



# Visible Strategies

## *Idea Driven Results* <sup>TM</sup>

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### **Visible Strategies Delivers Measurable Communication Solutions & Results**

Visible Strategies Search Engine Communication group focuses on your web solutions and results. We have the skills and experience to deliver complete, customized solutions that produce visible results using the industry's best practices.

#### **Internet Communications Results**

- Attaining a number one ranking in Google on a single keyword for one of our clients competing against 1.6 BILLION pages
- Quadrupling one of our client's relevant site traffic
- Doubling sales results from one of our clients PPC campaigns
- Tripling qualified sales leads for one of our clients
- Creating a top search engine image reputation and presence for a candidate
- Creating a top search engine image reputation and presence for a "Cause"

#### **Visible Strategies Provides Full-Service Search Engine Marketing Solutions**

- **Sites Designed for Search Engine Optimization:** Our websites are designed and engineered using techniques and strategies that increase visibility in search engine results pages. Whether you're selling shoes, promoting a candidate, a cause, a new real estate development or offering breaking news stories, our clean, user-friendly design can increase your visitor traffic and revenue.
- **Natural Search Engine Optimization** - Identify the strategically defined keywords and phrases that will drive the most qualified traffic to your website. Identify the existing technologies on your website that may hinder search engine visibility.
- **Pay Per Click Advertising Management** - Discover which keywords to target via the most effective pay per click programs and at what price. Know when to rely on natural search engine optimization, when to buy rather than optimize, and when to do both.
- **Search Leveraged Public Relations** - Ensure that your public relations efforts have the best chance of not only attracting journalists and netting you press coverage, but of gaining links to your website, visitors to your website, and potential new customers.
- **Web Analytics** – Optimize, measure and analyze your results. Then re-optimize based on real data to achieve the maximum ROI (Return on Investment) from your online marketing efforts.
- **Website Conversion Analysis:** Uncover the obstacles that your website poses to visitors that try to perform a "conversion action" (buy, register, download, request more information, etc.).
- **Website Competitive Intelligence:** Discover what your competitors are doing and how to position yourself to win on your relevant words.

Our decade of experience managing web communication strategy and campaigns has shown that a 12-month commitment is recommended to achieve optimal campaign results. After a thorough assessment of your needs, capabilities and goals, your Services are priced on a customized basis.

[Visible Strategies Business Communications Solutions](#)

Consulting Services, please contact M. Ross at [mross@visible-strategies.com](mailto:mross@visible-strategies.com)  
or via phone at (877) 486-6283