

*inter*summa

MARKETING & SALES CONSULTANTS



Search Engine Optimization (SEO)

Don't leave SEO to ICT only

Search Engine Optimization



Advantages of organic search:

- **70% of visitors prefer unpaid positioning to get information**
- **67% prefer unpaid positioning for a purchase search**
- **Six out of seven purchases result from organic search**
- **Effective and efficient**

Search Engine Optimization

- **Business analysis in an interview :**
 - **Your market**
 - **Your ambitions**
 - **Your competitors**

- **Improvementproposal**

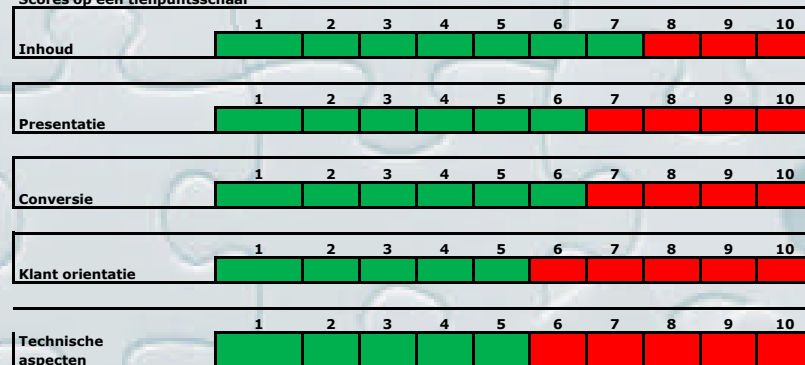
- **Marketing**

- **Content**
- **Presentation**
- **Conversion**
- **Customer orientation**

- **Technique**

- **Off page**
- **On page**
- **User friendliness, readability and keywords**

Scores op een tienpuntschaal



Search Engine Optimization




- Off page
 - Registration Search Engines
 - Indexation
 - Linkbuilding, externally and internally
 - Link quality
- On page
 - Sitemap
 - URL's and title tags
 - Metatags
 - Domain age

Search Engine Optimization



- **On request:**
 - **Monitor developments**
 - **Follow up on results and a twice a year feed back**
 - **Content management**
 - **Work together on the further development of the site with regard to SEO, content and design**
- **Prijzen**
 - **500 euro for the basic report**
 - **On request for further work**

The logo for intersumma features the word "intersumma" in a lowercase, sans-serif font. The "inter" portion is in yellow, while "summa" is in white. A yellow curved line arches over the text.

intersumma

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