

## PEAK POSITIONS SEARCH ENGINE OPTIMIZATION AND SEO CONSULTING SERVICES

### Search Engine Optimization - SEO Consulting Services

Our veteran SEO consulting technical department is available to work with your team to develop customized search engine optimization strategies that will greatly enhance your company's competitive standings on the major search engines. If your dedicated staff needs SEO marketing advice and expert guidance; our SEO consulting team is ready to assist. Typically we provide search engine site design guidance via network conference call incorporating multiple offices. Our dedicated, client-focused SEO consulting staff looks forward to speaking with you.

### Our SEO Consulting Process

Search Engine Optimization and SEO Consulting Needs Analysis Every SEO consulting and search engine optimization project begins with a client needs analysis. This initial step allows us to determine the most effective keyword positioning strategy for your website. To begin, we review current rankings and past site submission(s) history as well as identify target keyword search categories.

### Search Engine Keyword Target Identification

A comprehensive SEO keyword ranking strategy is a crucial aspect of better returns. To accomplish this, we research three keyword search database collections to identify the most popular keywords and keyword phrase combinations, being searched most frequently, by your target audience.

### Customized Search Engine Site Optimization Services

Peak Positions optimizes the entire domain: homepage, relevant interior pages, and all associated pages, cover to cover. To maximize impact on the search-engine spiders, we position several specific keyword ranking factors throughout the site. Our proven search engine site optimization (SEO) processes, in combination with our content relevancy procedures, help our SEO consulting clients secure and maintain premium keyword ranking positions on the major search engines. Our customized search engine site optimization and SEO consulting solutions deliver more targeted site traffic for our accounts, maximizing consideration of qualified, in-market, Internet users, resulting in increased awareness, interaction, conversions, and market share.

### Customized SEO Content Delivery System

The algorithms and ranking criteria vary by search engine and continue to change on a frequent basis. Our exclusive seo and site optimization technologies focus on addressing the primary ranking factor of all of the major search engines, relevant content. Our proven algorithm content-mapping process ensures that your corporate site is indexed properly and ranked primarily on the merit of its page content. We position optimal site content in specific locations to be indexed by the major search engine 'spiders' and editors. Our content-depth and SEO campaign goals ensure that premium keyword positions are attained for the given domain in the corresponding product and service keyword target categories of all major search engines.

### Exclusive Search Engine Link Popularity Program

Peak Positions addresses link popularity in all of our site optimization and SEO consulting programs. Link popularity is a critical ranking factor with many of the leading search engines. Our precise cross-link and semantic matching strategies concentrate on increasing your website's keyword placement and site rankings.

### Search Engine Site Optimization Client Delivery

Peak Positions delivers all custom SEO elements directly to our search engine optimization clients. We can upload or assist your technology team with the loading of our custom SEO work onto your servers. If accepting a third party's site optimization work is a hindrance, our SEO development and consulting team will design a comprehensive SEO site consultation program that meets your unique search engine marketing goals.

### Manual Search Engine Site Submissions

Peak Positions conducts one-time site submissions to the leading search engine directories and ongoing manual site submissions to the major "spidered" search engines. Our SEO Consultants and veteran optimizers manually submit each web site to the major search engines on an individual basis and do not use any software programs or automated site submission tools.

### Keyword Position Reporting Management Tool

All of our SEO consulting and search engine site optimization accounts receive dedicated access to our new web-based reporting tool. This secure online tool allows our SEO clients to analyze keyword ranking positions by domain and by major search engine on a daily basis. The easy to use search engine keyword reporting functions are delivered with accuracy, speed, consistency and performance. The Peak Positions SEO consulting and search engine site optimization clients also enjoy performance growth charting capabilities by keyword and major search engine designed to address SEO campaign management and equity evaluation issues.

Stay on top of the major search engine results pages and informed with timely keyword position ranking reports brought to you by the expert SEO consultants at Peak Positions.