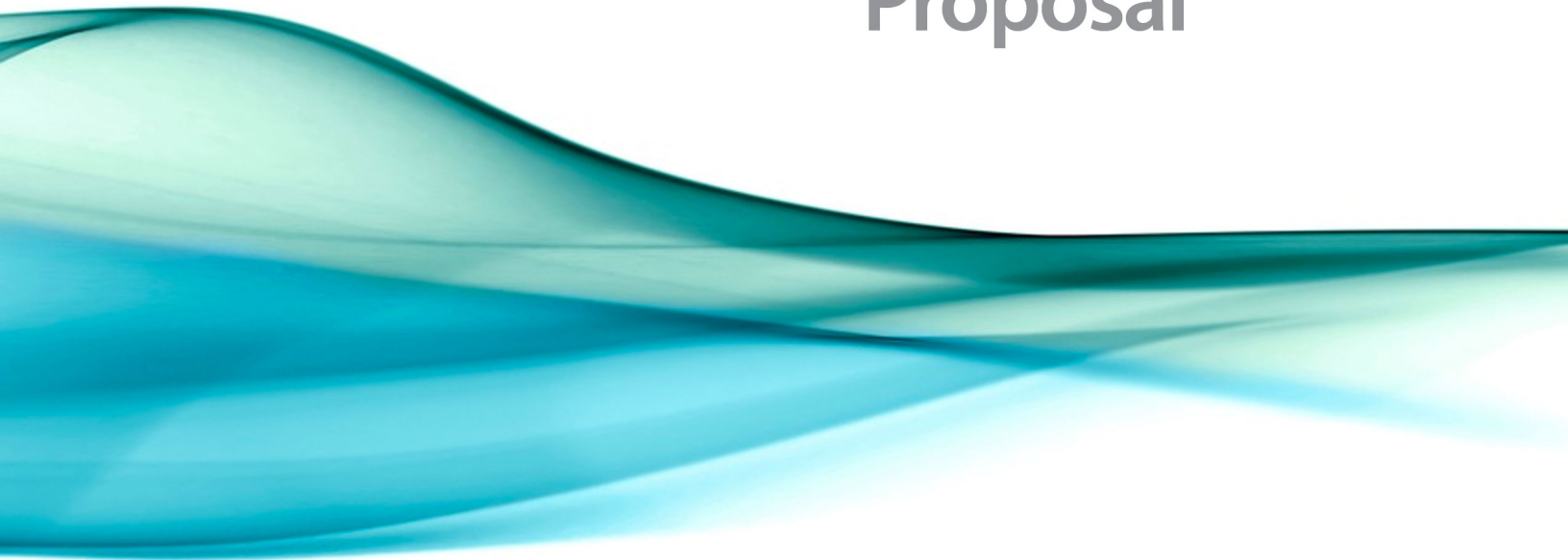


SEO

Proposal



From:

Tom Hartwig
The Hartwig Group

To:

New
Client

WEB DESIGN IN KANSAS CITY? KANSAS CITY WEB DESIGN? WEB DEVELOPMENT IN KANSAS CITY? KANSAS CITY WEB DEVELOPMENT? WHILE YOU MAY THINK IT'S SIX OF ONE, HALF DOZEN THE OTHER, FOCUSING ON THE INCORRECT KEYWORDS CAN COST A BUSINESS DEARLY.

SEO, YOUR BRAND, AND THE WEB

WELCOME TO THE WORLD OF **SEO**, WHERE NEARLY ALL THE RULES ARE MADE UP AND THE POINTS DON'T MATTER.

**HAVE NEVER
LOOKED SO
GOOD
TOGETHER**

WHEN IT COMES TO **WEB DESIGN IN KANSAS CITY** (OR WAS IT KANSAS CITY WEB DESIGN?), SEO PLAYS AN INTEGRAL ROLE IN THE ENTIRE PROCESS OF CODING AND WRITING CONTENT FOR YOUR CUSTOM WEBSITE IN KANSAS CITY. EXCITING, ENGAGING CONTENT IS ALSO IMPORTANT TO NOT ONLY RATING, BUT ALSO USER EXPERIENCE. WE CREATE **AMAZING ONLINE EXPERIENCES** WITH SUPERB GRAPHIC DESIGN, GOOD WRITING, ILLUSTRATION AND PHOTOGRAPHY.

YOU MAY BE SAYING... "BUT HARTWIG GROUP WE KNOW YOU'RE **A CREATIVE FIRM IN KANSAS CITY**, BUT DON'T YOU WORK WITH CLIENTS ALL AROUND THE COUNTRY? WHY SO MUCH FOCUS ON KANSAS CITY?" ALTHOUGH WE DO LIKE TO FLEX OUR CREATIVE MUSCLE ACROSS THE US., WE FIGHT TO REP KANSAS CITY!!! (816 TO THE 913'S)

IF YOU COULD HEAR AN ANALYTICS CLIENT MEETING ABOUT THE DIFFERENCE IN CTR (CLICK-THROUGH RATE) AND CONVERSIONS OF A GOOGLE ADWORDS CAMPAIGN FOR **WEB DESIGN IN KANSAS CITY** VS **KANSAS CITY WEB DEVELOPMENT**, YOU'D PROBABLY CALL US NERDS...IN WHICH CASE WE WOULD GRACIOUSLY SAY, "THANK YOU."

TECHNOLOGY

Our left-brain thinking use handcrafted code, the latest SEO standards, and leverage technology to power your business online. Customer conversions are the focus of every website built.



CREATIVITY

Our right-brain creative use innovative, unique designs and unique ideas to capture the imagination and attention of your online audience. No themes or pre-built, "canned" templates are ever used.

SEO

**A VERB,
A NOUN,
AN ADJECTIVE,
AND THE KEY ELEMENT
OF YOUR BUSINESS'
ONLINE SUCCESS**

You cannot talk about websites without talking about search engine optimization (SEO). While most companies will try and drown you in industry buzzwords to the point that you're so confused that you'll pay whatever price they ask to do ongoing SEO work.

"Trust is the #1 SEO ranking factor. Earn trust from your visitors (through providing great content) and search engines will follow suit. Establish yourself as an expert—create excellent content that people will want to link to and share. Keep a long term focus; tricks and shortcuts are not the way to earn trust."

Hartwig Group uses only White Hat SEO methods

In search engine optimization (SEO) terminology, White Hat SEO refers to the usage of optimization strategies, techniques and tactics that focus on a human audience opposed to search engines and completely follows search engine rules and policies.

For example, a website that is optimized for search engines, yet focuses on relevancy and organic ranking is considered to be optimized using White Hat SEO practices. Some examples of White Hat SEO techniques include using keywords and keyword analysis, backlinking, link building to improve link popularity, and writing content for human readers.

White Hat SEO is more frequently used by those who intend to make a long-term investment on their website. Also called Ethical SEO.

When it comes down to it, SEO can make or break a company. When improperly managed, SEO can make a business seem cheap or schemy, and we all know that no one will turn to a business like that. An additional concern when it comes to bad SEO (otherwise known as Black Hat SEO) is the inevitable moment when Google catches on to your sketchy practices and penalizes your website to ensure that you'll never appear in the first page of results. Eventually, Google **will** uncover the ways that people are exploiting search rankings, punish them, and then adjust accordingly, rather than just doing things the correct way to begin with.

We do things the right way, with White Hat SEO, an algorithm change will rarely have an effect on your search results. We are committed to sustainable SEO methods to grow your business

SEO PLAN FOR CTI

SEO Implementation

We will be focusing on Search Engine Optimization as we build all websites to Google's latest SEO standards.

Each page and post will be optimized for search engines, including page title, URL, keywords, and meta title and description.

Hartwig Group writes clear, concise, semantic markup (HTML 5), which reinforces the information in the website, helps make the information more accessible, and aids Google in better indexing the website.

Hartwig Group will utilize Google's "Rich Snippets" (detailed information intended to help visitors with specific queries) in the website code for content such as businesses, people, services, videos, etc.

Hartwig Group will submit a sitemap to Google's Webmaster Tools upon project completion to set SEO priorities appropriately.

TECHNOLOGY STANDARDS

All of our code is held to our (insanely) high standards to make sure your website works in all major browsers across any and all platforms. We utilize modern workflow and development tools to streamline the entire process and ensure that every line of code is properly vetted and archived safely.

We make sure it's been tested and re-tested so that it runs the way you expect when it's ready to go live. We also use modern tracking and monitoring tools from Google to keep an eye on your site and make any necessary updates as they arise.

MOBILE & RESPONSIVE WEB DEVELOPMENT GIVE YOUR USERS A GREAT EXPERIENCE, NO MATTER THEIR DEVICE

Hartwig Group will design a mobile website version that engages when a mobile device browser is used for finding CTI for the immense SEO benefits and a best UX.

Lovers of both user experience (UX) and user interface (UI) can't not have love for the device that so many of us use every day for a significant part of our online lives. Over 50% of web traffic is mobile, and there's no longer an excuse to not have a mobile responsive website, so this will make sure your users are receiving the same high-end experience any time they visit your site.

"My goal is, irrespective of technique, to make the web as accessible as possible and as beautiful as possible for the people who are trying to access it." – Tom Hartwig

The web has become something that travels with us everywhere. Websites travel with us as well, no matter the device.

The immense SEO benefits of responsive websites:

Google announced that websites that were not mobile-friendly would begin seeing a major penalization in their search engine results. In order to give its users the best experience, Google will not show websites to users searching on a mobile device that is not optimized for a wide range of devices and screen sizes.

ACCORDING TO ONE SOURCE:

"The bottom line is that failing to have a mobile-friendly website is most likely already resulting in lost revenue for your organization. Consumers are becoming less and less willing to put up with poor user-experiences on their mobile devices because organizations fail to adapt to changing expectations. Your prospective customers will find the path of least resistance, and that path will lead straight to your competitors in 2015 if they have a mobile-friendly website, and your organization does not."



ANALYTICS & REPORTING

In order to be successful, we have to know how your website is performing

Incredible tools like Google Analytics and Webmaster Tools exist for you to learn how your website is performing. These tools are entirely free and Hartwig Group incorporates into every website that we build.

“Without big data analytics, companies are blind and deaf, wandering out onto the Web like deer on a freeway.”

What is ‘success’ for your company?

There’s an endless amount of information you can find within Google Analytics, Webmaster Tools, AdWords, and many others. What is important is to understand what data or metrics can have the best impact on ensuring your marketing investments the highest return possible.

“If you can’t explain it simply, you don’t understand it well enough.” – Albert Einstein

Many companies will drown you with information and it can be overwhelming. It can produce confusion and provide you with only an illusion of progress – not here.