

May | 2022

Psalm 9:1 "I will praise thee, O Lord, with my whole heart; I will shew forth all thy marvellous works."



SEO Friendly Content - Yes, we do that too!

Are you looking to energize and refresh your current marketing strategy? As a marketing company in Grand Rapids, we offer a variety of services that are tailored specifically for your business objectives. Being a tried-and-true digital marketing agency, our team are experts in various marketing capabilities including Search Engine Optimization.

What Is SEO?

Search Engine Optimization (SEO) is a form of website optimization to get your website maximum exposure for your web pages on the Search Engine Results pages. Whether you're a local company looking for SEO services in Grand Rapids, MI, or located across the country, we will be able to provide you with top-notch SEO services tailored to your company's needs! Incorporated into our SEO strategy for clients are keyword research, local SEO efforts, SEO-friendly site structure, web design, mobile responsive, site speed optimization, and relevant metadata, alt text, H1, H2 & H2 tags applied throughout your site.

Benefits of SEO

Investing in SEO Services is a long-lasting investment that will attract new customers, increase sales, increase brand awareness, and drive traffic to your well-manicured website. If executed correctly! **The great benefit of a Search Engine Optimization strategy is its ability to capture your target audience at the exact moment they are looking for your product or service.** The goal with this type of strategy is to be on the first page of Google, above your competitors! Obtaining a position on the first page of Google not only provides an opportunity for increased website traffic but also a sense of credibility and trust amongst your audience. Who doesn't want that?! The combination of an aesthetically pleasing [website design and development](#) paired with a strong SEO strategy will continue to produce results for your company and pay for itself.

What to Expect When Teaming Up with Spectrum Net Designs for SEO Services

Google Services – Setting up your website with Google Analytics, Webmaster Tools, Google My Business, and much more, we will track information such as the number of visitors, pages visited, keywords used to find your website, insight into crawling and indexing your site, and vital search statistics. All reporting will be done monthly with traffic statistics and analysis.

Keyword Research & Strategy- We will conduct extensive keyword research and develop a strategy for the upcoming months. We will find high traffic and attainable keyword and then develop a search engine optimization strategy to help drive traffic to your site. We utilize many resources to find those untapped keywords to help improve your overall search engine rankings.

On Page Optimization- On-page optimization is now one of the most important factors of your search engine optimization service. From on page tags, image optimization, back-end metadata, and much more, we will work to get your site to the top of Google.

Off Page Optimization- A contributing factor of top rankings is the buildup of increased incoming links across the web. This is an element of service that helps to increase the number of links to your website as well as increase its link popularity. We will submit your website to quality sites for the placement of links for you.

Local SEO- Help drive more local revenue to your business with local traffic and quality leads. We provide local SEO services that include Google My Business Optimization and help you acquire links to local Chamber of Commercial and online reviews. With these Local SEO strategies, you can increase your online footprint all while attracting more foot traffic to your locations.

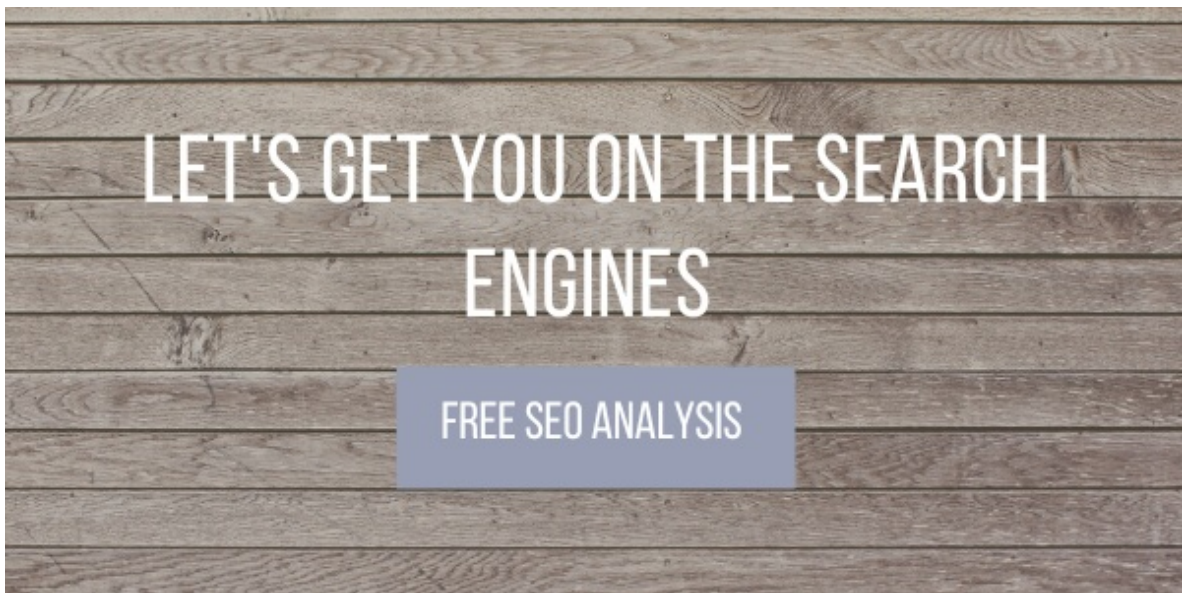
Content Writing - We can provide content writing for your blog posts, website, and social media sites. Not only will this help your SEO, but it will provide value for your users!

Monthly Reporting- Each month you will be provided with a report to show your SEO campaign results as well as the traffic that was sent to your website from the search engines. You will be able to see everything from crawl errors, and index issues and correct them in a timely manner so your website doesn't lose momentum on the search engines.

If you are currently looking to increase your online exposure and drive more traffic to your website, we can help! We have an extensive portfolio of clients that we help do just that! Our clients consist of auction companies, landscape companies, ecommerce, auto body companies, and more! Get in touch with our team today to learn more and discuss options!

[Check Out our Full-Service Marketing Options](#)

[Learn More About the Work We Do](#)



In Case You Missed It!

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Social Media Strategy 2022

One area that continues to be dependable for a solid ROI is social media. Some insight from the first quarter of 2021 provides a good indication that social media will be in your “keep” and “change” column for your 2022 marketing strategy.

[*Read More*](#)



Passive vs Active Voice For Content Marketing

Active voice for content marketing helps you connect and resonate with as many people as possible

By writing in active voice versus passive in your content writing your readers will stay engaged with your material and you develop an authority on the subject you are talking about.

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