



the ADVERTISING CENTER WEBSITE S E O

TAC Professional SEO (Search Engine Optimization) Service

Is Your Website Producing The Results You Want?

The way to get your website included in search engine results is different than it was in the past. In fact, it can be so difficult to get your website to come up in the searches you desire, that the term SEO (search engine optimization) has become a separate field and an art form in itself. Fortunately if your website was developed by TAC, your site is already technically optimized for search engines to properly read your content and for optimal speed and easy-to-use navigation. But to fully take advantage of your website on the Internet, TAC can expand your optimization and incorporate features that can take your website results to the next level and beyond.

To get started, TAC recommends these 7 steps:

1. Determine Your Most Important Key Words/Phrases

It's not like the old days, when you loaded your meta tags with every possible key word you could think of. Today the most effective method is to focus your efforts on the most important key words and phrases. TAC can help you determine the right words and research your website's current ranking and competitors' focus.

2. Optimize Your Meta Tags and Header Tags Unique To Each Page

TAC will start your optimization by editing the Meta Tags and Header Tags with key words and descriptions tailored specifically for each page, which will produce better results in search engines.

3. Optimize Your Content

It's important that the key words and phrases you are focusing on are included in the text and content of your website. TAC can provide creative editing of your content to incorporate your key words and improve search ranking.

Call To Get Started Today!
(716) 874-5155, ext 1#

How to get my website listed on Google?

Google Search

I'm Feeling Lucky

4. Google Webmaster

TAC will setup a Google Webmaster account, verify your website, develop and register sitemap index and robot files which can improve your search results.

5. Google Analytics

TAC will setup a Google Analytics account and install code on each page of your website. Google will collect valuable data on your website traffic, visitors, key words and more. All the data collected is available online in reports through your account portal.

6. Google Places

If your business is a location people can drive to, TAC will setup with a Google Places page which will add information to searches on Google Maps and Places.

7. Google bing YAHOO! PPC

Ready to have your website be a leader in your industry? TAC creates and implements result oriented, cost-effective advertising campaigns on Google, Bing, Yahoo and other PPC (pay per click) advertising venues.

Want more? Many other SEO, PPC & social media services available. Call for more info.



It all comes together at...

the ADVERTISING CENTER

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