



ONDEMAND

MARKETING CONCEPTS

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/ (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

Outdoor Living

Landscape Design

Retaining Walls

Utahs #1 Landscaping Company - Over 35 Years of Excellence

www.tucklandscapes.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?

LOCAL
& MAPS



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



VODA Landscape + Planning

No reviews · Landscape Architect

0.5 mi · 307 West 200 South #5002-B · (801) 520-5382

Open until 6:00 PM



MGB+A

5.0 ★★★★★ (1) · Landscape Designer

0.7 mi · (801) 364-9696



[More places](#)

ORGANIC

Mott's Landscaping

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://ridgelineLandscapingSLC.com/>

The best landscaping in Salt Lake City is done by Ridgeline Landscaping, your Salt Lake City Landscape Contractor.

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.



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MARKETING CONCEPTS

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

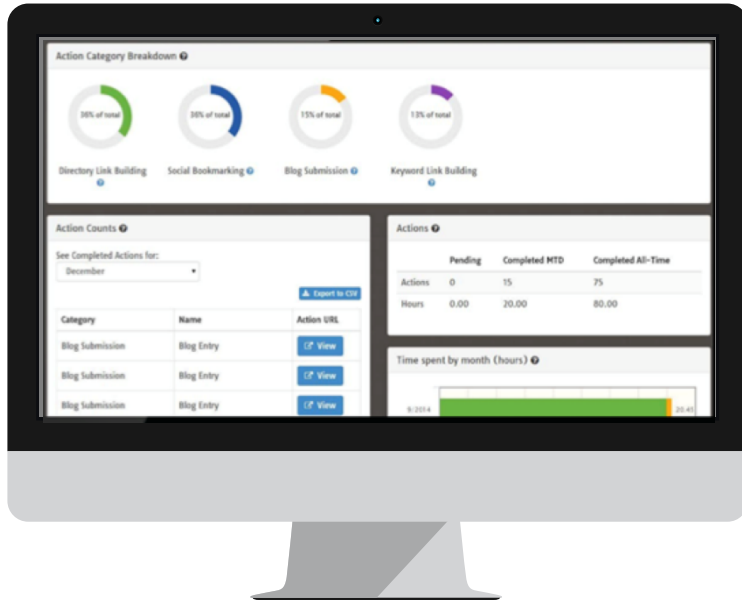
- **Keyword Page Copy Enhancements**

- 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