



**ABELLO**  
M E D I A

**UNLEASH THE POWER OF DIGITAL MARKETING TODAY**

**SEO SERVICES EXPLAINED**

Consumers Start the Buying Process Online



*Are They Finding Your Website?*

salt lake city landscaping

**Landscape Design & Maintenance - From Concept to Construction**  
[www.landdesignbyarmstrong.com/](http://www.landdesignbyarmstrong.com/) (801) 557-4217  
 Build Your Dream Landscape with Armstrong. Over 30 Years Serving SLC & Park City  
 Serving Utah for 30 Years - We Do It All for You - No Sub-Contractors  
 Highlights: No Sub-Contractors, 35+ Years In Business  
 Photo Gallery      Landscape Design  
 Outdoor Living      Retaining Walls

**Utahs #1 Landscaping Company - Over 35 Years of Excellence**  
[www.tucklandscape.com/](http://www.tucklandscape.com/)  
 Landscape Professionals in Design, Build, Maintaining, & Seasonal Services.  
 Commercial Landscaping - Landscape Maintenance - Residential Landscaping - Hardscaping

PAID  
ADS

# Why Do You Need to Be on Page 1 of Google?

Rating   Hours   Sort by

**Landform Design Group**  
 3.0 ★★★★★ (2) - Landscape Designer  
 0.2 mi · 511 W 200 S Suite 125 · (801) 521-2370  
 Open until 6:00 PM      WEBSITE      DIRECTIONS

**VODA Landscape + Planning**  
 No reviews - Landscape Architect  
 0.5 mi · 307 West 200 South #5002-B · (801) 520-5382  
 Open until 6:00 PM      WEBSITE      DIRECTIONS

**MGB+A**  
 5.0 ★★★★★ (1) - Landscape Designer  
 0.7 mi · (801) 364-9696      WEBSITE      DIRECTIONS

[More places](#)

LOCAL &  
MAPS

**Mott's Landscaping**  
[www.mottslandscaping.com/](http://www.mottslandscaping.com/)  
 Mott's Landscaping is a locally grown company in Salt Lake City, Utah, that provides a full range of services. We are committed to 100% customer satisfaction & are Gephardt Approved.

**Ridgeline Landscaping in Salt Lake City - Landscape Contractor**  
<https://ridgelinelandscapinginc.com/>  
 The best landscaping in Salt Lake City is done by Ridgeline Landscaping, your Salt Lake City Land Contractor.

ORGANIC

**81% of consumers search online before buying.** Purchases begin with search. Prospective buyers search online for helpful product information, price comparisons, and trustworthy reviews. – Adweek

**84% of clicks are organic.** Searchers skip advertisements and click on organic search results to find what they're looking for.

# So How Do You Get To Page 1 of Google Organically?

## SEO

SEO stands for Search Engine Optimization and it is the **WORK** that goes into a website to get it on the first page of Google.



# How Does SEO Get You to **Page 1 of Google?**



1. Does Google think your site is **RELEVANT**?
2. Does Google **TRUST** your site?

# Relevance = Onsite SEO



HERE IS WHAT GOOGLE LOOKS FOR ON YOUR WEBSITE



Source Code



Content



Site Speed



Mobile Friendly



Google Analytics



Google Maps



Videos/Images

# Trust = Offsite SEO



HERE IS HOW GOOGLE DECIDES TO TRUST YOUR SITE



Custom Articles



Article Engagement



Blog Posts



Site Bookmarking

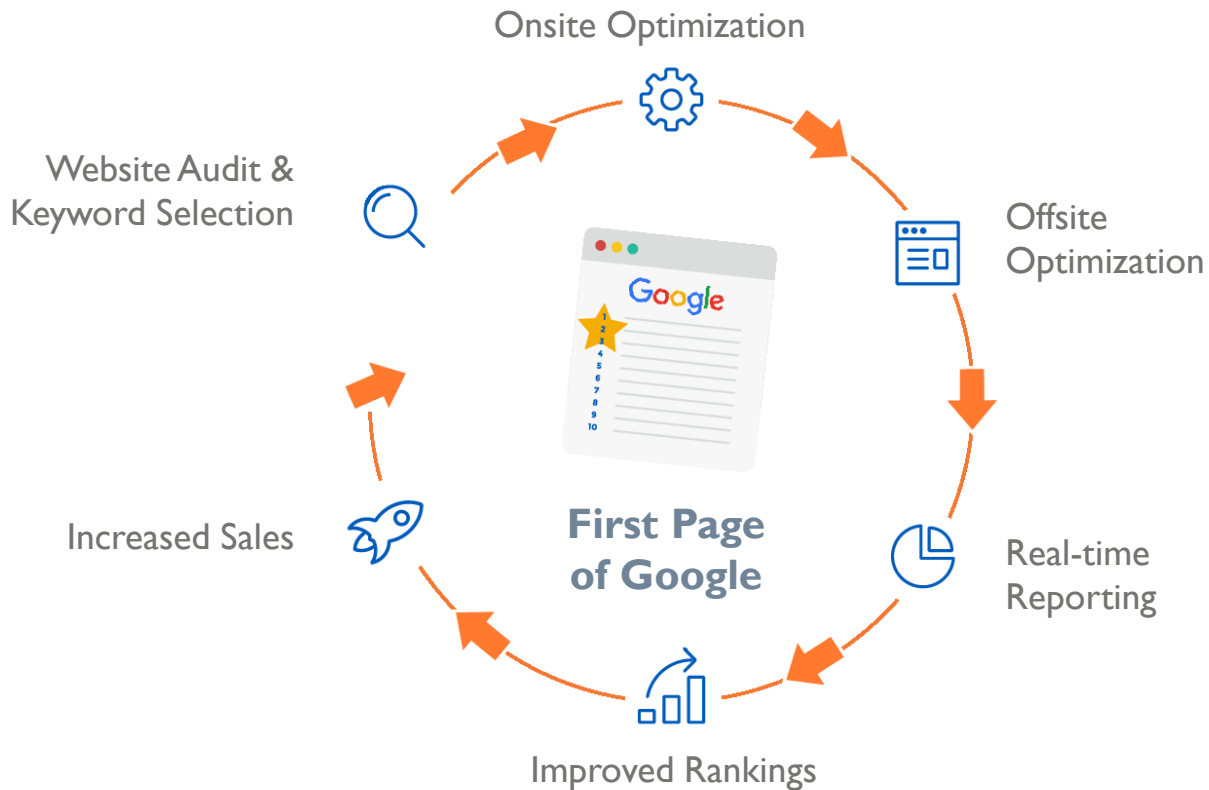


Infographics



Business Directories

# What Does the Whole SEO Process Look Like?





# | How Long Does the SEO Process Take?



**45 Days:** Site build, onsite optimization, and start building trust



**3-4 Months:** You can see significant improvement in your rankings



**6 Months:** First page rankings within 6 months



**6+ Months:** Ensure you grow and stay on top of competition and don't drop off page 1

# How Much Does SEO Cost?

Two main factors:



Market Competitiveness



Industry Competitiveness



\$ Small market, smaller budget



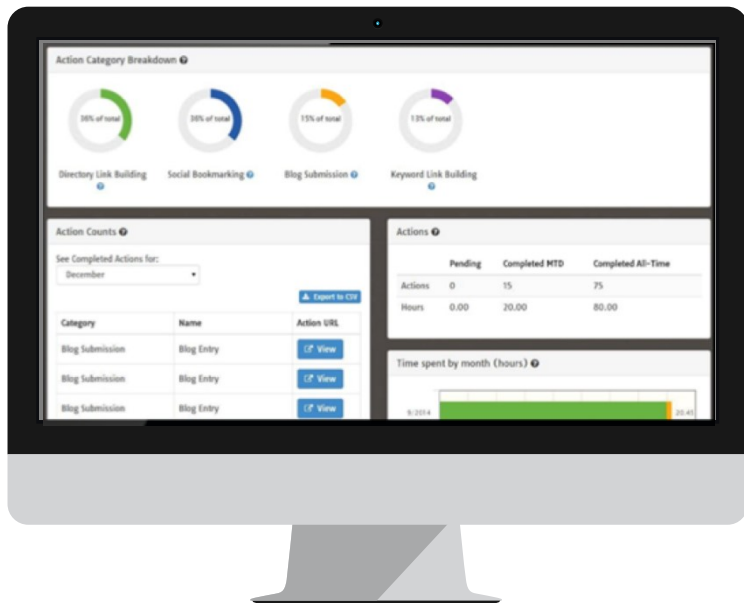
\$\$\$ Big market, bigger budget

# How Much Does SEO Cost?

**We select the body of SEO work that will get you the best results at a budget you can afford.**

- Keyword Page Code Enhancements
  - Title and H1 tags
  - Image alt tags
  - Meta descriptions
- Keyword Page Copy Enhancements
  - Integrate keywords in copy
  - Keyword page readability
- Link Development
  - Article Engagement
  - Website Bookmarking
  - Business Directory Submissions
  - Custom Blog Publication
  - Custom Article Publication
  - Infographic Syndication
  - Offsite Content Marketing

# Better Technology = Better SEO



- 1 High Quality Work
- 2 Full Transparency Into the Work
- 3 Full Service Offering:  
Offsite and Onsite SEO
- 4 24/7 Performance Auditing



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