



## WHAT IS SEO?

Search Engine Optimization (SEO) is the process of improving your website's organic (unpaid) search engine ranking. This means getting your website to appear at the top of search results, elevating brand visibility.

## HOW SEO WORKS



SEO works by making your content easily understandable to search engines, allowing users to find your website quickly. This is done through continually improving and adding new content to your website, identifying relevant keywords to be used, optimizing page speed, ensuring mobile-friendliness, backlinking and more.



## WHY RESEARCH SITES NEED SEO

Your organization likely has competition in or around your local area. Implementing an SEO strategy enables your organization to stand out among your competitors which provides a significant advantage. Most search engine users won't click past page 1 of search results, so if your organization isn't on page 1, you may be missing potential leads.

## THE IMPORTANCE OF SEO



**Increased Visibility:** SEO provides the opportunity for you to reach more people searching for services specific to your organization.

**Targeted Traffic:** SEO helps attract website visitors specifically looking for the type of services you provide to your local community.

**Cost-Effective:** SEO provides long-term benefits with sustainable results.

**Build Credibility:** SEO helps ensure higher rankings which increase trust and authority in your field.

## Ready to optimize your search engine ranking?

- Visit [imagebloom.com](https://imagebloom.com) or email [info@imagebloom.com](mailto:info@imagebloom.com) to schedule a meeting with our SEO strategy team today.