

Online Presence & Search Engine Optimization

A new service offered by White Mountain Technologies to improve your online marketing presence and to enhance your ranking by search engine results. The purpose is to improve the volume and quality of traffic to your website from search engines and to broaden your market reach.

SERVICES

Online Presence and Search Engine Optimization involves the following:

- Optimizing Your Website
- Tracking Prospects
- Monitoring Analytics
- Registering Website on Search Engines, Special Portals & Directories
- Implementing Spider Words
- Downloading Standard Applications
- Providing Conversion Recommendations
- Holding & Tracking Email Campaigns'
- Blogging News & Events
- Implementing Social Media Tools
- Optimizing Online Advertising
- Providing Training & Support

OBJECTIVES

Nowadays, to stand out in the online crowd, you need to have a good Online Marketing Presence Strategy.

Proper implementation of this strategy accomplishes the following objectives:

- Makes your firm/institution more searchable
- Improves your marketing image
- Broadens your market horizon
- Opens doors to additional businesses/partnerships
- Saves you substantial marketing cost
- Allows you to track your prospects
- Broadens your knowledge of prospects needs and interests
- Empowers you to continue your pursuit of online marketing excellence

