



MARKETING • PRINT • MAIL

Effective Online Marketing Starts with a Winning Website

Build a website that attracts customers and supports your business goals

In today's online marketplace, a properly planned and executed website does more than simply deliver information. It takes advantage of the power of search engines to deliver prospects to you at exactly the right time ... when they are in the market and ready to buy.

Why is "search" such an important consideration as you plan your website? Experts say search engines such as Google, Bing and Yahoo typically drive between 70% and 80% of all traffic to new websites. But just showing up in search results isn't enough. You want to rank at or near the top of organic (non-paid) listings. Research shows the top spot typically attracts more than half of all clicks from users and 90% of clicks go to the first six search listings.

Search engine optimization (SEO) helps ensure that your site appears as high as possible in the listings delivered by searches on the most relevant keywords to your business. At Allegra, we're SEO experts who apply a precise and direct approach, using innovative strategies to help define your business and the way customers seek information. Combined with our understanding of the best practices for website design, navigation and content – and our ability to help you create an effective overall website strategy – Allegra's SEO capabilities boost targeted traffic to your website and make your online channel a powerful source of sales.



How do we do it? By...

- >> Identifying your audience and the keywords they use to search for your products and services.
- >> Adding the proper descriptions, like title tags, heading tags and image tags, to support search engine ranking.
- >> Conducting an in-depth competitor analysis to ensure you will outperform the competition.
- >> Combining best practices in design and marketing to boost online conversion rates.
- >> Crafting content that is keyword-rich to maximize performance.
- >> Manually submitting your website to search engines and directories.
- >> Developing search engine-friendly URLs and site maps for better indexing.
- >> Evaluating analytics and making ongoing improvements.

How to build a harder working website

Start by carefully defining the goals for your site, and make SEO a part of your initial planning. The content on your site should support sales and allow search engines to find you. The way you deliver content can also have a big impact on search results. For example, presenting information in a blog or forum ensures a steady stream of fresh content to attract search engine attention. And posting white papers or other educational content can attract links from other sites, another way to earn high rankings in your audience's search results.

As you develop your site map and decide on site navigation and content headings, follow established best practices and think like a user to ensure that your site delivers information conveniently and the way your audience expects to receive it. Don't shortchange the conceptual design. Great graphic effects elevate your brand and encourage users to focus on, and get more involved with, your content.

The websites on this page are just a few examples of how Allegra uses SEO as part of a comprehensive website development strategy. Combined with our attention to usability, effective content, and use of graphics and multimedia elements, we're equipped to create sites that effectively support a wide range of business goals.

Allegra makes the Web work harder for you

We are experts in Web development and SEO, equipped to ensure that your website builds your business and supports your brand. Look to us for both Web development and SEO. We'll help you build a powerful new website – or improve the performance of your existing site – with services including: comprehensive site auditing and planning, site review and keyword research, as well as comprehensive, search-focused website development. Then we'll help you maintain your high rankings with a cost-effective SEO maintenance program that keeps you in tune with changing search engine methods.

Call or stop by today to learn more about our Web services or other print and marketing solutions.



MARKETING • PRINT • MAIL

255 York Boulevard
Hamilton, ON L8R 1Y7
905-528-2999

11 Hughson Street S.
Hamilton, ON L8N 4K2
905-522-0788

www.allegrahamilton.com

