, but *also* to get more people to fill out a form, pick up the phone, or to make a purchase online.

We will meet with you every month so you can judge for yourself how well we achieve your online goals and if you're getting a positive return on your marketing investment.

We won't tie you into a long term contract. All our engagements are month to month. The risk is low, but the rewards are high. When we optimize your website we will...

- ✓ Deeply understand your business
- ✓ Research the best keywords (including the "long tail")
- ✓ Optimize your site, not just for search engines, but for people too
- ✓ Make your website content & technology "Google, Yahoo! and Bing friendly"
- ✓ Add strong features & benefits statements that sell your products & services
- ✓ Add calls to action to get people to pick up the phone
- ✓ Track your search engine rank, traffic and leads
- ✓ Meet with you regularly to report, strategize, and continually improve website performance.

## Testimonial

"WE HAVE WORKED WITH PERISCOPEUP FOR TWO YEARS NOW ON SEO, AND THEY HAVE DELIVERED ABOVE AND BEYOND WHAT WAS EXPECTED. OUR SITE HAS 12 TERMS ON PAGE ONE OF GOOGLE, WITH THE MOST IMPORTANT ONES BEING IN POSITION ONE OR TWO.

OUR TRAFFIC HAS INCREASED, OUR INQUIRIES HAVE GONE UP, OUR VISIBILITY IS BETTER, AND THE SITE IS MUCH IMPROVED. PERISCOPEUP BRINGS BOTH TECHNICAL AND STRATEGIC EXPERTISE, AND THEIR ABILITY TO WRITE AND UNDERSTAND NICHE MARKETS MAKES THEM AN INVALUABLE PARTNER."

- CHRIS PRESS  
MARKETING MANAGER  
FLEXAN CORPORATION

## Industry Experience

- ✓ Hotels & Travel
- ✓ Auto
- ✓ Software & Technology
- ✓ Business Signs
- ✓ eCommerce
- ✓ Medical Devices
- ✓ Hospitals
- ✓ Not For Profit
- ✓ Research Institutes
- ✓ Foundations
- ✓ Government Consulting
- ✓ Research & Archivists
- ✓ Marinas
- ✓ Marine Construction
- ✓ Health Clubs
- ✓ Creative & Marketing
- ✓ Travel Destinations
- ✓ Higher Education
- ✓ Many Others

## 3 Packages for Search Engine Optimization

### Local SEO

- ✓ Basic website optimization for pin map (local) results
- ✓ Search engine & pin map submission
- ✓ Basic link building
- ✓ Analytics & tracking
- ✓ Quarterly meeting

### National SEO

- ✓ In-depth website optimization
- ✓ Technology best practices
- ✓ Expert content that converts visitors to leads
- ✓ Search engine & pin map submission
- ✓ Robust, powerful link building to push you up to the top of the rankings
- ✓ Advanced analytics & configuration to track conversions
- ✓ Split test pages, images, messaging, and more
- ✓ Monthly meeting to understand user behavior & improve
- ✓ Access to periscopeUP partners & online marketing consultants

### National SEO & Content

All of the above, plus regular articles, blog posts, press releases, social media updates, and other content for your website or link partners.

For pricing and description of our eCommerce SEO, Mobile SEO & Reputation Management services, please call (410) 404-1665.

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